



Smithsonian

National Museum of American History Kenneth E. Behring Center

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

NMAH.AC.0611

Franklin A. Robinson, Jr.

August 1999

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

Table of Contents

Collection Overview	1
Administrative Information	1
Biographical / Historical.....	1
Arrangement.....	2
Scope and Contents.....	2
Names and Subjects	2
Container Listing	3
Series 1: Performing Arts.....	3
Series 2: Business/Politics.....	54
Series 3: Sports.....	60
Series 4: Society, Fashion, Royalty.....	70
Series 5: Writers, Musicians, Artists, Singers.....	94

Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Sandra and Gary Baden Collection of Celebrity Endorsements in Advertising
Date:	circa 1897-1979
Identifier:	NMAH.AC.0611
Creator:	Baden, Gary Baden, Sandra
Extent:	2 Cubic feet
Language:	English .
Summary:	An extensive collection of magazine advertisements featuring celebrities from entertainment, sports, royalty, and the arts.

Administrative Information

Acquisition Information

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

Processing Information

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

Preferred Citation

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

Restrictions

Collection is open for research.

Conditions Governing Use

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

Biographical / Historical

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

Scope and Contents

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

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

Arrangement

The collection is arranged into five series.

Series 1: Performing Arts

Series 2: Business/Politics

Series 3: Sports

Series 4: Society, fashion, Royalty

Series 5: Writers, Musicians, Artists, Singers

Names and Subject Terms

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

Subjects:

Celebrities
Endorsements in advertising
advertising

Types of Materials:

Magazines (periodicals) -- 20th century
Tear sheets

Container Listing

Series 1: Performing Arts

Box 1, Folder 1	Abbott & Costello Notes: Tums
Box 1, Folder 1	Margaret Adams with/ Notes: Lux soap
Box 1, Folder 1	Vera Allen Notes: Lux soap
Box 1, Folder 1	June Knight Notes: Lux soap
Box 1, Folder 1	Eleanor Powell Notes: Lux soap
Box 1, Folder 1	Benay Venuta Notes: Lux soap
Box 1, Folder 1	Beryl Wallace Notes: Lux soap
Box 1, Folder 1	<p>Programme Notes. [Print advertising.] 1 Item (35.5 x 25 cm.) Advertiser: Lever Brothers Company Language: English. Notes: Ivorydata4 1133 03061101 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. 6 actresses (portraits shown) endorse Lux Toilet Soap. Good condition.</p> <p>Names: Wallace, Beryl Adams, Margaret Powell, Eleanor, 1912-1982 Venuta, Benay Knight, June, 1913-1987 Allen, Vera</p> <p>Topic: Lux Toilet Soap Women Celebrities Endorsements in advertising Soap Complexion</p>

	Occupation: Actors Genre/Form: Print advertising Photographs -- Reproductions
Box 1, Folder 1	Ben Alexander with Notes: Chesterfield cigarettes
Box 1, Folder 1	Jack Webb Notes: Chesterfield cigarettes
Box 1, Folder 1	Fred Allen Notes: Maxwell House Coffee
Box 1, Folder 1	Fred Allen (2 ads) Notes: Persona Blades
Box 1, Folder 1	Fred Allen with Notes: Heublein Cocktails
Box 1, Folder 1	Fred Allen Notes: RCA Radiotron
Box 1, Folder 1	Maurice Evans Notes: RCA Radiotron
Box 1, Folder 1	Gracie Allen with Notes: Blackstone Cigars
Box 1, Folder 1	George Burns Notes: Blackstone Cigars
Box 1, Folder 1	Gracie Allen with Notes: Spam
Box 1, Folder 1	George Burns Notes: Spam
Box 1, Folder 1	June Allyson (2 ads) Notes: Lux soap
Box 1, Folder 1	June Allyson Notes: Max Factor
Box 1, Folder 1	"You're adorable!" [sic] [Print advertising.] 1 Item (b&w; 27.5 x 20.5 cm.) Advertiser: Lever Brothers Company Language: English. Notes: Ivorydata4 1134 03061102 (Scan No.)

		<p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Main portion of the advertisement is a reproduction of a photograph of actor Van Johnson almost kissing actress June Allyson, shown in close-up profile. The scene may be a still from the Metro-Goldwyn-Mayer film "The Bride Goes Wild" (1948). Text below photograph: "'I'm a Lux Girl,' / Says June Allyson." For Lux Soap.</p> <p>Good condition.</p> <p>Names: Allyson, June, 1917- Johnson, Van, 1916- (actor)</p> <p>Topic: Motion pictures -- 20th century -- United States Skin -- Care and hygiene Celebrities Endorsements in advertising Complexion Women in advertising Men in advertising</p> <p>Occupation: Actors</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>
Box 1, Folder 1	June Allyson Notes:	Lipton Tea
Box 1, Folder 1	Don Ameche Notes:	Persona Blades
Box 1, Folder 1	Don Ameche Notes:	Blackstone cigars
Box 1, Folder 1	Adrienne Ames Notes:	Seaforth for Men
Box 1, Folder 1	Judith Anderson Notes:	Lucky Strike cigarettes
Box 1, Folder 1	Judith Anderson Notes:	Frances Clyde
Box 1, Folder 1	Ann Andrews w/ Notes:	White Rock beverage
Box 1, Folder 1	Beatrice Lillie Notes:	White Rock beverage
Box 1, Folder 1	Ina Claire Notes:	White Rock beverage
Box 1, Folder 1	Paul Draper Notes:	White Rock beverage

Box 1, Folder 1	Prince Ferdinand of Liechtenstein Notes: White Rock beverage
Box 1, Folder 1	Mrs. Roy E. Larsen Notes: White Rock beverage
Box 1, Folder 1	Nancy Hamilton Notes: White Rock beverage
Box 1, Folder 1	Robert Bruce Notes: White Rock beverage
Box 1, Folder 1	Mrs. Paul Flato Notes: White Rock beverage
Box 1, Folder 1	Dana Andrews Notes: Chesterfield cigarettes
Box 1, Folder 1	Dana Andrews Notes: Amer-Overseas Airlines
Box 1, Folder 1	Richard Arlen (2 ads) Notes: Larvex
Box 1, Folder 1	Fred Astaire Notes: Chesterfield cigarettes
Box 1, Folder 1	Fred & Adele Astaire Notes: Chesterfield cigarettes
Box 1, Folder 1	Mary Astor (2 ads) Notes: Lucky Strike cigarettes
Box 1, Folder 1	Argentinita & Massine Notes: General Electric
Box 1, Folder 1	Lauren Bacall Notes: Fortunoff
Box 1, Folder 1	Lauren Bacall Notes: WPAT radio, NY
Box 1, Folder 1	Pearl Bailey Notes: Olivetti typewriters
Box 1, Folder 1	Lucille Ball Notes: Max Factor
Box 1, Folder 1	Lita Baron Notes: Chesterfield cigarettes

Box 1, Folder 1	Gracie Barrie with/ Notes: Lux soap
Box 1, Folder 1	Shirley Booth Notes: Lux soap
Box 1, Folder 1	Phyllis Brooks Notes: Lux soap
Box 1, Folder 1	Dennie Moore Notes: Lux soap
Box 1, Folder 1	Edith Van Cleve Notes: Lux soap
Box 1, Folder 1	<p>Getting to the Heart of this Valentine Question-- [Print advertising.] 1 Item (b&w; 35 x 24.5 cm.) Creator: Lever Brothers Company Language: English. Notes: 245278 Ivorydata4 1135 03061103 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Getting to the Heart of this Valentine Question--". 5 actresses endorse Lux soap. Good condition.</p> <p>Names: Van Cleve, Edith Booth, Shirley Brooks, Phyllis, 1914- Barrie, Gracie Moore, Dennie, 1907-</p> <p>Occupation: Actors Topic: Celebrities Endorsements in advertising Women Women Cupids (Art) Complexion</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>
Box 1, Folder 1	Mona Barrie w/ Notes: Lux soap
Box 1, Folder 1	Elissa Landi Notes: Lux soap
Box 1, Folder 1	Lynn Barri

	Notes:	RC Cola
Box 1, Folder 1	Diana Barrymore (2 ads) Notes:	Arrid
Box 1, Folder 1	Ethel Barrymore with/ Notes:	Chesterfield cigarettes
Box 1, Folder 1	the cast of "The Paradine Case" Notes:	Chesterfield cigarettes
Box 1, Folder 1	Ethel Barrymore Notes:	Milgrim
Box 1, Folder 1	John Barrymore with/ Notes:	Murad cigarettes
Box 1, Folder 1	the cast of "When a Man Loves" Notes:	Lux Soap
Box 1, Folder 1	The most Beautiful Clothes in the world are kept like new with Lux. [Print advertising.] 1 Item (col.; 29.5 x 21 cm.) Advertiser: Lever Brothers Company Language: English. Notes: Ivorydata4 1136 03061104 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Text with four images with references to Warner Brothers movies and New York theater. Caption: "The most Beautiful Clothes in the world are kept like new with Lux--". Good condition.	
	Names:	Miller, Marilyn, 1898-1936 Barrymore, John, 1882-1942
	Topic:	Hosiery Endorsements in advertising Theater Soap
	Occupation:	Actors
	Genre/Form:	Print advertising Photographs -- Reproductions
Box 1, Folder 1	Barbara Bedford with/ Notes:	Lux soap
Box 1, Folder 1	Joyce Compton Notes:	Lux soap
Box 1, Folder 1	Frances Dade	

	Notes:	Lux soap
Box 1, Folder 1	Noel Francis Notes:	Lux soap
Box 1, Folder 1	Jean Harlow Notes:	Lux soap
Box 1, Folder 1	Laura LaPlante Notes:	Lux soap
Box 1, Folder 1	Anita Stewart Notes:	Lux soap
Box 1, Folder 1	Lois Wilson Notes:	Lux soap
Box 1, Folder 1	David Belasco Notes:	Lucky Strike cigarettes
Box 1, Folder 1	Ralph Bellamy Notes:	Lord Calvert whiskey
Box 1, Folder 1	Ralph Bellamy Notes:	Nescafe
Box 1, Folder 1	William Bendix Notes:	Persona Blades
Box 1, Folder 1	Joan Bennett (2 ads) Notes:	Calox tooth powder
Box 1, Folder 1	Joan Bennett Notes:	Royal Crown Cola
Box 1, Folder 1	Joan Bennett Notes:	Lux soap
Box 1, Folder 1	Joan Bennett Notes:	Woodbury cold cream
Box 1, Folder 1	Joan Bennett Notes:	American Airlines
Box 1, Folder 1	Joan Bennett Notes:	Chesterfield cigarettes
Box 1, Folder 1	Joan Bennett Notes:	Sitruie tissues

Box 1, Folder 1	Jack Benny Notes: Lucky Strike cigarettes
Box 1, Folder 1	Mary Livingstone Benny w/ Joan Benny Notes: Olympic radios
Box 1, Folder 1	Edgar Bergen & Charlie McCarthy Notes: Coca-Cola
Box 1, Folder 1	Polly Bergen Notes: Oil of the Turtle
Box 1, Folder 1	Ingrid Bergman Notes: US Savings Bonds
Box 1, Folder 1	Edna Best Notes: Lux soap
Box 1, Folder 1	Janet Blair Notes: Schaefer Beer
Box 1, Folder 1	Janet Blair Notes: Max Factor
Box 1, Folder 1	Gloria Blondell with/ Notes: Lux soap
Box 1, Folder 1	Helen Gahagan Notes: Lux soap
Box 1, Folder 1	Jean Rouverol Notes: Lux soap
Box 1, Folder 1	Kay Strozzi Notes: Lux soap
Box 1, Folder 1	Eleanor Boardman with/ Notes: Lux soap
Box 1, Folder 1	Clara Bow Notes: Lux soap
Box 1, Folder 1	Sue Carol Notes: Lux soap
Box 1, Folder 1	June Collyer Notes: Lux soap
Box 1, Folder 1	Maria Corda Notes: Lux soap

Box 1, Folder 1	Marion Davies Notes: Lux soap
Box 1, Folder 1	Billie Dove Notes: Lux soap
Box 1, Folder 1	Corinne Griffith Notes: Lux soap
Box 1, Folder 1	Merna Kennedy Notes: Lux soap
Box 1, Folder 1	Mae Murray Notes: Lux soap
Box 1, Folder 1	Mary Philbin Notes: Lux soap
Box 1, Folder 1	Aileen Pringle Notes: Lux soap
Box 1, Folder 1	Lupe Velez Notes: Lux soap
Box 1, Folder 1	Hazel Bofinger Notes: Lucky Strike cigarettes
Box 1, Folder 1	Mary Boland Notes: Lux soap
Box 1, Folder 1	Mary Boland with/ Notes: Lux soap
Box 1, Folder 1	Nancy McCord Notes: Lux soap
Box 1, Folder 1	Ona Munson Notes: Lux soap
Box 1, Folder 1	Beatrice de Neergaard Notes: Lux soap
Box 1, Folder 1	Barbara Robbins Notes: Lux soap
Box 1, Folder 1	John Boles Notes: Lord Calvert whiskey
Box 1, Folder 1	Ray Bolger Notes: Lucky Strike cigarettes

Box 1, Folder 1	Ray Bolger Notes: Williams Shaving Cream
Box 1, Folder 1	Charles Boyer & wife Notes: Beech-Nut coffee
Box 1, Folder 1	Charles Boyer & wife Notes: United States Lines
Box 1, Folder 1	Charles Boyer Notes: Magnavox
Box 1, Folder 1	Alice Brady Notes: Enna Jetticks Shoes
Box 1, Folder 1	Gloria Braggiotti w/ Notes: White Rock beverage
Box 1, Folder 1	Alfred DeLiagre, Jr. Notes: White Rock beverage
Box 1, Folder 1	Mrs. Henry Field Notes: White Rock beverage
Box 1, Folder 1	Mrs. George Howard Notes: White Rock beverage
Box 1, Folder 1	Gifford Cochran Notes: White Rock beverage
Box 1, Folder 1	Miss Myra Kingsley Notes: White Rock beverage
Box 1, Folder 1	Katharine Halle Notes: White Rock beverage
Box 1, Folder 1	Ruth Weston Notes: White Rock beverage
Box 1, Folder 1	Yul Brenner Notes: Air France
Box 1, Folder 1	George Brent with/ Notes: Chesterfield
Box 1, Folder 1	the cast of "Wings of the Navy" Notes: Chesterfield
Box 1, Folder 1	George Brent Notes: Blackstone cigars

Box 1, Folder 1	Dee Dee Bridgewater Notes: Blackglama mink
Box 1, Folder 1	Helen Broderick w/ Notes: Maxwell House coffee
Box 1, Folder 1	Jessica Dragonette
Box 1, Folder 1	Henry Hull
Box 1, Folder 1	Victor Moore
Box 1, Folder 1	Barbara Britton Notes: Westmore's Overglo
Box 1, Folder 1	Paula Britton Notes: Blatz Beer
Box 1, Folder 1	Leslie Brooks with/ the cast of "The Scar" Notes: Totebrush
Box 1, Folder 1	Leslie Brooks Notes: W.C. Ritchie & Co.
Box 1, Folder 1	Louise Brooks Notes: Milgrim
Box 1, Folder 1	Phyllis Brooks Notes: Rheingold Beer
Box 1, Folder 1	Virginia Bruce Notes: Max Factor
Box 1, Folder 1	Gabrielle Brune w/ Notes: Lux soap
Box 1, Folder 1	Tell Us, Pretty Maidens... [print advertising], [ca. 1930s] 1 Item (b&w; 32.5 x 24.5 cm.) Advertiser: Lever Brothers Company Language: English. Notes: Ivorydata4 1137 03061105 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Tell Us, Pretty Maidens / How you keep your skin so smooth and soft..." 3 actresses, Patricia Morison, Marcy Wescott, and Gabrielle Brune, endorse Lux soap. Good condition. Names: Morison, Patricia, 1915-

Topic: Brune, Gabrielle
Wescott, Marcy
Lux Toilet Soap
Skin -- Care and hygiene
Women
Complexion

Occupation: Actors

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

Box 1, Folder 1	Marcy Wescott Notes: Lux soap
Box 1, Folder 1	Patricia Morison Notes: Lux soap
Box 1, Folder 1	Frank Buck Notes: Armour & Co.
Box 1, Folder 1	Billie Burke with/ Notes: Lux soap
Box 1, Folder 1	Joyce Compton Notes: Lux soap
Box 1, Folder 1	Billie Burke Notes: Cutex
Box 1, Folder 1	Carol Burnett Notes: Blackglama mink
Box 1, Folder 1	George Burns Notes: Teacher's whiskey
Box 1, Folder 1	Louis Calhern Notes: Williams shaving cream
Box 1, Folder 1	Judy Canova Notes: Nescafe
Box 1, Folder 1	Eddie Cantor (2 ads) Notes: Stratford pens
Box 1, Folder 1	Eddie Cantor Notes: Old Gold cigarettes
Box 1, Folder 1	Art Carney Notes: Columbia "360"
Box 1, Folder 1	Madeleine Carroll

	Notes:	Certo
Box 1, Folder 1	Irene Castle Notes:	Cutex
Box 1, Folder 1	Irene Castle Notes:	Lastex
Box 1, Folder 1	Dick Cavett Notes:	Teacher's whiskey
Box 1, Folder 1	Sid Cesar and wife Notes:	United States Lines
Box 1, Folder 1	Sid Cesar Notes:	Blatz Beer
Box 1, Folder 1	Sid Cesar w/ (2 ads) Notes:	TDC Stereo
Box 1, Folder 1	Imogene Coca	
Box 1, Folder 1	Sid Cesar Notes:	Seagram's Gin
Box 1, Folder 1	Marge & Gower Notes:	Champion TWA Airlines
Box 1, Folder 1	Jeff Chandler Notes:	Fosta-Grantly sunglasses
Box 1, Folder 1	Jeff Chandler Notes:	After Six clothing
Box 1, Folder 1	Cyd Charisse Notes:	Lady Baltimore luggage
Box 1, Folder 1	Ilka Chase with/ Notes:	Cusenier liquers
Box 1, Folder 1	Elizabeth Hawes Notes:	Cusenier liquers
Box 1, Folder 1	Ilka Chase Notes:	Scripto pencils
Box 1, Folder 1	Ilka Chase w/ Notes:	Lux soap
Box 1, Folder 1	Linda Watkins	

	Notes:	Lux soap
Box 1, Folder 1	Ilka Chase Notes:	Talon Slide Fastner
Box 1, Folder 1	Ilka Chase Notes:	Arrid deodorant
Box 1, Folder 1	Francis Grover Cleveland Notes:	Aqua Velva
Box 1, Folder 1	Imogene Coca with/ Notes:	Lux soap
Box 1, Folder 1	Luella Gear Notes:	Lux soap
Box 1, Folder 1	Marion Pierce Notes:	Lux soap
Box 1, Folder 1	George M. Cohan Notes:	Lucky Strike cigarettes
Box 1, Folder 1	Claudette Colbert (2 ads) Notes:	Calox tooth powder
Box 1, Folder 1	Claudette Colbert Notes:	Rheingold Beer
Box 1, Folder 1	Claudette Colbert (2 ads) Notes:	Blackglama mink
Box 1, Folder 1	Claudette Colbert with/ Notes:	Blackglama mink
Box 1, Folder 1	Joan Crawford Notes:	Blackglama mink
Box 1, Folder 1	Roberta Peters Notes:	Blackglama mink
Box 1, Folder 1	Leontyne Price Notes:	Blackglama mink
Box 1, Folder 1	Rosalind Russell Notes:	Blackglama mink
Box 1, Folder 1	Barbara Stanwyck Notes:	Blackglama mink

Box 1, Folder 1	Claudette Colbert (3 ads) Notes: Max Factor
Box 1, Folder 1	Claudette Colbert (2 ads) Notes: Chesterfield cigarettes
Box 1, Folder 1	Claudette Colbert Notes: Avon cosmetics
Box 1, Folder 1	Claudette Colbert Notes: Lux soap
Box 1, Folder 1	<p>"You're lovely!" [sic] [Print advertising.] Ladies Home Journal 1 Item (b&w; 35 x 27 cm.) Advertiser: Lever Brothers Company Language: English. Notes: Ivorydata4 1138 03061106 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "'You're lovely!'" 'I'm a Lux Girl,' Says Claudette Colbert." Claudette Colbert and Robert Cummings for Lux soap. Good condition.</p> <p>Names: Colbert, Claudette Cummings, Robert, 1908-</p> <p>Topic: Lux Toilet Soap Celebrities Endorsements in advertising Skin -- Care and hygiene Women Soap Complexion</p> <p>Occupation: Actors Genre/Form: Print advertising Photographs -- Reproductions</p>
Box 1, Folder 1	Claudette Colbert with/ Notes: Lux soap
Box 1, Folder 1	the cast of "Sign of the Cross" Notes: Lux soap
Box 1, Folder 1	Claudette Colbert Notes: Red Cross Shoes
Box 1, Folder 1	Claudette Colbert Notes: Lucky Strike cigarettes
Box 1, Folder 1	Claudette Colbert

	Notes:	Duraglas containers
Box 1, Folder 1	Claudette Colbert Notes:	Cherriots
Box 1, Folder 1	Claudette Colbert w/ Notes:	Rayon fabrics
Box 1, Folder 1		Ray Milland
Box 1, Folder 1	June Collyer Notes:	Lucky Strike cigarettes
Box 1, Folder 1	Ronald Coleman Notes:	Cook's Champagne
Box 1, Folder 1	Ronald Coleman w/ Notes:	Magnavox
Box 1, Folder 1		Mrs. Coleman
Box 1, Folder 1	Betty Compson Notes:	Lucky Strike cigarettes
Box 1, Folder 1	Antoinette Concello Notes:	Camels
Box 1, Folder 1	Peggy Conklin Notes:	Lux soap
Box 1, Folder 1	Gary Cooper Notes:	Chesterfield cigarettes
Box 1, Folder 1	Gary Cooper with family Notes:	US Lines
Box 1, Folder 1	Gary Cooper Notes:	Lucky Strike cigarettes
Box 1, Folder 1	Gladys Cooper Notes:	Lux soap
Box 1, Folder 1	Hats In The Air-- [Print advertising.] 1 Item (b&w; 35.5 x 25.5 cm.) Creator: Lever Brothers Company Language: English. Notes: 245282 Ivorydata4 1139 03061107 (Scan No.)	

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

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

Good condition.

Names: Cooper, Gladys, 1888-
Occupation: Actors
Topic: Skin -- Care and hygiene
Endorsements in advertising
Celebrities
Women
Complexion
Genre/Form: Print advertising
Photographs -- Reproductions

Box 1, Folder 1	Laura Cowie Notes: Pond's Cream
Box 1, Folder 1	Broderick Crawford Notes: Chesterfield cigarettes
Box 1, Folder 1	Joan Crawford Notes: Kellogg's All-Bran
Box 1, Folder 1	Joan Crawford Notes: Max Factor
Box 1, Folder 1	Joan Crawford Notes: Evans
Box 1, Folder 1	Joan Crawford Notes: RCA Victor
Box 1, Folder 1	Joan Crawford Notes: Stereo Realist Camera
Box 1, Folder 1	Joan Crawford Notes: California lemon juice
Box 1, Folder 1	Constance Cummings with/ Notes: Lux soap
Box 1, Folder 1	Gloria Dickson Notes: Lux soap
Box 1, Folder 1	Tony Curtis Notes: Van Heusen shirts
Box 1, Folder 1	Dan Dailey Notes: Chesterfield cigarettes

Box 1, Folder 1	Linda Darnell Notes: RC Cola
Box 1, Folder 1	Bette Davis w/ Notes: Lux soap
Box 1, Folder 1	Martha Scott Notes: Lux soap
Box 1, Folder 1	Jeanne Dante Notes: Lux soap
Box 1, Folder 1	Bett Goodrich Notes: Lux soap
Box 1, Folder 1	Doris Day Notes: Lux soap
Box 1, Folder 1	Arden Young Notes: Lux soap
Box 1, Folder 1	Janice Hanford Notes: Lux soap
Box 1, Folder 1	Barbara Barton Notes: Lux soap
Box 1, Folder 1	Frances Harison Notes: Lux soap
Box 1, Folder 1	Peggy French Notes: Lux soap
Box 1, Folder 1	Lyn Swann Notes: Lux soap
Box 1, Folder 1	Hassoldt Davis Notes: Lord Calvert whiskey
Box 1, Folder 1	Joan Davis w/ Notes: Blackstone cigars
Box 1, Folder 1	Jack Haley
Box 1, Folder 1	Joan Davis Notes: Nescafe
Box 1, Folder 1	Doris Day Notes: Lux soap

Box 1, Folder 1

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

1 Item (b&w; 29 x 21 cm.)

Advertiser: Lever Brothers Company

Language: English.

Notes: Ivorydata4 1140

03061108 (Scan No.)

Unrestricted research use on site by appointment.
Reproduction restrictions due to copyright.Caption: "I'm sure of all-over Lux Loveliness with this big
BATH SIZE!" Doris Day endorses Lux soap.

Good condition.

Names: Day, Doris, 1924-

Occupation: Actors

Topic: Celebrities

Endorsements in advertising

Skin -- Care and hygiene

Women

Soap

Complexion

Genre/Form: Print advertising

Photographs -- Reproductions

Box 1, Folder 1

Lorraine Day

Notes: Max Factor

Box 1, Folder 1

[Yvonne DeCarlo](#)

Notes: Lux soap

Box 1, Folder 1

[If you'd like to have a "second look" complexion. \[Print advertising.\]](#)

1 Item (col.; 27.5 x 21.5 cm.)

Creator: Lever Brothers Company

Language: English.

Notes: 245284

Ivorydata4 1141

03061109 (Scan No.)

Unrestricted research use on site by appointment.
Reproduction restrictions due to copyright.Caption: "If you'd like to have a "second look" complexion".
For Lux soap.

Good condition.

Names: De Carlo, Yvonne

Occupation: Actors

Topic: Celebrities

Endorsements in advertising

Skin -- Care and hygiene

Women

Complexion

Genre/Form: Print advertising

Photographs -- Reproductions

Box 1, Folder 1	Yvonne DeCarlo Notes: Chesterfield cigarettes
Box 1, Folder 1	Olivia de Haviland Notes: Lux soap
Box 1, Folder 1	Olivia de Haviland Notes: Catalina swim suits
Box 1, Folder 1	Dolores Del Rio Notes: Knox the hatter
Box 1, Folder 1	Dolores Del Rio Notes: Lucky Strike cigarettes
Box 1, Folder 1	Irene Delroy Notes: Glyco Thymoline
Box 1, Folder 1	Marlene Dietrich Notes: Rheingold Beer
Box 1, Folder 1	Marlene Dietrich Notes: Lucky Strike cigarettes
Box 1, Folder 1	Walt Disney Notes: Missouri travel
Box 1, Folder 1	The Dolly Sisters Notes: Savon Cadum
Box 1, Folder 1	Brian Donlevy Notes: Blatz Beer
Box 1, Folder 1	Kirk Douglas Notes: Chesterfield cigarettes
Box 1, Folder 1	Kirk Douglas Notes: Plymouth coats
Box 1, Folder 1	Faye Dunaway Notes: Blackglama mink
Box 1, Folder 1	Irene Dunne Notes: Capehart Radio-Phonograph
Box 1, Folder 1	Irene Dunne with/ Notes: Mallinson's

Box 1, Folder 1	Chrystal Herne Notes: Mallinson's
Box 1, Folder 1	Mary Nash Notes: Mallinson's
Box 1, Folder 1	Lenore Ulric Notes: Mallinson's
Box 1, Folder 1	Ada May Weeks Notes: Mallinson's
Box 1, Folder 1	Irene Dunne Notes: Lux soap
Box 1, Folder 1	Irene Dunne Notes: Elizabeth Arden
Box 1, Folder 1	Irene Dunne Notes: Stuart Hall stationery
Box 1, Folder 1	Nancy Dussault Notes: Blackglama mink
Box 1, Folder 1	Dan Dunyea Notes: Blatz Beer
Box 1, Folder 2	Patricia Elliott Notes: Blackglama mink
Box 1, Folder 2	Mary Ellis Notes: Lux soap
Box 1, Folder 2	Madge Evans Notes: Tru-Poise Shoes
Box 1, Folder 2	Maurice Evans Notes: Hammond Organ
Box 1, Folder 2	Maurice Evans w/ (on reverse) Notes: Old Angus Scotch
Box 1, Folder 2	Randolph Scott Notes: Stereo Realist Camera
Box 1, Folder 2	Clifton Fadiman Notes: Lucky Strike cigarettes
Box 1, Folder 2	Douglas Fairbanks Notes: Lucky Strike cigarettes

Box 1, Folder 2	Frances Farmer with/ Notes: Lux soap
Box 1, Folder 2	Claire Luce Notes: Lux soap
Box 1, Folder 2	<p>Hearts and Flowers go to the girl with Lovely Skin.. [Print advertising.] 1 Item (b&w; 32.5 x 24.5 cm.) Creator: Lever Brothers Company Language: English. Notes: 245285</p> <p>Ivorydata4 1142 03061110 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Hearts and Flowers go to the girl with Lovely Skin...". For Lux soap. Good condition.</p> <p>Names: Luce, Claire Farmer, Frances, 1913-1970</p> <p>Occupation: Actors</p> <p>Topic: Celebrities Endorsements in advertising Skin -- Care and hygiene Women Complexion</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>
Box 1, Folder 2	Alice Faye Notes: Woodbury's Cold Cream
Box 1, Folder 2	Betty Field w/ Notes: Lux soap
Box 1, Folder 2	Juliet Forbes Notes: Lux soap
Box 1, Folder 2	Sidney Fox Notes: Lux soap
Box 1, Folder 2	Violet Heming Notes: Lux soap
Box 1, Folder 2	Geraldine Fitzgerald Notes: 1847 Rogers Bros.
Box 1, Folder 2	Louisa Flaningam Notes: Blackglama mink

Box 1, Folder 2	Errol Flynn Notes:	Waterman Lektrolite Dest Set
Box 1, Folder 2	Henry Fonda Notes:	Camels
Box 1, Folder 2	Henry Fonda Notes:	Schaefer Beer
Box 1, Folder 2	Henry Fonda Notes:	Nunn Bush Shoes
Box 1, Folder 2	Joan Fontaine Notes:	Chesterfield cigarettes
Box 1, Folder 2	Joan Fontaine Notes:	Blackglama mink
Box 1, Folder 2	Glenn Ford (2 ads) Notes:	Chesterfield cigarettes
Box 1, Folder 2	Ruth Ford with/ Notes:	Lux soap
Box 1, Folder 2	Julie Haydon Notes:	Lux soap
Box 1, Folder 2	Doris Nolan Notes:	Lux soap
Box 1, Folder 2	Vivian Vance Notes:	Lux soap
Box 1, Folder 2	Kay Francis Notes:	Lucky Strike cigarettes
Box 1, Folder 2	Vinton Freedley Notes:	Lord Calvert whiskey
Box 1, Folder 2	Mona Freeman Notes:	Chesterfield cigarettes
Box 1, Folder 2	Alice Frost with/ Notes:	Lux soap
Box 1, Folder 2	Katherine Locke Notes:	Lux soap
Box 1, Folder 2	Claudia Morgan Notes:	Lux soap

Box 1, Folder 2	Peggy Simpson Notes: Lux soap
Box 1, Folder 2	Jane Sterling Notes: Lux soap
Box 1, Folder 2	Eva Gabor Notes: Camels
Box 1, Folder 2	Ava Gardner Notes: Woodbury Cold Cream
Box 1, Folder 2	Ed Gardner Notes: Schaefer Beer
Box 1, Folder 2	Janet Gaynor Notes: Lux soap
Box 1, Folder 2	Janet Gaynor Notes: Larvex
Box 1, Folder 2	Mitzi Gaynor Notes: Lustre-Creme Shampoo
Box 1, Folder 2	<p>Never dries--it Beautifies! [Print advertising.] 1 Item (col.; 34 x 27.5 cm.) Advertiser: Colgate-Palmolive Company Language: English. Notes: Ivorydata4 1143 03061111 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. For Lustre-Creme Shampoo. Good condition.</p> <p>Names: Gaynor, Mitzi, 1930- Topic: Lustre-Creme Shampoo Women in advertising Hair -- Care and hygiene Endorsements in advertising Celebrities Shampoos</p> <p>Occupation: Actors Genre/Form: Print advertising Photographs -- Reproductions</p>
Box 1, Folder 2	Virginia Gilmore Notes: Cinema Sable lipstick
Box 1, Folder 2	Lillian Gish

	Notes:	Blackglama mink
Box 1, Folder 2	Paulette Goddard Notes:	Ayds diet candy
Box 1, Folder 2	Paulette Goddard Notes:	RC Cola
Box 1, Folder 2	Paulette Goddard Notes:	Calox tooth powder
Box 1, Folder 2	Arthur Godfrey (3 ads) Notes:	Chesterfield cigarettes
Box 1, Folder 2	Arthur Godfrey Notes:	Jamaca
Box 1, Folder 2	Samuel Goldwyn Notes:	Douglas Aircraft
Box 1, Folder 2	Betty Grable (2 ads) Notes:	Chesterfield cigarettes
Box 1, Folder 2	Betty Grable Notes:	Motorola radios
Box 1, Folder 2	Cary Grant w/ Notes:	United States Lines
Box 1, Folder 2	Mr. & Mrs. Charles Hamilton	
Box 1, Folder 2	Hon. & Mrs. Jacques LeClercq	
Box 1, Folder 2	Bonita Granville Notes:	Arrid
Box 1, Folder 2	Bonita Granville Notes:	Schaefer Beer
Box 1, Folder 2	Jane Greer Notes:	Woodbury Cold Cream
Box 1, Folder 2	Cynthia Gregory Notes:	Blackglama mink
Box 1, Folder 2	Alan Hale Notes:	Chesterfield cigarettes
Box 1, Folder 2	Barbara Hale Notes:	Chesterfield cigarettes

Box 1, Folder 2	Ruth Hammond w/ Notes: Lux soap
Box 1, Folder 2	Dorothy Stickney
Box 1, Folder 2	Carol Wheeler
Box 1, Folder 2	Oliver Hardy Notes: Hotel Del Monte
Box 1, Folder 2	Jack Haley Notes: Rheingold Beer
Box 1, Folder 2	Margaret Hamilton w/ Notes: Safety Plate glass
Box 1, Folder 2	Abby Westman Notes: Safety Plate glass
Box 1, Folder 2	Ruth Hammond w/ Notes: Lux soap
Box 1, Folder 2	Dorothy Stickney Notes: Lux soap
Box 1, Folder 2	Carol Wheeler Notes: Lux soap
Box 1, Folder 2	June Haver Notes: Lux soap
Box 1, Folder 2	June Haver Notes: Lustre-Creme shampoo
Box 1, Folder 2	Stirling Hayden Notes: Bahama Passage
Box 1, Folder 2	Helen Hayes Notes: RCA Victor
Box 1, Folder 2	Rita Hayworth (2 ads) Notes: Lux soap
Box 1, Folder 2	Girls with sweet fragrant skin win out. [Print advertising.] Woman's Home Companion 1 Item (b&w; 34.5 x 27.5 cm.) Creator: Lever Brothers Company Language: English. Notes: 245287 Ivorydata4 1144

	03061112 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: ""Girls with sweet fragrant skin win out."" For Lux soap. Good condition.
Names:	Hayworth, Rita, 1918-1987
Occupation:	Actors
Topic:	Skin -- Care and hygiene Endorsements in advertising Celebrities Women
Genre/Form:	Print advertising Photographs -- Reproductions

Box 1, Folder 2

[\[Every Girl Should Have The Charm of Sweet, Fragrant Skin!\] \[Print advertising.\]](#)

1 Item (col.; 34.5 x 28.5 cm.)

Creator: Lever Brothers Company

Language: English.

Notes: 245288

Ivorydata4 1145

03061113 (Scan No.)

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

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

Good condition.

Names: Hayworth, Rita, 1918-1987

Occupation: Actors

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

Genre/Form: Print advertising
Photographs -- Reproductions

Box 1, Folder 2

[Rita Hayworth](#)

Notes: Calox tooth powder

Box 1, Folder 2

Rita Hayworth

Notes: Bryan hosiery

Box 1, Folder 2

Rita Hayworth

Notes: Chesterfield cigarettes

Box 1, Folder 2

Wanda Hendrix

Notes: Pepsodent

Box 1, Folder 2	Sonja Henie (2 ads, one in color) Notes: Wrigley's Double Mint Gum
Box 1, Folder 2	Audrey Hepburn Notes: L'Interdit perfume
Box 1, Folder 2	Charlton Heston Notes: Stero Realist Camera
Box 1, Folder 2	Hugh Herbert w/ Notes: Blackstone Cigar
Box 1, Folder 2	Ann Savage
Box 1, Folder 2	Edwin C. Hill Notes: Heublein's Cocktails
Box 1, Folder 2	William Holden Notes: Keystone cameras
Box 1, Folder 2	Celeste Holm Notes: Avon
Box 1, Folder 2	Celeste Holm with/ Notes: Lux soap
Box 1, Folder 2	Joan Roberts Notes: Lux soap
Box 1, Folder 2	Betty Garde Notes: Lux soap
Box 1, Folder 2	Jack Holt Notes: Lucky Strike cigarettes
Box 1, Folder 2	Bob Hope (2 ads) Notes: Chesterfield cigarettes
Box 1, Folder 2	Bob Hope Notes: Hart, Schaffner & Marx tailors
Box 1, Folder 2	Bob Hope Notes: Remington Shaver
Box 1, Folder 2	Bob Hope Notes: Douglas Aircraft
Box 1, Folder 2	Bob Hope Notes: Canada Dry Cordials

Box 1, Folder 2	Bob Hope Notes:	Sonic Industries
Box 1, Folder 2	Bob Hope Notes:	Royal Crown Cola
Box 1, Folder 2	Bob Hope Notes:	Rolex
Box 1, Folder 2	Bob Hope Notes:	NBC
Box 1, Folder 2	Bob Hope Notes:	Eagle clothes
Box 1, Folder 2	Bob Hope Notes:	Norelco 83
Box 1, Folder 2	E. Mason Hooper Notes:	Lux soap
Box 1, Folder 2	Hedda Hopper Notes:	Rheingold Beer
Box 1, Folder 2	Hedda Hopper Notes:	Servel gas appliances
Box 1, Folder 2	Leslie Howard Notes:	Lucky Strike cigarettes
Box 1, Folder 2	Rock Hudson Notes:	Air France
Box 1, Folder 2	Walter Huston Notes:	Sun-Kraft lamp
Box 1, Folder 2	Betty Hutton Notes:	Lux soap
Box 1, Folder 2	Betty Hutton Notes:	Briskin 8 Camera
Box 1, Folder 2	Betty Hutton Notes:	Prim Hosiery
Box 1, Folder 2	Betty Hutton Notes:	Max Factor
Box 1, Folder 2	Betty Hutton Notes:	Harper beauty salons

Box 1, Folder 2	Leila Hyams with/ Notes: Daggett & Ramsdell cosmetics
Box 1, Folder 2	Faye Copeland Notes: Daggett & Ramsdell cosmetics
Box 1, Folder 2	Anita De Vries Notes: Daggett & Ramsdell cosmetics
Box 1, Folder 2	Virginia Snyder Notes: Daggett & Ramsdell cosmetics
Box 1, Folder 2	Ann Jillian Notes: Blackglama mink
Box 1, Folder 2	Jinx & Tex Notes: Ipana toothpaste
Box 1, Folder 2	Van Johnson w/ Notes: United States Lines
Box 1, Folder 2	Viscountess Furness
Box 1, Folder 2	Mrs. Reginald C. Vanderbilt
Box 1, Folder 2	Shirley Jones Notes: Sunbeam
Box 1, Folder 2	Louis Jourdan Notes: Christian Dior
Box 1, Folder 2	Jumbo the elephant Notes: Lux soap
Box 1, Folder 2	<p>Jumbo the Colossal / The Magnificent / insists on Lux for thrifty costume care. [Print advertising.] 1 Item (b&w; 30 x 45.5 cm.) Advertiser: Lever Brothers Company Language: English. Notes: Ivorydata4 1146 03061114 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Two-page spread, containing reproductions of 9 circus scenes, including an elephant, clown, aerialist, bareback rider, etc. Good condition.</p> <p>Topic: Endorsements in advertising Skin -- Care and hygiene</p>

		Circus Circus performers Clowns Elephants Clothing and dress Laundry Cost effectiveness Complexion Genre/Form: Print advertising Photographs -- Reproductions
Box 1, Folder 3	Boris Karloff Notes:	Tums
Box 1, Folder 3	Danny Kaye (2 ads) Notes:	US Savings Bonds
Box 1, Folder 3	Ruby Keeler Notes:	Lux soap
Box 1, Folder 3	Grace Kelly Notes:	Lustre-Creme Shampoo
Box 1, Folder 3	Never Dries--it Beautifies! [Print advertising.] 1 Item (col.; 34.5 x 14.5 cm.) Image(s) Image(s) Creator: Colgate-Palmolive Company Language: English. Notes: 245290 Ivorydata4 1147 03061116 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Never Dries--it Beautifies!" Grace Kelly for Lustre-Creme Shampoo. Good condition. Names: Grace, Princess of Monaco, 1929-1982 Occupation: Actors Topic: Celebrities Endorsements in advertising Hair -- Care and hygiene Shampoos Women Genre/Form: Print advertising Photographs -- Reproductions	
Box 1, Folder 3	Evelyn Keyes (2 ads) Notes:	Max Factor

Box 1, Folder 3	Evelyn Keyes Notes: Lux soap
Box 1, Folder 3	Evelyn Keyes Notes: Union Pacific Railroad
Box 1, Folder 3	Alan Ladd Notes: Calox tooth powder
Box 1, Folder 3	Alan Ladd (2 ads) Notes: California Sportswear Co.
Box 1, Folder 3	Alan Ladd Notes: Camp Hosiery
Box 1, Folder 3	Alan Ladd (2 ads) Notes: Chesterfield cigarettes
Box 1, Folder 3	Bert Lahr Notes: Personna blades
Box 1, Folder 3	Veronica Lake Notes: Ayds diet candy
Box 1, Folder 3	<p>Now...In new Bath Size. [Print advertising.] 1 Item (b&w; 27.5 x 21.5 cm.) Advertiser: Lever Brothers Company Language: English. Notes: Ivorydata4 1148 03061117 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Advertisement for Lux soap. Endorsement by actress Veronica Lake. (This collection contains several other endorsement by Veronica Lake. Good condition.</p> <p>Names: Lake, Veronica Occupation: Actors Topic: Celebrities Endorsements in advertising Skin -- Care and hygiene Women in advertising</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>
Box 1, Folder 3	Veronica Lake Notes: Stratford pens
Box 1, Folder 3	Veronica Lake

	Notes:	Lux soap
Box 1, Folder 3	Veronica Lake Notes:	Frederica Tru-Curl
Box 1, Folder 3	Veronica Lake Notes:	Bexel vitamins
Box 1, Folder 3	Hedy Lamarr Notes:	Lucky Strike cigarettes
Box 1, Folder 3	Hedy Lamarr Notes:	Max Factor
Box 1, Folder 3	Dorothy Lamour Notes:	Chesterfield cigarettes
Box 1, Folder 3	Dorothy Lamour Notes:	Yolande
Box 1, Folder 3	Dainty Girls Win Out. [Print advertising.] 1 Item (b&w; 35 x 27 cm.) Creator: Lever Brothers Company Language: English. Notes: 245292 Ivorydata4 1149 03061118 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: ""Dainty Girls Win Out."" for Lux soap. Good condition. Names: Lamour, Dorothy, 1914- Occupation: Actors Topic: Celebrities Endorsements in advertising Skin -- Care and hygiene Women Genre/Form: Print advertising Photographs -- Reproductions	
Box 1, Folder 3	Dorothy Lamour Notes:	The Shamrock Hotel
Box 1, Folder 3	Dorothy Lamour Notes:	Lux soap
Box 1, Folder 3	Dorothy Lamour Notes:	RC Cola
Box 1, Folder 3	Dorothy Lamour	

	Notes:	Calox toothpowder
Box 1, Folder 3	Dorothy Lamour Notes:	Stratford pens
Box 1, Folder 3	Dorothy Lamour Notes:	Johnson shoes
Box 1, Folder 3	Elissa Landi (2 ads) Notes:	Lux soap
Box 1, Folder 3	Elissa Landi Notes:	Crown rayon
Box 1, Folder 3	Angela Lansbury Notes:	WPAT radio, NY
Box 1, Folder 3	Harry Lauder Notes:	Lucky Strike cigarettes
Box 1, Folder 3	Gertrude Lawrence (2 ads) Notes:	Lux soap
Box 1, Folder 3	Lila Lee Notes:	Lux soap
Box 1, Folder 3	Mervyn LeRoy Notes:	Lord Calvert whiskey
Box 1, Folder 3	Li'l Abner (3 ads) Notes:	Cream of Wheat
Box 1, Folder 3	Beatrice Lillie Notes:	Lux soap
Box 1, Folder 3	Margaret Lindsay Notes:	North Star Blankets
Box 1, Folder 3	Harold Lloyd Notes:	Stereo Realist Camera
Box 1, Folder 3	Carole Lombard Notes:	Lucky Strike cigarettes
Box 1, Folder 3	Carole Lombard Notes:	Lux soap
Box 1, Folder 3	Carole Lombard Notes:	Elizabeth Arden

Box 1, Folder 3	Carole Lombard Notes: 1847 Rogers Bros.
Box 1, Folder 3	Sophia Loren Notes: Blackglama mink
Box 1, Folder 3	Anita Louise Notes: Wrigley's gum
Box 1, Folder 3	Claire Luce Notes: Peggy Sage cosmetics
Box 1, Folder 3	Paul Lukas Notes: Camels
Box 1, Folder 3	Paul Lukas (2 ads) Notes: Lord Calvert whiskey
Box 1, Folder 3	John Lund Notes: Chesterfield cigarettes
Box 1, Folder 3	Alfred Lunt Notes: Parker pens
Box 1, Folder 3	Alfred Lunt Notes: Blatz Beer
Box 1, Folder 3	Diana Lynn Notes: L&M cigarettes
Box 1, Folder 3	Diana Lynn Notes: Royal Crown Cola
Box 1, Folder 3	Ralph Lynn Notes: Kensitas cigarettes
Box 1, Folder 3	Shirley MacLaine Notes: Blackglama mink
Box 1, Folder 3	Fred MacMurry Notes: Puffed Wheat
Box 1, Folder 3	Fred MacMurry with/ Notes: Chesterfield cigarettes
Box 1, Folder 3	Barbara Stanwyck Notes: Chesterfield cigarettes
Box 1, Folder 3	Adele Mara Notes: Liquid Liptone

Box 1, Folder 3	Margot Notes:	Frank Bros. shoes
Box 1, Folder 3	Herbert Marshall Notes:	Lucky Strike cigarettes
Box 1, Folder 3	Mary Martin Notes:	Blackglama mink
Box 1, Folder 3	Mary Martin Notes:	GE radios
Box 1, Folder 3	Mary Martin Notes:	Elmo cosmetics
Box 1, Folder 3	Mary Martin Notes:	Pan-Am Airlines
Box 1, Folder 3	Peter Martins Notes:	Blackglama mink
Box 1, Folder 3	Groucho Marx Notes:	Blackstone Cigars
Box 1, Folder 3	Groucho Marx Notes:	Old Gold cigarettes
Box 1, Folder 3	Groucho Marx Notes:	Teacher's Whiskey
Box 1, Folder 3	Ilona Massey Notes:	Max Factor
Box 1, Folder 3	Ilona Massey (2 ads) Notes:	Woodbury Cold Cream
Box 1, Folder 3	Raymond Massey (2 ads) Notes:	Schenley Whiskey
Box 1, Folder 3	Raymond Massey Notes:	Bromo Seltzer
Box 1, Folder 3	Mitzi Mayfair w/ Notes:	Lux soap
Box 1, Folder 3	Louise Chaffee Notes:	Lux soap
Box 1, Folder 3	Audrey Christie Notes:	Lux soap

Box 1, Folder 3	Tamara Notes: Lux soap
Box 1, Folder 3	Virginia Mayo (4 ads) Notes: Chesterfield cigarettes
Box 1, Folder 3	Virginia Mayo Notes: Lux soap
Box 1, Folder 3	Virginia Mayo Notes: Drene shampoo
Box 1, Folder 3	Guthrie McClintic Notes: Heublein's Cocktails
Box 1, Folder 3	Joan McCracken Notes: Chesterfield cigarettes
Box 1, Folder 3	Joel McCrea Notes: Calox tooth powder
Box 1, Folder 3	Joel McCrea & wife Notes: United States Lines
Box 1, Folder 3	Fibber McGee & Molly (2 ads) Notes: Johnson's Wax
Box 1, Folder 3	Maggie McNellis Notes: Blatz Beer
Box 1, Folder 3	Adolphe Menjou (2 ads) Notes: Lord Calvert whiskey
Box 1, Folder 3	Adolphe Menjou with/ Notes: Lord Calvet whiskey
Box 1, Folder 3	Russell Patterson Notes: Lord Calvet whiskey
Box 1, Folder 3	Robert F. Six Notes: Lord Calvet whiskey
Box 1, Folder 3	Sir Hubert Wilkins Notes: Lord Calvet whiskey
Box 1, Folder 3	Adolphe Menjou Notes: Persona blades
Box 1, Folder 3	Burgess Meredith Notes: Old Angus scotch

Box 1, Folder 3	Burgess Meredith (2 ads) Notes: Aqua-Velva
Box 1, Folder 3	Ethel Merman with/ Notes: Lux soap
Box 1, Folder 3	the cast of "Anything Goes" Notes: Lux soap
Box 1, Folder 3	David Merrick Notes: Teacher's Scotch
Box 1, Folder 3	Ray Milland Notes: Serval refrigerators
Box 1, Folder 3	Ray Milland Notes: Belber luggage
Box 1, Folder 3	Marilyn Miller (2 ads) Notes: Lux soap
Box 1, Folder 3	<p>Every Musical show in New York uses Lux... [Print advertising.] 1 Item (col.; 30 x 22 cm.) Advertiser: Lever Brothers Company Language: English. Notes: Ivorydata4 1150 03061119 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Every Musical show in New York uses Lux to double the life of stockings..." For Lux soap. Good condition.</p> <p>Names: Miller, Marilyn, 1898-1936 Occupation: Actors Topic: Celebrities Endorsements in advertising Hosiery Theater</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>
Box 1, Folder 3	Liza Minelli Notes: Blackglama mink
Box 1, Folder 3	Tom Mix Notes: Ralston Purina
Box 1, Folder 3	Robert Montgomery Notes: Lucky Strike cigarettes

Box 1, Folder 3	Victor Moore with/ Notes: White Rock water
Box 1, Folder 3	Mary Lewis Notes: White Rock water
Box 1, Folder 3	Guy Lombardo Notes: White Rock water
Box 1, Folder 3	Sigrid Lassen Notes: White Rock water
Box 1, Folder 3	Rosie Moran with/ Notes: Lux soap
Box 1, Folder 3	Jane Wyatt Notes: Lux soap
Box 1, Folder 3	Mary Jane Walsh Notes: Lux soap
Box 1, Folder 3	Martha Scott Notes: Lux soap
Box 1, Folder 3	Patricia Morison Notes: L&M cigarettes
Box 1, Folder 3	Zero Mostel Notes: Teacher's scotch
Box 1, Folder 3	Arthur Murray Notes: West Mill Tuxedo
Box 1, Folder 3	Nazimova Notes: Lucky Strike cigarettes
Box 1, Folder 3	Gertrude Niesen Notes: GE clocks
Box 1, Folder 3	Lucille Norman Notes: Chesterfield cigarettes
Box 1, Folder 3	Merle Oberon (4 ads) Notes: Max Factor
Box 1, Folder 3	Merle Oberon Notes: Lux soap
Box 1, Folder 3	Maureen O'Hara Notes: Chesterfield cigarettes

Box 1, Folder 3	<p>9 out of 10 Screen Stars are Lux Girls! [Print advertising.] Ladies Home Journal</p> <p>1 Item (b&w; 35 x 27 cm.)</p> <p>Creator: Lever Brothers Company</p> <p>Language: English.</p> <p>Notes: 245294</p> <p>Ivorydata4 1151</p> <p>03061120 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "9 out of 10 Screen Stars are Lux Girls!"</p> <p>Good condition.</p> <p>Names: O'Hara, Maureen, 1920-</p> <p>Occupation: Actors</p> <p>Topic: Celebrities</p> <p>Endorsements in advertising</p> <p>Skin -- Care and hygiene</p> <p>Women</p> <p>Complexion</p> <p>Genre/Form: Print advertising</p> <p>Photographs -- Reproductions</p>
Box 1, Folder 3	<p>Maureen O'Hara</p> <p>Notes: Camels</p>
Box 1, Folder 3	<p>Maureen O'Hara</p> <p>Notes: Lux soap</p>
Box 1, Folder 3	<p>Dennis O'Keefe</p> <p>Notes: Camels</p>
Box 1, Folder 3	<p>Our Gang</p> <p>Notes: Pep Bran flakes</p>
Box 1, Folder 3	<p>Janis Paige</p> <p>Notes: US Trunk Co.</p>
Box 1, Folder 3	<p>Nigel Patrick</p> <p>Notes: Curtis gin</p>
Box 1, Folder 3	<p>John Payne</p> <p>Notes: Blatz Beer</p>
Box 1, Folder 3	<p>Drew Pearson</p> <p>Notes: Bromo-Seltzer</p>
Box 1, Folder 3	<p>Gregory Peck w/ (on reverse)</p> <p>Notes: Stereo Realist Camera</p>

Box 1, Folder 3	Lanny Ross Notes: Old Angus Scotch
Box 1, Folder 3	Gregory Peck (2 ads) Notes: Air France
Box 1, Folder 3	Gregory Peck (2 ads) Notes: Chesterfield cigarettes
Box 1, Folder 3	Susan Peters Notes: Lux soap
Box 1, Folder 3	Mary Pickford (2 ads) Notes: Mary Pickford cosmetics
Box 1, Folder 3	Dick Powell Notes: Camels
Box 1, Folder 3	Dick Powell Notes: Buick
Box 1, Folder 3	Dick Powell Notes: Swank jewelery
Box 1, Folder 3	Dick Powell Notes: Keystone cameras
Box 1, Folder 3	Jane Powell Notes: Chromcraft
Box 1, Folder 3	Tyrone Power Notes: TWA airlines
Box 1, Folder 3	Tyrone Power Notes: Chesterfield cigarettes
Box 1, Folder 3	Yvonne Printemps Notes: Lux soap
Box 1, Folder 3	Irene Pucell Notes: Cusenier Liquers
Box 1, Folder 3	Ernie Pyle Notes: Chesterfield cigarettes
Box 1, Folder 3	Ernie Pyle Notes: Nestles choclote
Box 1, Folder 3	Anthony Quayle Notes: Parker pens

Box 1, Folder 3	Ella Raines Notes: Woodbury Cold Cream
Box 1, Folder 3	Albertina Rasch Dancers Notes: Camels
Box 1, Folder 3	Basil Rathbone (2 ads) Notes: Chesterfield cigarettes
Box 1, Folder 3	Ronald Reagan Notes: Jeris hair tonic
Box 1, Folder 3	Sir Carol Reed Notes: Parker pens
Box 1, Folder 3	Ray Rennahan with/ Notes: Pittsburgh Paints
Box 1, Folder 3	Jennifer Jones Notes: Pittsburgh Paints
Box 1, Folder 3	Carl Reiner (2 ads) Notes: Kahlua liquer
Box 1, Folder 3	Debbie Reynolds Notes: Lustre-Cream shampoo
Box 1, Folder 3	Marjorie Reynolds Notes: RC Cola
Box 1, Folder 3	Alicia Rhett Notes: Camel cigarettes
Box 1, Folder 3	Sarah Rice Notes: Blackglama mink
Box 1, Folder 3	Irene Rich Notes: Maybelline
Box 1, Folder 3	Lyda Roberti Notes: Lastex yarn
Box 1, Folder 3	Lyda Roberti Notes: Lux soap
Box 1, Folder 3	Dale Robertson Notes: Chesterfield cigarettes
Box 1, Folder 3	Ginger Rogers (2 ads) Notes: Max Factor

Box 1, Folder 3	Ginger Rogers Notes: Clairol
Box 1, Folder 4	I Adore You... [print advertising], 1935 1 Item (b&w; 32.5 x 24 cm.) Creator: Lever Brothers Company Language: English. Notes: 245295 Ivorydata4 1152 03061121 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. For Lux Soap. Good condition. Published 1 Feb. 1935 Names: Rogers, Ginger, 1911-1995 Occupation: Actors Topic: Skin -- Care and hygiene Endorsements in advertising Celebrities Women Complexion Genre/Form: Print advertising Photographs -- Reproductions
Box 1, Folder 3	Ginger Rogers Notes: Lady Baltimore luggage
Box 1, Folder 3	Ginger Rogers Notes: Lux soap
Box 1, Folder 3	Ruth Roman Notes: Chesterfield cigarettes
Box 1, Folder 3	Billy Rose Notes: Disc Edison
Box 1, Folder 3	Jane Russell Notes: Corocraft jewelry
Box 1, Folder 3	Rosalind Russell Notes: Chesterfield cigarettes
Box 1, Folder 3	Rosalind Russell Notes: Woodbury Cold Cream
Box 1, Folder 4	Will you give one month to winning a Romance Complexion? [Print advertising.] 1 Item (b&w; 34 x 14 cm.)

Creator: Lever Brothers Company
 Language: English.
 Notes: 245296
 Ivorydata4 1153
 03061122 (Scan No.)
 Unrestricted research use on site by appointment.
 Reproduction restrictions due to copyright.
 Caption: ""Will YOU give one month to winning a Romance
 Complexion?""
 Good condition.
 Names: Russell, Rosalind
 Occupation: Actors
 Topic: Celebrities
 Endorsements in advertising
 Skin -- Care and hygiene
 Women
 Complexion
 Genre/Form: Print advertising
 Photographs -- Reproductions

Box 1, Folder 3	Rosalind Russell (2 ads) Notes: Lux soap
Box 1, Folder 3	Rosalind Russell Notes: Blackglama mink
Box 1, Folder 3	Rosalind Russell Notes: Elgin watches
Box 1, Folder 3	Robert Ryan Notes: Phoenix clothes
Box 1, Folder 3	George Sanders (2 ads) Notes: Blatz Beer
Box 1, Folder 3	Lizabeth Scott Notes: Woodbury Cold Cream
Box 1, Folder 3	Randolph Scott Notes: Corling's Ale
Box 1, Folder 3	Ann Sheridan (2 ads) Notes: Chesterfield cigarettes
Box 1, Folder 3	Ann Sheridan Notes: Ayds diet candy
Box 1, Folder 3	Ann Sheridan Notes: Max Factor

Box 1, Folder 3	Ann Sheridan Notes: Velva Simulated Pearls
Box 1, Folder 3	Alexis Smith Notes: Lipton Tea
Box 1, Folder 3	C. Aubrey Smith Notes: Williams shaving cream
Box 1, Folder 3	Ann Sothern (2 ads) Notes: Max Factor
Box 1, Folder 3	Ann Sothern Notes: DeVilbiss perfume atomizers
Box 1, Folder 3	Ann Sothern Notes: Elizabeth Arden
Box 1, Folder 3	Barbara Stanwyck Notes: Calox tooth powder
Box 1, Folder 4	<p>For the Most Beautiful Hair in the World... [Print advertising.] 1 Item (col.; 28.5 x 21 cm.) Advertiser: Colgate-Palmolive Company Language: English. Notes: Ivorydata4 1154 03061123 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "For the Most Beautiful Hair in the World...". For Lustre-Creme Shampoo. Good condition.</p> <p>Names: Stanwyck, Barbara, 1907- Occupation: Actors Topic: Celebrities Endorsements in advertising Hair -- Care and hygiene Shampoos Women</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>
Box 1, Folder 3	Barbara Stanwyck Notes: Old Gold cigarettes
Box 1, Folder 3	Barbara Stanwyck Notes: Dictaphone
Box 1, Folder 3	Barbara Stanwyck

	Notes:	L&M cigarettes
Box 1, Folder 3	Barbara Stanwyck Notes:	Chesterfield cigarettes
Box 1, Folder 3	Barbara Stanwyck Notes:	Duncan Glass
Box 1, Folder 3	Barbara Stanwyck Notes:	Ronson cigarette lighters
Box 1, Folder 3	Barbara Stanwyck (2 ads) Notes:	Max Factor
Box 1, Folder 3	Barbara Stanwyck (3 ads) Notes:	Lux soap
Box 1, Folder 3	Barbara Stanwyck Notes:	Lustre-Creme shampoo
Box 1, Folder 3	Leni Stengel w/ Notes:	Lux soap
Box 1, Folder 3	Margot Stevenson Notes:	Lux soap
Box 1, Folder 3	Dorothy Stone Notes:	Lux soap
Box 1, Folder 3	Jan Sterling Notes:	Chesterfield cigarettes
Box 1, Folder 3	K.T. Stevens Notes:	Ampro Tape Recorder
Box 1, Folder 3	Dorothy Stone Notes:	Lux soap
Box 1, Folder 3	Preston Sturges Notes:	Scripto
Box 1, Folder 3	Margaret Sullavan (2 ads) Notes:	Lux soap
Box 1, Folder 3	Margaret Sullavan Notes:	Max Factor
Box 1, Folder 4	A Succession of Successes-- [Print advertising.] 1 Item (b&w; 35.5 x 25 cm.) Creator:	Lever Brothers Company Language: English.

	Notes:	245298 Ivorydata4 1155 03061124 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "A Succession of Successes--". for Lux soap. Good condition.
	Names:	Sullavan, Margaret, 1911-1960
	Occupation:	Actors
	Topic:	Celebrities Endorsements in advertising Skin -- Care and hygiene Women Complexion
	Genre/Form:	Print advertising Photographs -- Reproductions
Box 1, Folder 3	Ed Sullivan Notes:	Chesterfield cigarettes
Box 1, Folder 3	Ed Sullivan Notes:	Schenley whiskey
Box 1, Folder 3	Gloria Swanson Notes:	Wrigley's Double Mint Gum
Box 1, Folder 3	John Cameron Swayze Notes:	Fram Filters
Box 1, Folder 3	Sylvia Notes:	Wamsutta sheets
Box 1, Folder 3	Elizabeth Taylor & Mike Todd Notes:	TWA airlines
Box 1, Folder 3	Estelle Taylor Notes:	Chermay cosmetics
Box 1, Folder 3	Robert Taylor and wife Notes:	SS Matsonia
Box 1, Folder 3	Robert Taylor Notes:	Lucky Strike cigarettes
Box 1, Folder 3	Joan Tetzl Notes:	Schaefer Beer
Box 1, Folder 3	Shirley Temple (3 ads) Notes:	Quaker Puffed Wheat

Box 1, Folder 3	Lowell Thomas (2 ads) Notes: Kaiser automobiles
Box 1, Folder 3	Gene Tierney Notes: Royal Crown Cola
Box 1, Folder 3	Gene Tierney Notes: Ronson cigarette lighters
Box 1, Folder 3	Arthur Treacher Notes: Walker's Bourbon
Box 1, Folder 3	Claire Trevor Notes: Lemon Rinse
Box 1, Folder 3	Lana Turner (4 ads) Notes: Max Factor
Box 1, Folder 3	Peter Ustinov (2 ads) Notes: Gallo Wine
Box 1, Folder 3	Lupe Velez Notes: Lucky Strike cigarettes
Box 1, Folder 3	Martha Vickers Notes: Stauffer System Inc.
Box 1, Folder 3	Cheryl Walker Notes: Woodbury face cream
Box 1, Folder 3	Polly Walters Notes: Lux soap
Box 1, Folder 3	David Warfield Notes: Lucky Strike cigarettes
Box 1, Folder 3	John Wayne Notes: Air France
Box 1, Folder 3	John Wayne Notes: Camels
Box 1, Folder 3	Jack Webb Notes: L&M cigarettes
Box 1, Folder 3	Jack Webb Notes: Chesterfield cigarettes
Box 1, Folder 3	Clifton Webb Notes: Heublein's Cocktails

Box 1, Folder 3	George White Notes: Lucky Strike cigarettes
Box 1, Folder 3	Alice White Notes: Blue-Jay
Box 1, Folder 3	Richard Widmark Notes: Chesterfield cigarettes
Box 1, Folder 3	Cornel Wilde Notes: Kuppenheimer clothes
Box 1, Folder 3	Esther Williams with/ Notes: Lux soap
Box 1, Folder 3	Peter Lawford Notes: Lux soap
Box 1, Folder 4	<p>You're beautiful! [Print advertising.] Ladies Home Journal 1 Item (b&w; 35 x 27 cm.) Creator: Lever Brothers Company Language: English. Notes: 245299</p> <p>Ivorydata4 1156 03061125 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: ""You're beautiful!"" for Lux soap. Good condition.</p> <p>Names: Williams, Esther, 1923- Lawford, Peter, 1923-</p> <p>Occupation: Actors Topic: Celebrities Endorsements in advertising Skin -- Care and hygiene Women Complexion</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>
Box 1, Folder 3	Esther Williams Notes: Cole bathing suits
Box 1, Folder 3	Earl Wilson Notes: Lord Calvert whiskey
Box 1, Folder 3	Walter Winchell Notes: Lucky Strike cigarettes

Box 1, Folder 3	Jane Withers Notes: Royal Gelatin
Box 1, Folder 3	Teresa Wright Notes: Woodbury face cream
Box 1, Folder 3	Jane Wyman Notes: Chesterfield cigarettes
Box 1, Folder 3	Jane Wyman Notes: Lux soap
Box 1, Folder 3	Jane Wyman Notes: Lipton Tea
Box 1, Folder 3	Ed Wynn (2 ads) Notes: Plymouth automobiles
Box 1, Folder 3	Loretta Young (3 ads) Notes: Max Factor
Box 1, Folder 3	Loretta Young Notes: Sure-Fit slip covers
Box 1, Folder 3	Loretta Young (3 ads) Notes: Lux soap
Box 1, Folder 4	<p>I Didn't Know I Could Be So Happy [Print advertising.], 1935 1 Item (b&w; 35 x 28.5 cm.) Creator: Lever Brothers Company Language: English. Notes: 245300</p> <p>Ivorydata4 1157 03061126 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: ""I Didn't Know I Could Be So Happy"". for Lux soap. Good condition.</p> <p>Names: Young, Loretta, 1913- Occupation: Actors Topic: Celebrities Endorsements in advertising Skin -- Care and hygiene Women Complexion</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>

Box 1, Folder 3	Loretta Young Notes:	Dexdale stockings
Box 1, Folder 3	Robert Young Notes:	Schaefer Beer
Box 1, Folder 3	Lin Yutang Notes:	Parker pens
Box 1, Folder 3	Pia Zadora Notes:	Dubonnet wine

[Return to Table of Contents](#)

Series 2: Business/Politics

Box 2, Folder 1	W.S. Anderson with/ Notes: US Lines
Box 2, Folder 1	M.W.V. Ash Notes: US Lines
Box 2, Folder 1	Harry S. Truman Notes: US Lines
Box 2, Folder 1	E.P. Baker Notes: Plymouth automobiles
Box 2, Folder 1	Ray Baker with/ Notes: Camels
Box 2, Folder 1	Mrs. & Mrs. James P. Baxter, III w/ Notes: United States Lines
Box 2, Folder 1	Mr. & Mrs. Dryden R. Reid Notes: United States Lines
Box 2, Folder 1	King Paul & Queen Frederika Notes: United States Lines
Box 2, Folder 1	Bill Cook
Box 2, Folder 1	Fernando Berckemeyer w/ Notes: United States Lines
Box 2, Folder 1	Mrs. H. Q.H. Frelinghuysen Notes: United States Lines
Box 2, Folder 1	Mr. & Mrs. Fred Billups Notes: United States Lines
Box 2, Folder 1	Mr. & Mrs. Stanley Woodward Notes: United States Lines
Box 2, Folder 1	Charley Belden with/ Notes: Camels
Box 2, Folder 1	Judy Ford Notes: Camels
Box 2, Folder 1	Frank Hawks Notes: Camels

Box 2, Folder 1	Erwin Jones Notes: Camels
Box 2, Folder 1	Lucius Boomer Notes: Wamsutta Mills
Box 2, Folder 1	Joe L. Brown w/ Notes: Freeman Shoes
Box 2, Folder 1	Hank Greenberg Notes: Freeman Shoes
Box 2, Folder 1	Barron Hilton Notes: Freeman Shoes
Box 2, Folder 1	Kyle Rote Notes: Freeman Shoes
Box 2, Folder 1	Herbert Barnet Notes: Freeman Shoes
Box 2, Folder 1	Maurice Evans Notes: Freeman Shoes
Box 2, Folder 1	Lucius D. Clay Notes: US Savings Bonds
Box 2, Folder 1	Arthur Concello w/ Notes: Alfred of New York
Box 2, Folder 1	John Ringling North Notes: Alfred of New York
Box 2, Folder 1	D. Donald Dallas (2 ads) Notes: United States Lines
Box 2, Folder 1	Judge Day Notes: Parker pens
Box 2, Folder 1	Elizabeth R. Dessez Notes: Daggett & Ramsdale cosmetics
Box 2, Folder 1	Charles A. Duchateau Notes: United States Lines
Box 2, Folder 1	Carolyn Edmundsonw/ Notes: Chrysler Airflow
Box 2, Folder 1	Norman Bel Geddes Notes: Chrysler Airflow

Box 2, Folder 1	Grantland Rice Notes: Chrysler Airflow
Box 2, Folder 1	Alexander Woolcott Notes: Chrysler Airflow
Box 2, Folder 1	Maj. George Fielding Eliot Notes: Aqua-Velva after shave
Box 2, Folder 1	Maurice Evans w/ Notes: Freeman shoes
Box 2, Folder 1	Joe L. Brown
Box 2, Folder 1	Hank Greenberg
Box 2, Folder 1	Barron Hilton
Box 2, Folder 1	Kyle Role
Box 2, Folder 1	Herbert Barnet
Box 2, Folder 1	James A. Farley Notes: United States Lines
Box 2, Folder 1	Mr. & Mrs. Thom Fogarty w/ Notes: United States Lines
Box 2, Folder 1	Mr. & Mrs. Gwilym A. Price Notes: United States Lines
Box 2, Folder 1	Raymond Greilsamer Notes: United States Lines
Box 2, Folder 1	Mr. & Mrs. George Morrison Notes: United States Lines
Box 2, Folder 1	Vinton Freedley Notes: Lord Calvert whiskey
Box 2, Folder 1	R.J.Gilbreath Notes: Bellanca Aircraft Corp.
Box 2, Folder 1	William Purnell Hall Notes: Blue Cross
Box 2, Folder 1	Marcus Harbs with/ Notes: Camels
Box 2, Folder 1	Capt. Joseph H. Hart

	Notes:	Camels
Box 2, Folder 1	Frank Hawks Notes:	Camels
Box 2, Folder 1	Arthur M. Hill Notes:	Dictaphone
Box 2, Folder 1	Conrad Hilton Notes:	Douglas Aircraft Corp.
Box 2, Folder 1	Conrad Hilton Notes:	Rolex
Box 2, Folder 1	Duncan Hines Notes:	California wines
Box 2, Folder 1	L.J. Horowitz Notes:	Lucky Strike cigarettes
Box 2, Folder 1	Dewey Huffine Notes:	Lucky Strike cigarettes
Box 2, Folder 1	Gen. Hugh Johnson Notes:	Pullman Co.
Box 2, Folder 1	Teddy Kenyon Notes:	Camel cigarettes
Box 2, Folder 1	Dr. Henri Labbe Notes:	Fleischmann's Yeast
Box 2, Folder 1	Arthur Little, Jr. Notes:	Lord Calvert whiskey
Box 2, Folder 1	Raymond Loewy Notes:	Air France
Box 2, Folder 1	Alice Roosevelt Longworth Notes:	Lucky Strike cigarettes
Box 2, Folder 1	Miss Nela R. Mann w/ Notes:	United States Lines
Box 2, Folder 1	Isabella Manor	
Box 2, Folder 1	Stefan Neumann	
Box 2, Folder 1	Marquis/Marquise de Pins	

Box 2, Folder 1	Fletcher H. Montgomery Notes: Parker pens
Box 2, Folder 1	Richard Moulton w/ US Antarctic Expedition Notes: Camels
Box 2, Folder 1	John Ringling North Notes: Ansco Film
Box 2, Folder 1	Charles A. Nugent Notes: Northwestern Mutual Life
Box 2, Folder 1	Warren Lee Pierson Notes: Ronson Lighters
Box 2, Folder 1	F.A. Ready Notes: Louis Sherry ice cream
Box 2, Folder 1	Capt. Eddie Rickenbacher Notes: Fruit of the Month
Box 2, Folder 1	Eddie Rickenbacher Notes: Dusenberg Motors Corp.
Box 2, Folder 1	Ripley Notes: Parker pens
Box 2, Folder 1	Eleanor Roosevelt (2 pg. ad) Notes: Air Transport Assoc.
Box 2, Folder 1	Elizabeth Arden Notes: Air Transport Assoc.
Box 2, Folder 1	Helen Hayes Notes: Air Transport Assoc.
Box 2, Folder 1	Edwin C. Hill Notes: Air Transport Assoc.
Box 2, Folder 1	Roy Howard Notes: Air Transport Assoc.
Box 2, Folder 1	James D. Mooney Notes: Air Transport Assoc.
Box 2, Folder 1	Grantland Rice Notes: Air Transport Assoc.
Box 2, Folder 1	Ruth Bryan Notes: Air Transport Assoc.

Box 2, Folder 1	Owen Rohde Notes: Air Transport Assoc.
Box 2, Folder 1	Carmel Snow Notes: Air Transport Assoc.
	<p>First Lady of the Land, First Lady of the Air [color advertisement], [ca. 1933-1945] 1 Item (13.5" x 10".) Collector: Baden, Sandra Baden, Gary Language: English. Notes: 01061101.tif(AC Scan) Ink on paper. Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves. Image of Eleanor Roosevelt knitting on an airplane; photographer unidentified. The text indicates that the advertisement is promoting air travel in general, not a specific airline.</p> <p>Names: Roosevelt, Eleanor, 1884-1962 Topic: Air travel -- 1930-1950 Knitting Genre/Form: Photographs -- 1930-1940 -- Color -- Reproductions Advertisements -- 1930-1950</p>
Box 2, Folder 1	Theodore Roosevelt Notes: ABA certified cheques
Box 2, Folder 1	Robert F. Six Notes: Lord Calvert whiskey
Box 2, Folder 1	Adlai E. Stevenson Notes: Great Books
Box 2, Folder 1	Margaret Truman w/ Notes: United States Lines
Box 2, Folder 1	Mr. & Mrs. Thomas j. Deegan, Jr.
Box 2, Folder 1	Mrs. John McLean
Box 2, Folder 1	John I. Wagner Notes: Camels
Box 2, Folder 1	James Walker Notes: Lucky Strike cigarettes

Return to Table of Contents

Series 3: Sports

Box 2, Folder 2	Red Barber with/ Notes: Old Gold cigarettes
Box 2, Folder 2	Connie Desmond Notes: Old Gold cigarettes
Box 2, Folder 2	Red Barber Notes: Old Gold cigarettes
Box 2, Folder 2	James Bausch w/ {2 ads one w/o Cross} Notes: Camels
Box 2, Folder 2	Bruce Barnes Notes: Camels
Box 2, Folder 2	J.A. Brooks Notes: Camels
Box 2, Folder 2	Rip Collins Notes: Camels
Box 2, Folder 2	Edward Cross (farmer) Notes: Camels
Box 2, Folder 2	Willie Macfarlane Notes: Camels
Box 2, Folder 2	Jennie Rooney Notes: Camels
Box 2, Folder 2	Rex Beach Notes: Camels
Box 2, Folder 2	Walter Beaver Notes: Camels
Box 2, Folder 2	William Bendix w/ Notes: Chesterfield cigarettes
Box 2, Folder 2	D.J. McLawhorn (farmer) Notes: Chesterfield cigarettes
Box 2, Folder 2	Ewell Blackwell with two ads Notes: Chesterfield cigarettes
Box 2, Folder 2	Joe DiMaggio Notes: Chesterfield cigarettes

Box 2, Folder 2	Bob Elliott Notes:	Chesterfield cigarettes
Box 2, Folder 2	Bucky Harris Notes:	Chesterfield cigarettes
Box 2, Folder 2	Stan Musial Notes:	Chesterfield cigarettes
Box 2, Folder 2	Ted Williams Notes:	Chesterfield cigarettes
Box 2, Folder 2	Frank Boucher Notes:	Schaefer Beer
Box 2, Folder 2	Frank Buck Notes:	Goodrich tires
Box 2, Folder 2	Frank Buck Notes:	Heublein's Cocktails
Box 2, Folder 2	Crawford Burton W/ Notes:	Camels
Box 2, Folder 2	Rex Beach Notes:	Camels
Box 2, Folder 2	Mrs. Charles Daly Notes:	Camels
Box 2, Folder 2	Billy Casper Notes:	Wilson Staff balls
Box 2, Folder 2	Florence Chadwick Notes:	US Howland Swim Caps
Box 2, Folder 2	G. Chevrolet w/ Notes:	Rudge-Whitworth wire wheels
Box 2, Folder 2	L. Chevrolet Notes:	Rudge-Whitworth wire wheels
Box 2, Folder 2	De Palma Notes:	Rudge-Whitworth wire wheels
Box 2, Folder 2	Durant Notes:	Rudge-Whitworth wire wheels
Box 2, Folder 2	Howard Notes:	Rudge-Whitworth wire wheels

Box 2, Folder 2	Lewis Notes:	Rudge-Whitworth wire wheels
Box 2, Folder 2	Milton Notes:	Rudge-Whitworth wire wheels
Box 2, Folder 2	Mulford Notes:	Rudge-Whitworth wire wheels
Box 2, Folder 2	Resta Notes:	Rudge-Whitworth wire wheels
Box 2, Folder 2	Toft Notes:	Rudge-Whitworth wire wheels
Box 2, Folder 2	Vail Notes:	Rudge-Whitworth wire wheels
Box 2, Folder 2	Wilcox Notes:	Rudge-Whitworth wire wheels
Box 2, Folder 2	Mickey Cochrane Notes:	Goodrich tires
Box 2, Folder 2	Ely Culbertson Notes:	Aqua-Velva
Box 2, Folder 2	Dizzy Dean w/ Notes:	Camels
Box 2, Folder 2	Harry Miller Notes:	Camels
Box 2, Folder 2	Dizzy Dean (4 ads) Notes:	Grape Nuts cereal
Box 2, Folder 2	Jimmy Demaret Notes:	MacGregor Golf balls
Box 2, Folder 2	Jack Dempsey Notes:	Bromo-Seltzer
Box 2, Folder 2	Bill Dickey w/ (2 ads) Notes:	Chesterfield cigarettes
Box 2, Folder 2	Mel Ott Notes:	Chesterfield Cigarettes
Box 2, Folder 2	Arthur Donovan Notes:	Rheingold beer

Box 2, Folder 2	Leo Durocher Notes: Chesterfield cigarettes
Box 2, Folder 2	Leo Durocher Notes: Chesterfield cigarettes
Box 2, Folder 2	Leo Durocher Notes: Rheingold beer
Box 2, Folder 2	Eugenia Falkenburg Notes: Camel
Box 2, Folder 2	Johnny Farrell Notes: Lucky Strike cigarettes
Box 2, Folder 2	Jane Fauntz w/ Notes: Camels
Box 2, Folder 2	Tommy Armour Notes: Camels
Box 2, Folder 2	James Bausch Notes: Camels
Box 2, Folder 2	Buster Crabbe Notes: Camels
Box 2, Folder 2	Pete Desjardins Notes: Camels
Box 2, Folder 2	Lou Gehrig Notes: Camels
Box 2, Folder 2	Helen Hicks Notes: Camels
Box 2, Folder 2	Josephine McKim Notes: Camels
Box 2, Folder 2	Mel Ott Notes: Camels
Box 2, Folder 2	Gene Sarazen Notes: Camels
Box 2, Folder 2	Harold Smith Notes: Camels
Box 2, Folder 2	Bill Tilden Notes: Camels

Box 2, Folder 2	Susan Vilas Notes:	Camels
Box 2, Folder 2	Whitey Ford Notes:	Seven Seas Slax
Box 2, Folder 2	Walt Frazier Notes:	Colgate
Box 2, Folder 2	Commander Gatti Notes:	Stereo Realist Camera
Box 2, Folder 2	Lou Gehrig w/ (2 ads) Notes:	Camels
Box 2, Folder 2	Tommy Armour Notes:	Camels
Box 2, Folder 2	Betty Bailey Notes:	Camels
Box 2, Folder 2	George Barker Notes:	Camels
Box 2, Folder 2	Bruce Barnes Notes:	Camels
Box 2, Folder 2	Bobby Walthour, Jr. Notes:	Camels
Box 2, Folder 2	Lou Gehrig Notes:	Aqua-Velva
Box 2, Folder 2	Frank Gifford Notes:	Jantzen
Box 2, Folder 2	Charles Goren Notes:	Teacher's Scotch
Box 2, Folder 2	Rocky Graziano Notes:	Dakin
Box 2, Folder 2	Walter Hagen Notes:	Lucky Strike cigarettes
Box 2, Folder 2	Tom Harmon Notes:	Catalina Sportswear
Box 2, Folder 2	Frank Harrigan w/ Notes:	O'Shea knitting Mills

Box 2, Folder 2	Bennie Oosterbaan Notes: O'Shea Knitting Mills
Box 2, Folder 2	Russ Hodges Notes: John C. Roberts shoes
Box 2, Folder 2	Mr. & Mrs. Ben Hogan w/ Notes: United States Lines
Box 2, Folder 2	Donald Burr
Box 2, Folder 2	Billie Worth
Box 2, Folder 2	Francis Parkinson Keyes
Box 2, Folder 2	Rear Admiral Tully Shelly
Box 2, Folder 2	Ben Hogan w/ Notes: MacGregor Golf Co.
Box 2, Folder 2	Louise Suggs Notes: MacGregor Golf Co.
Box 2, Folder 2	Lamar Hunt Notes: Rolex
Box 2, Folder 2	Harmon Killebrew Notes: Northcool Vycott
Box 2, Folder 2	Edward Kent w/ Notes: Camels
Box 2, Folder 2	Betty Chase Notes: Camels
Box 2, Folder 2	Jack Shea Notes: Camels
Box 2, Folder 2	Ray F. Stevens Notes: Camels
Box 2, Folder 2	Paul Thompson Notes: Camels
Box 2, Folder 2	Anton LeKang Notes: Camels
Box 2, Folder 2	Sid Luckman Notes: Pabst Blue Ribbon beer

Box 2, Folder 2	Mr. & Mrs. Sal Maglie Notes: Olympic Luggage
Box 2, Folder 2	Mickey Mantle Notes: Viceroy
Box 2, Folder 2	Mickey Mantle Notes: Haggar Slacks
Box 2, Folder 2	Rocky Marciano Notes: National Car Rental
Box 2, Folder 2	Jimmy McLarnin Notes: Goodrich tires
Box 2, Folder 2	Lillas Moriarty Notes: Woodbury cream
Box 2, Folder 2	Stan Musial w/ (2 ads) Notes: Chesterfield cigarettes
Box 2, Folder 2	Ted Williams Notes: Chesterfield cigarettes
Box 2, Folder 2	Joe Namath Notes: Laz-Z-Boy
Box 2, Folder 2	Bennie Oosterbaan Notes: Bradley Knitting co.
Box 2, Folder 2	Mel Ott w/ Notes: Camels
Box 2, Folder 2	Harold Schumacher Notes: Camels
Box 2, Folder 2	James (Rip) Collins Notes: Camels
Box 2, Folder 2	Lou Gehrig Notes: Camels
Box 2, Folder 2	Carl Hubbell Notes: Camels
Box 2, Folder 2	Arnold Palmer Notes: Wilson Sporting Goods
Box 2, Folder 2	Peter Perkins Notes: Tareyton cigarettes

Box 2, Folder 2	Grantland Rice Notes: Carlings Ale
Box 2, Folder 2	"Vinnie" Richards Notes: Lucky Strike cigarettes
Box 2, Folder 2	Branch Rickey Notes: Gray Audograph
Box 2, Folder 2	Gene Sarazan w/ Notes: Camels
Box 2, Folder 2	Georgia Coleman Notes: Camels
Box 2, Folder 2	Jim Lancaster Notes: Camels
Box 2, Folder 2	Bill Miller Notes: Camels
Box 2, Folder 2	Melvin Ott Notes: Camels
Box 2, Folder 2	John L. Skillman Notes: Camels
Box 2, Folder 2	Gene Sarazan Notes: Teacher's Scotch
Box 2, Folder 2	Gene Sarazan w/ Notes: Bromo Seltzer
Box 2, Folder 2	Ella Barnett Notes: Bromo Seltzer
Box 2, Folder 2	Carl G. Triest Notes: Bromo Seltzer
Box 2, Folder 2	Gene Sarazan Notes: Libby's Tomato Juice
Box 2, Folder 2	Gene Sarazan Notes: Teacher's Scotch
Box 2, Folder 2	Jane Sharp w/ Notes: Camels
Box 2, Folder 2	F.B. Fowler Notes: Camels

Box 2, Folder 2	Bill Stern Notes: Cape Coral, Florida
Box 2, Folder 2	Bill Stern Notes: Florida tourism
Box 2, Folder 2	Mrs. Louis J. Swift, Jr. Notes: Camels
Box 2, Folder 2	M.J. "Mike" Thompson Notes: Camels
Box 2, Folder 2	Bill Tilden w/ Notes: Camels
Box 2, Folder 2	Mrs. J.B. Freeley Notes: Camels
Box 2, Folder 2	Dick Hungerford Notes: Camels
Box 2, Folder 2	C.A. Petersen Notes: Camels
Box 2, Folder 2	Eileen Tighe Notes: Camels
Box 2, Folder 2	Ellsworth Vines, Jr. Notes: Pabst Blue Ribbon
Box 2, Folder 2	Ellsworth Vines w/ Notes: Wheaties
Box 2, Folder 2	Bernie Bierman
Box 2, Folder 2	Pepper martin
Box 2, Folder 2	Arnold Herber
Box 2, Folder 2	"Babe" Didrikson
Box 2, Folder 2	Ken Strong
Box 2, Folder 2	Joe DiMaggio
Box 2, Folder 2	Ellsworth Vines w/ Notes: Camels
Box 2, Folder 2	Helen Hicks

Box 2, Folder 2	Ellsworth Vines, Jr.
Box 2, Folder 2	"Bucky" Walters w/ Notes: Gillette Razor
Box 2, Folder 2	Wilbur Shaw Notes: Gillette Razor
Box 2, Folder 2	Lloyd Waner Notes: Lucky Strike cigarettes
Box 2, Folder 2	Paul Waner Notes: Lucky Strike cigarettes
Box 2, Folder 2	"Hub" Whiteman Notes: Goodrich tires
Box 2, Folder 2	Lenore Kight Wingard w/ Notes: Camels
Box 2, Folder 2	Ida Gray Notes: Camels
Box 2, Folder 2	L.E. Stemmler Notes: Camels
Box 2, Folder 2	Eddie Woods Notes: Camels

[Return to Table of Contents](#)

Series 4: Society, Fashion, Royalty

Box 2, Folder 3	Mlle. Alix Notes: Cutex
Box 2, Folder 3	Mlle. Alix w/ Notes: Cutex
Box 2, Folder 3	Lanvin Notes: Cutex
Box 2, Folder 3	LeLong Notes: Cutex
Box 2, Folder 3	Schiaparelli Notes: Cutex
Box 2, Folder 3	Elizabeth Allemus Notes: Pond's Cream
Box 2, Folder 3	Laurance Armour Notes: Simmon's mattresses
Box 2, Folder 3	Mrs. Robert W. Armstrong w/ Notes: Pond's Cream
Box 2, Folder 3	Mrs. John Jacob Astor Notes: Pond's Cream
Box 2, Folder 3	Maj. & Mrs. George Astley Notes: tea
Box 2, Folder 3	Mrs. Ellen Tuck Astor w/ Notes: Pond's Cream
Box 2, Folder 3	<p>It's my one essential [Print advertising.] Vogue, incorporating Vanity Fair 1 Item (b&w; 33 x 24.5 cm.) Advertiser: Pond's Inc. Language: English. Notes: Ivorydata4 1158 03061127 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Ad for Pond's Cold Cream. Mrs. Nicholas R. du Pont and Ellen Tuck Astor featured. Good.</p> <p>Names: DuPont, Nicholas R., Mrs. Astor, Ellen Tuck, Mrs.</p> <p>Topic: Women in advertising</p>

Celebrities
Social classes
Skin -- Care and hygiene
Endorsements in advertising
Complexion
Genre/Form: Print advertising
Photographs -- Reproductions

Box 2, Folder 3	Mrs. Nicholas R. duPont
Box 2, Folder 3	Mrs. John Jacob Astor (2 ads) Notes: Pond's Cream
Box 2, Folder 3	Lady Violet Astor Notes: Pond's Cream
Box 2, Folder 3	Mrs. Henry Barclay Notes: Tareyton cigarettes
Box 2, Folder 3	Pat Barnard w/ (on reverse) Notes: Sweetheart soap
Box 2, Folder 3	Brynhild
Box 2, Folder 3	The Beadleston Sisters Notes: Camels
Box 2, Folder 3	Lucius Beebe Notes: Lejon Brandy
Box 2, Folder 3	Lucius Beebe Notes: Aqua-Velva
Box 2, Folder 3	Joan Belmont Notes: Camels
Box 2, Folder 3	Fina Benenson w/ Notes: Gruen watches
Box 2, Folder 3	Hattie Carnegie Notes: Gruen watches
Box 2, Folder 3	Louise Barnes Gallagher Notes: Gruen watchess
Box 2, Folder 3	Sophie Gimbel Notes: Gruen watches
Box 2, Folder 3	Andrew Goodman Notes: Gruen watches

Box 2, Folder 3	Orry-Kelly Notes: Gruen watches
Box 2, Folder 3	Philip Mangone Notes: Gruen watches
Box 2, Folder 3	Nettie Rosenstein Notes: Gruen watches
Box 2, Folder 3	Cordelia Biddle Notes: Pond's Cream
Box 2, Folder 3	Margaret Biddle w/ Notes: Pond's Cream
Box 2, Folder 3	Tita Johnson Notes: Pond's Cream
Box 2, Folder 3	Evalyn McLean Notes: Pond's Cream
Box 2, Folder 3	Phebe Thorne Notes: Pond's Cream
Box 2, Folder 3	Adelaide Weld Notes: Pond's Cream
Box 2, Folder 3	<p>Life's a Whirl! [Print advertising.] 1 Item (b&w; 29.5 x 21.5 cm.) Advertiser: Pond's Inc. Language: English. Notes: Ivorydata4 1159 03061128 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Ad contains a series of reproductions of photographs with captions: debutantes endorse Pond's Cold Cream. They include Margaret Biddle, Tita Johnson, Phebe [sic] Thorne, Adelaide Weld, and Evalyn McLean. Note: copyright date at bottom left of piece. Good condition.</p> <p>Names: McLean, Evalyn Walsh, 1886-1947 Weld, Adelaide Thorne, Phebe Johnson, Tita Biddle, Margaret</p> <p>Topic: Endorsements in advertising Skin -- Care and hygiene Debutantes Social classes</p>

	Teenagers Women in advertising Complexion Genre/Form: Print advertising Photographs -- Reproductions
Box 2, Folder 3	Mrs. Livingston Biddle, Jr. Notes: Tareyton cigarettes
Box 2, Folder 3	Sherman Billingsley w/ Notes: Sortilege perfume
Box 2, Folder 3	Morton Downey Notes: Sortilege perfume
Box 2, Folder 3	Arthur Godfrey Notes: Sortilege perfume
Box 2, Folder 3	Steve Hannagan Notes: Sortilege perfume
Box 2, Folder 3	Sherman Billingsley/Stork Club Notes: Camels
Box 2, Folder 3	Sherman Billingsley Notes: Brewers' Best Beer
Box 2, Folder 3	Mrs. Alden S. Blodgett Notes: Dorothy Gray cosmetics
Box 2, Folder 3	Martha Boss Notes: Sweetheart soap
Box 2, Folder 3	Beauty is my business. [Print advertising.] 1 Item (b&w; 29 x 22.5 cm.) Creator: SweetHeart Soap. Language: English. Notes: 245303 Ivorydata4 1160 03061129 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Beauty is my business". for SweetHeart soap. Ad at bottom of page. Good condition. Topic: Endorsements in advertising Women Models (Persons) Skin -- Care and hygiene Genre/Form: Print advertising

Photographs -- Reproductions

Box 2, Folder 3	Prince Luis de Bourbon Notes: Melachrino cigarettes
Box 2, Folder 3	Prince Robert de Broglie Notes: Melachrino cigarettes
Box 2, Folder 3	John Mason Brown w/ Notes: United States Lines
Box 2, Folder 3	David B. Ortman Notes: United States Lines
Box 2, Folder 3	Mr. & Mrs. Leslie Hills Notes: United States Lines
Box 2, Folder 3	Marilyn Buford Notes: Everglaze fabric
Box 2, Folder 3	Rose Caldwell Notes: Perfect Eze shoes
Box 2, Folder 3	Nancy Calhoun w/ Notes: Pond's Cream
Box 2, Folder 3	Susan Medlock Notes: Pond's Cream
Box 2, Folder 3	Hattie Carnegie Notes: Air France
Box 2, Folder 3	Mrs. Thomas M. Carnegie, Jr. Notes: Camels
Box 2, Folder 3	Mr. & Mrs. Igor Cassini Notes: Cinzano
Box 2, Folder 3	Mrs. Igor Cassini Notes: Tintain Hair Coloring
Box 2, Folder 3	Igor Cassini Notes: Heublein's Cocktails
Box 2, Folder 3	Olive Cawley w/ Notes: Lux soap
Box 2, Folder 3	Virginia Parker Notes: Lux soap

Box 2, Folder 3	Peggy Patterson Notes: Lux soap
Box 2, Folder 3	Jane Will Notes: Lux soap
Box 2, Folder 3	<p>New York Debutantes Live in Luxables. [Print advertising.], 1936 1 Item (b&w; 32.5 x 25.5 cm.) Creator: Lever Brothers Company Language: English. Notes: 245304</p> <p>Ivorydata4 1161 03061130 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "New York Debutantes Live in Luxables". Teenage girls engaging in winter sports. Published 15 Nov. 1936. Good condition.</p> <p>Topic: Endorsements in advertising Debutantes Teenagers Girls Winter Sports Clothing and dress Laundry</p> <p>Place: New York (N.Y.) Genre/Form: Print advertising Photographs -- Reproductions</p>
Box 2, Folder 3	Countess de Chambrun w/ Notes: United States Lines
Box 2, Folder 3	Mrs. Bob Considine
Box 2, Folder 3	Mr. & Mrs. Marvin Pierce
Box 2, Folder 3	Charles of London Notes: Chrysler
Box 2, Folder 3	Princess Paul Chavchavadze Notes: Nobility Plate
Box 2, Folder 3	Prince Paul Chavchavadze Notes: Hiram Walker Liqueurs
Box 2, Folder 3	Princess Alphonse de Chimay Notes: Lenthéric Parfumeur

Box 2, Folder 3	Mrs. Howard C. Christy Notes: Black Knight china
Box 2, Folder 3	Elisabeth Coffey w/ Notes: Pond's Cream
Box 2, Folder 3	Mrs. Anthony J. Drexel, III Notes: Pond's Cream
Box 2, Folder 3	Lady Moira Combe Notes: Silvo Silver Polish
Box 2, Folder 3	Harry Conover Notes: Scripto Pencil
Box 2, Folder 3	Grace Coolidge Notes: Tareyton cigarettes
Box 2, Folder 3	Mrs. J. Gardner Coolidge, III Notes: Camels
Box 2, Folder 3	Miss Rosalie de Forest Crosby w/ Notes: Lux soap
Box 2, Folder 3	Mrs. G. John L. Griswold Notes: Lux soap
Box 2, Folder 3	Mrs. David I. Mackie, Jr. Notes: Lux soap
Box 2, Folder 3	Mrs. Roderick Oakley Notes: Lux soap
Box 2, Folder 3	Miss Mimi Richardson Notes: Lux soap
Box 2, Folder 3	Mrs. Ely Culbertson Notes: Pacquin's Hand Cream
Box 2, Folder 3	Sticky Hand Lotions are Impossible-- says Mrs. Ely Culbertson. [Print advertising.], 1934 1 Item (b&w; 33 x 24.5 cm.) Creator: Pfizer Inc. Language: English. Notes: 245305 Ivorydata4 1162 03061131 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.

			<p>Caption: ""Sticky Hand Lotions are Impossible--" says Mrs. [Josephine] Ely Culbertson." for Pacquins Hand Cream. Published 1 Nov. 1934.</p> <p>Good condition.</p> <p>Topic: Endorsements in advertising Women Skin -- Care and hygiene hands -- Care and hygiene Card games Social classes Complexion</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>
Box 2, Folder 3	Galli Curci	Notes:	Winship
Box 2, Folder 3	Lady Georgiana Curzon w/	Notes:	Pond's Tissues
Box 2, Folder 3	The Countess Howe	Notes:	Pond's Tissues
Box 2, Folder 3	Viscountess Curzon	Notes:	Pond's Cream
Box 2, Folder 3	Lilly Dache	Notes:	Camels
Box 2, Folder 3	Princess Guy DeFaucigny-Lucinge	Notes:	Peggy Sage polish
Box 2, Folder 3	Mlle. Lucienne Delahaye	Notes:	Cadum soap
Box 2, Folder 3	Leon Desfosse	Notes:	Palmolive
Box 2, Folder 3	Dionne Quints	Notes:	Quaker Oats
Box 2, Folder 3	Dionne Quints	Notes:	Hinds Cream
Box 2, Folder 3	Dionne Quints (3 ads)	Notes:	Karo syrup
Box 2, Folder 3	Dionne Quints	Notes:	Musterole

Box 2, Folder 3	Morton Downey w/ Notes: United States Lines
Box 2, Folder 3	Frazar Wilde Notes: United States Lines
Box 2, Folder 3	Jerome Thor Notes: United States Lines
Box 2, Folder 3	Sydna Scott Notes: United States Lines
Box 2, Folder 3	Fernandel Notes: United States Lines
Box 2, Folder 3	Mrs. George L. Wertenbaker Notes: United States Lines
Box 2, Folder 3	Brig. Gen. David Sarnoff Notes: United States Lines
Box 2, Folder 3	Mabel McIlvain Downs Notes: Camels
Box 2, Folder 3	Ann Drake Notes: Sweetheart soap
Box 2, Folder 3	Mrs. C. Dresselhuys Notes: Yuban Coffee
Box 2, Folder 3	Mrs. Anthony J. Drexel, III Notes: Camels
Box 2, Folder 3	Mrs. Anthony J. Drexel, III Notes: Pond's Cream
Box 2, Folder 3	Mrs. Anthony J. Drexel, III w/ Notes: Pond's Cream
Box 2, Folder 3	"Bad Skin" [sic] means--A Lazy Under Skin. [Print advertising.] 1 Item (b&w; 32.5 x 25.5 cm.) Advertiser: Pond's Inc. Language: English. Notes: Ivorydata4 1163 03061132 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Ad contains reproductions of photographs of Miss Helen Mitchell Stedman and Mrs. Anthony J. Drexel III with their endorsements of Pond's Cold Cream.

	<p>Names: Good. Drexel, Anthony J., Mrs., III Stedma, Helen Mitchell</p> <p>Topic: Women in advertising Endorsements in advertising Skin -- Care and hygiene Social classes Women Complexion</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>
Box 2, Folder 3	Helen Steadman
Box 2, Folder 3	Audrey Druhonel Notes: Pond's Cream
Box 2, Folder 3	Mrs. Anthony D. Duke Notes: Pond's Cream
Box 2, Folder 3	The Viscountess Dunwich w/ Notes: Pond's Cream
Box 2, Folder 3	The Lady Barbara Gore Notes: Pond's Cream
Box 2, Folder 3	The Countess Howe Notes: Pond's Cream
Box 2, Folder 3	The Duchess of Leinster Notes: Pond's Cream
Box 2, Folder 3	The Vicountess Milton Notes: Pond's Cream
Box 2, Folder 3	The Lady Helena Fitzwilliam Notes: Pond's Cream
Box 2, Folder 3	Mrs. Ernest DuPont, Jr. Notes: Camels
Box 2, Folder 3	Mr. & Mrs. William Dwight w/ Notes: United States Lines
Box 2, Folder 3	Fernandel Notes: United States Lines
Box 2, Folder 3	Amelia M. Earhart Notes: Lucky Strike cigarettes
Box 2, Folder 3	Antonia Drexel Earle (2 ads)

	Notes: Pond's Cream
Box 2, Folder 3	King Edward VII Notes: Angelus pianos
Box 2, Folder 3	Stephen B. Elkins, III Notes: Cream of Wheat
Box 2, Folder 3	La Comtesse Maria Esterhazy Notes: Cadillac
Box 2, Folder 3	Countess de La Falaise Notes: Pond's Cream
Box 2, Folder 3	<p>A new study of the Countess de la Falaise. [Print advertising.] 1 Item (b&w; 32.5 x 25.4 cm.) Advertiser: Pond's Inc. Language: English. Notes: Ivorydata4 1164 03061133 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. For Pond's cold cream. Reproduction of a single photograph of the countess, wearing a necklace and tiara. Dated lower left. Good.</p> <p>Names: Falaise, de la, Countess Topic: Aristocracy (Social class) Women in advertising Tiaras Endorsements in advertising Skin -- Care and hygiene Complexion</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>
Box 2, Folder 3	Mr. & Mrs. M. Firestone w/ Notes: United States Lines
Box 2, Folder 3	Mr. & Mrs. Robert Sherwood Notes: United States Lines
Box 2, Folder 3	Mrs. Alexander C. Forbes w/ Notes: Pond's Cream
Box 2, Folder 3	Mrs. William Rhinelandier Stewart Notes: Pond's Cream
Box 2, Folder 3	Mrs. David C. Gamble, Jr. w/ Notes: Pond's Cream

Box 2, Folder 3	Mrs. Vanderbilt Phelps Notes: Pond's Cream
Box 2, Folder 3	The Countess of Winchilsen Notes: Pond's Cream
Box 2, Folder 3	Mrs. Kendall Lee Glaenzer Notes: Listerine tooth paste
Box 2, Folder 3	Mrs. Charles J. Gossner Notes: Camay soap
Box 2, Folder 3	<p>Your Skin Will Love Camay's Caressing Care! [Print advertising.] 1 Item (col.; 27.5 x 21.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 245308</p> <p>Ivorydata4 1165 03061134 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Your Skin Will Love Camay's Caressing Care!" For Camay Cold Cream. Mrs. Charles J. Gossner featured. Good condition.</p> <p>Topic: Women Wedding Skin -- Care and hygiene Endorsements in advertising Complexion</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>
Box 2, Folder 3	Mrs. George Jay Gould, Jr. Notes: Pond's Cream
Box 2, Folder 3	Beatrice "Milo" Grey Notes: Camels
Box 2, Folder 3	Beatrice "Milo" Grey w/ Notes: Camels
Box 2, Folder 3	Le Brun Rhinelander
Box 2, Folder 3	Peggy Stevenson
Box 2, Folder 3	Senorita Ana Rosa Martinez Guerrero w/ Notes: Pond's Cream
Box 2, Folder 3	Senhora Aimee Lopes de Sotto Maior

	Notes: Pond's Cream
Box 2, Folder 3	Senora Pila Subercaseaux Notes: Pond's Cream
Box 2, Folder 3	<p>The Americas. [Print advertising.], 1941 1 Item (b&w; 31 x 22.5 cm.) Advertiser: Pond's Inc. Language: English. Notes: Ivorydata4 1166 03061135 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Ad contains reproductions of three photographs with endorsements: Aimee Lopes De Sotto Maior (Brazil), Pila Subercaseaux (Chile), and Ana Rosa Martinez Guerrero (Argentina). Pond's Cold Cream, Pond's Tissues, and Pond's Vanishing Cream are advertised. Published 15 March 1941. Good.</p> <p>Names: Guerrero, Ana Rosa Martinez Subercaseaux, Pila Maior, Aimee Lopes de Sotto</p> <p>Topic: Endorsements in advertising Skin -- Care and hygiene Social classes Women in advertising Aristocracy (Social class) Complexion</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>
Box 2, Folder 3	Isabelle, Duchesse de Guise Notes: Pond's Cream
Box 2, Folder 3	Mrs. Alexander Hamilton Notes: Pond's Cream
Box 2, Folder 3	Mrs. Pierpont M. Hamilton Notes: Studebaker
Box 2, Folder 3	Mrs. Ogden Hammond, Jr. Notes: Camels
Box 2, Folder 3	Lady Harmsworth Notes: Pond's Cream
Box 2, Folder 3	Harris, butler to Lord Hamilton Notes: Benedictine

Box 2, Folder 3	The Marchioness of Milford Haven w/ Notes: Pond's Cream
Box 2, Folder 3	The Duchess of Rutland
Box 2, Folder 3	The Marchioness of Milford Haven Notes: Pond's Cream
Box 2, Folder 3	Lord Milford Haven Notes: Lockheed
Box 2, Folder 3	Edith Head Notes: Fashion Plate Shoes
Box 2, Folder 3	August Heckscher Notes: Lucky Strike cigarettes
Box 2, Folder 3	Baroness Kathe Heine-Geldern Notes: Woodbury's soap
Box 2, Folder 3	Peter J. Hoguet, Jr. Notes: Tareyton cigarettes
Box 2, Folder 3	The Countess Howe w/ Notes: Pond's Cream
Box 2, Folder 3	The Duchess of Leinster Notes: Pond's Cream
Box 2, Folder 3	HRH Princesses Genevieve d'Orleans Notes: Pond's Cream
Box 2, Folder 3	<p>Over 30--they have the skin of their 20s. [Print advertising.] 1 Item (b&w; 34.5 x 22.5 cm.) Advertiser: Pond's Inc. Language: English. Notes: Ivorydata4 1167 03061136 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Advertisement for Pond's Cold Cream. Contains reproductions of photographs of Countess Howe, the Duchess of Leinster, and Her Royal Highness Princesse Genevieve d'Orleans, and their endorsements. Good.</p> <p>Names: Leinster, Duchess of Howe, Countess</p> <p>Topic: Princesses Aristocracy (Social class) Women in advertising</p>

	Endorsements in advertising Skin -- Care and hygiene Complexion Genre/Form: Print advertising Photographs -- Reproductions
Box 2, Folder 3	Mrs. Sherman Jenney Notes: Woodbury
Box 2, Folder 3	Miss Josephine Johnson Notes: Woodbury
Box 2, Folder 3	Mr. & Mrs. George S. Kaufman Notes: United States Lines
Box 2, Folder 3	w/ Mr. & Mrs. E.R. Cook
Box 2, Folder 3	Mr. & Mrs. George S. Farnsworth
Box 2, Folder 3	Mr. & Mrs. N.H. Heubeck
Box 2, Folder 3	Tennessee Williams
Box 2, Folder 3	Joan Kemp Notes: Sweetheart soap
Box 2, Folder 3	Mr. A. Atwater Kent Notes: Packard
Box 2, Folder 3	Kathy Knight Notes: Sweetheart soap
Box 2, Folder 3	Mrs. John P. Labouisse Notes: Dorothy Grey
Box 2, Folder 3	Lafayette (restaurant) Notes: Camels
Box 2, Folder 3	Conutess Isabella de Lalaing Notes: Mallinson's silks
Box 2, Folder 3	Eleanor Lambert Notes: Air India
Box 2, Folder 3	Mrs. Chiswell Dabney Langhorne Notes: Camels
Box 2, Folder 3	Mrs. Ring Lardner Notes: Martex

Box 2, Folder 3	Lanvin Notes: Cutex
Box 2, Folder 3	Denise Lawson-Johnsto Notes: Tareyton cigarettes
Box 2, Folder 3	Duchess of Leinster Notes: Pond's Cream
Box 2, Folder 3	Tina Leser Notes: Kaiser/Frazier
Box 2, Folder 3	Dorothy Lewis w/ Notes: Camels
Box 2, Folder 3	Mrs. Frank E. Smith Notes: Camels
Box 2, Folder 3	Mary Lewis Notes: Camels
Box 2, Folder 3	Mrs. John Davis Lodge w/ Notes: Pond's Cream
Box 2, Folder 3	Mrs. Alexander Hamilton
Box 2, Folder 3	Mrs. Adrian Iselin, II
Box 2, Folder 3	Mrs. Alister McCormack
Box 2, Folder 3	Mrs. John Davis Lodge Notes: Pond's Cream
Box 2, Folder 3	Eugenia Loughlin Notes: Pond's Cream
Box 2, Folder 3	Count Felix von Luckner (2 pgs.) Notes: Lucky Strke cigarettes
Box 2, Folder 4	Mandel Brothers w/ Notes: Lux soap
Box 2, Folder 4	Carson Pirie Scott & Co. Notes: Lux soap
Box 2, Folder 4	Martha Weathered Notes: Lux soap
Box 2, Folder 4	Grand Duchesse Marie

	Notes:	Lord & Taylor
Box 2, Folder 4	Maximillian Notes:	Kaiser-Frazier
Box 2, Folder 4	Elsa Maxwell (2 ads, one color) Notes:	Universal Cook-a-matic
Box 2, Folder 4	Elsa Maxwell Notes:	Candy of the Month
Box 2, Folder 4	Mrs. Francis H. McAdoo Notes:	Nobility Plate silver
Box 2, Folder 4	Claire McCardell Notes:	Kaiser-Frazier
Box 2, Folder 4	Mrs. Alister McCormick Notes:	Pond's Cream
Box 2, Folder 4	Mary McHale w/ Notes:	Pond's Cream
Box 2, Folder 4	Mrs. Rodman Wannamaker Notes:	Pond's Cream
Box 2, Folder 4	Mrs. William G. McKnight Notes:	Tareyton cigarettes
Box 2, Folder 4	Lady Mendl Notes:	Chrysler
Box 2, Folder 4	Leslie Morris Notes:	Camel
Box 2, Folder 4	Mrs. W. Forbes Morgan Notes:	Pond's Cream
Box 2, Folder 4	Lady Louis Mountbatten Notes:	Pond's Cream
Box 2, Folder 4	Miss Mary de Mumm Notes:	Pond's Cream
Box 2, Folder 4	Mrs. Orson Munn, Sr. Notes:	Ronson lighters
Box 2, Folder 4	Princess Murat Notes:	Pond's Cream

Box 2, Folder 4	Lady Elizabeth Murray Notes: Pond's Cream
Box 2, Folder 4	Mr. & Mrs. DeLancy Nicoll, III Notes: Romanoff caviar
Box 2, Folder 4	Norman Norell Notes: Kaiser-Frazier
Box 2, Folder 4	Prince Alexis Obolensky, Jr. Notes: Lanson Champagne
Box 2, Folder 4	HRH Princesse Genevieve d'Orleans Notes: Produits Bertie
Box 2, Folder 4	Lady Mary Pakenham Notes: Pond's Cream
Box 2, Folder 4	Mrs. William Paley Notes: Hattie Carnegie
Box 2, Folder 4	Miss Elinor Patterson Notes: Pond's Cream
Box 2, Folder 4	Mrs. Nicholas G. Penniman, III Notes: Camels
Box 2, Folder 4	Peter Perkins Notes: Tareyton cigarettes
Box 2, Folder 4	Pierre's (restaurant) Notes: Camels
Box 2, Folder 4	Mrs. R.S. Pierrepont, Jr. Notes: Tareyton cigarettes
Box 2, Folder 4	Rosamond Pinchot Notes: Hupmobile
Box 2, Folder 4	<p>Take a Leaf from the Debs' Glamour Book... [Print advertising.] 1 Item (b&w.; 29 x 21.5 cm.) Creator: Woodbury, John H., Dermatologica Language: English. Notes: Ivorydata4 1168 03061137 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Take a Leaf from the Debs' Glamour Book...try a Woodbury Facial Cocktail". Good condition.</p>

	Topic:	Women Endorsements in advertising Skin -- Care and hygiene Debutantes Teenagers Complexion
	Genre/Form:	Print advertising Photographs -- Reproductions
Box 2, Folder 4	Patricia Plunkette	Notes: Woodbury
Box 2, Folder 4	Mrs. Langdon Post	Notes: Camels
Box 2, Folder 4	Mr. Wiley Post	Notes: Buick
Box 2, Folder 4	John Robert Powers	Notes: Lejon Vermouth
Box 2, Folder 4	John Robert Powers	Notes: Chesterfield cigarettes
Box 2, Folder 4	Powers Models	Notes: Gayla, Hold & Bob bobby pins
Box 2, Folder 4	Mrs. J.K. Mackenzie Pringle	Notes: Tareyton cigarettes
Box 2, Folder 4	Marchioness of Queensbury (2 ads)	Notes: Pond's Cream
Box 2, Folder 4	Mrs. Paul Revere III	Notes: Pond's Cream
Box 2, Folder 4	Miss Le Brun Rhineland, (2 ads)	Notes: Camels
Box 2, Folder 4	Mme. La Comtesse Jaston de La Rochefoucauld	Notes: Lenthéric Parfumerie
Box 2, Folder 4	Anne Rockefeller	Notes: Camels
Box 2, Folder 4	Beveridge J. Rockefeller, Jr.	Notes: Tareyton cigarettes
Box 2, Folder 4	Mrs. John W. Rockefeller, Jr. (2 ads)	Notes: Camels

Box 2, Folder 4	Mrs. Morgan Rockefeller Notes: Camels
Box 2, Folder 4	Princesse Carlos de Rohan w/ Notes: Lentheric Perfumes
Box 2, Folder 4	Son Altesse Serenissime Notes: Lentheric Perfumes
Box 2, Folder 4	Eleanor K. Roosevelt, 2 ads Notes: Pond's Cream
Box 2, Folder 4	<p>What makes skin Smooth--Wrinkle-free? [Print advertising.] 1 Item (b&w; 30 x 22.5 cm.) Creator: Pond's Inc. Language: English. Notes: 245312</p> <p>Ivorydata4 1169 03061138 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "What makes skin Smooth--Wrinkle-free?" For Pond's Cold Cream. Endorsed by Eleanor Roosevelt (daughter of Mr. & Mrs. H Good condition.</p> <p>Topic: Endorsements in advertising Skin -- Care and hygiene Women Social classes Teenagers Premiums (Retail trade) Complexion</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>
Box 2, Folder 4	Mrs. John A. Roosevelt Notes: Pond's Cream
Box 2, Folder 4	Princess Mara Ruspoli Notes: Chanel #19
Box 2, Folder 4	Mrs. Jay Rutherford Notes: Tareyton cigarettes
Box 2, Folder 4	The Duchess of Rutland (2 pgs.) Notes: Pond's Cream
Box 2, Folder 4	Mrs. Allan A. Ryan, Jr. Notes: Calibar Sun Glasses

Box 2, Folder 4	Dorothy McGill Scott Notes: Tareyton cigarettes
Box 2, Folder 4	Mrs. George H. Shaw Notes: Yuban Coffee
Box 2, Folder 4	Mrs. Thomas Edison Sloane Notes: Camels
Box 2, Folder 4	Mrs. R.P. Spalding Notes: Ansco Film
Box 2, Folder 4	Mrs. Adolph B. Spreckels, Jr. Notes: Pond's Cream
Box 2, Folder 4	Mrs. Howard Spreckels Notes: Pond's Cream
Box 2, Folder 4	Miriam Stevenson Notes: South Carolina
Box 2, Folder 4	Elaine Stewart Notes: Sweetheart soap
Box 2, Folder 4	Duke & Duchess of Sutherland Notes: United States Lines
Box 2, Folder 4	w/ Jacque Dupont
Box 2, Folder 4	US Woman's Squash Team
Box 2, Folder 4	Duchess of Sutherland Notes: Pond's Cream
Box 2, Folder 4	<p>The Duchess of Sutherland. [Print advertising.], 1948 1 Item (b&w; 32.5 x 24 cm.) Advertiser: Pond's Inc. Language: English. Notes: Ivorydata4 1170 03061139 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Reproduction of photograph of The Duchess of Sutherland, with her endorsement for Pond's Cold Cream. Published 1 Nov. 1948. Good.</p> <p>Names: Sutherland, Duchess of Topic: Women in advertising Aristocracy (Social class)</p>

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

Box 2, Folder 4	Mrs. Edward F. Swift Notes: Simmons Mattresses
Box 2, Folder 4	Pauline Trigere Notes: Kaiser-Frazier
Box 2, Folder 4	Cleon Throckmorton Notes: Chrysler
Box 2, Folder 4	Cornelius Vanderbilt Notes: United States Lines
Box 2, Folder 4	Mrs. Cornelius Vanderbilt, Jr. (2 ads) Notes: Pond's Cream
Box 2, Folder 4	<p>Mrs. Cornlius Vanderbilt Jr. is Young...[sic] Entrancing.....Beautiful...as the world expects her to be. [Print advertising.], 1929 1 Item (b&w; 32.5 x 24 cm.) Advertiser: Ponds Extract Company Language: English. Notes: Ivorydata4 1112 03061140 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Title is caption of advertisement. Good condition. Published 2 March 1929</p> <p>Names: Vanderbilt, Cornelius, Jr.,Mrs. (Mary Weir) Topic: Women in advertising Premiums (Retail trade) Endorsements in advertising Skin -- Care and hygiene Social classes Complexion</p> <p>Genre/Form: Print advertising Photographs -- 1920-1930 -- Reproductions</p>
Box 2, Folder 4	Mrs.Oliver de Gray Vanderbilt, III Notes: Camels
Box 2, Folder 4	Mrs. B. VanRensselaer Notes: Camels
Box 2, Folder 4	Comtesse Robert de Veyrac

	Notes: Nobility Plate silver
Box 2, Folder 4	Diana Vreeland (2 ads) Notes: Blackglama
Box 2, Folder 4	The Prince of Wales (Edward VII) Notes: Hoff's Malt Extract
Box 2, Folder 4	Mrs. Rodman Wanamaker Notes: Tareyton cigarettes
Box 2, Folder 4	Evelyn Cameron Watts Notes: Camels
Box 2, Folder 4	Mrs. William T. Wetmore Notes: Camels
Box 2, Folder 4	Mrs. W.F. Whitehouse Notes: Tareyton cigarettes
Box 2, Folder 4	Mrs. Howard F. Whitney Notes: Camels
Box 2, Folder 4	Mrs. Howard F. Whitney, Jr. w/ Notes: Dodge
Box 2, Folder 4	Miss Miriam Tilden Notes: Dodge
Box 2, Folder 4	Miss Margaret C. Whitney Notes: Eugene Perm Wave
Box 2, Folder 4	Miss Nancy Whitney Notes: Pond's Cream
Box 2, Folder 4	Prince Wilhelm of Sweden Notes: Melachrino cigarettes
Box 2, Folder 4	Sir Hubert Wilkins Notes: Lord Calvert Whiskey
Box 2, Folder 4	Bob Williams Notes: Carstairs liquor
Box 2, Folder 4	Margery Wilson Notes: Frostilla lotion
Box 2, Folder 4	The Duke & Duchess of Windsor w/ Mr. & Mrs. Bob Trout Notes: United States Lines

Box 2, Folder 4 Mr. & Mrs. H.D. Hodgkinson

Box 2, Folder 4 Geraldine Fitzgerald

Box 2, Folder 4 The Duchess of Windsor
Notes: Chesterfield cigarettes

[Return to Table of Contents](#)

Series 5: Writers, Musicians, Artists, Singers

Box 2, Folder 5	Peter Arno Notes: Rheingold
Box 2, Folder 5	Brooks Atkinson w/ Notes: United States Lines
Box 2, Folder 5	Bob Hope Notes: United States Lines
Box 2, Folder 5	Phil Baker Notes: GE Radio
Box 2, Folder 5	Lucius Beebe Notes: Aqua Velva
Box 2, Folder 5	Lucius Beebe Notes: Old Angus Scotch
Box 2, Folder 5	Lucius Beebe Notes: Calobar Sunglasses
Box 2, Folder 5	Thomas Hart Benton Notes: Parker "51" pen
Box 2, Folder 5	Leonard Bernstein Notes: Jamaica
Box 2, Folder 5	George Biddle Notes: Aqua Velva
Box 2, Folder 5	Vivian Blaine Notes: Camel cigarettes
Box 2, Folder 5	Pat Boone Notes: Dickies Clothes
Box 2, Folder 5	Irene Bordoni Notes: Chrysler
Box 2, Folder 5	Victor Borge Notes: Jamaica
Box 2, Folder 5	Victor Borge Notes: Bostonian shoes
Box 2, Folder 5	Milton Caniff (2 ads) Notes: Teacher's Scotch

Box 2, Folder 5	Hoagy Carmichael Notes: Rheingold
Box 2, Folder 5	Enrico Caruso Notes: Victor records
Box 2, Folder 5	Caruso w/ (2 pgs.) Notes: Victrola
Box 2, Folder 5	Farrar Notes: Victrola
Box 2, Folder 5	Galli-Curci Notes: Victrola
Box 2, Folder 5	Gluck Notes: Victrola
Box 2, Folder 5	McCormack Notes: Victrola
Box 2, Folder 5	Paderewski Notes: Victrola
Box 2, Folder 5	Schumann-Heink Notes: Victrola
Box 2, Folder 5	Zimbalist Notes: Victrola
Box 2, Folder 5	Bennett Cerf Notes: Old Angus Scotch
Box 2, Folder 5	Jan Clayton Notes: Chesterfield cigarettes
Box 2, Folder 5	Perry Como (2 ads) Notes: Chesterfield cigarettes
Box 2, Folder 5	Perry Como w/ (2 ads) Notes: Chesterfield cigarettes
Box 2, Folder 5	Arthur Godfrey Notes: Chesterfield cigarettes
Box 2, Folder 5	Jo Stafford Notes: Chesterfield cigarettes
Box 2, Folder 5	Perry Como w/ Notes: Chesterfield cigarettes

Box 2, Folder 5	Jo Stafford Notes:	Chesterfield cigarettes
Box 2, Folder 5	Dorothy Collins Notes:	Lucky Strike cigarettes
Box 2, Folder 5	Bing Crosby Notes:	Courtley, Ltd.
Box 2, Folder 5	Bing Crosby Notes:	Knox hats
Box 2, Folder 5	Bing Crosby w/ (2 ads) Notes:	US Savings Bonds
Box 2, Folder 5	Bob Hope Notes:	US Savings Bonds
Box 2, Folder 5	Bing Crosby (2 ads) Notes:	Chesterfield cigarettes
Box 2, Folder 5	Bing Crosby Notes:	Philco
Box 2, Folder 5	Bing Crosby Notes:	GE Radio
Box 2, Folder 5	Bing Crosby Notes:	Norelco 82
Box 2, Folder 5	Bing Crosby Notes:	Norelco 83
Box 2, Folder 5	Salvador Dali Notes:	Old Angus Scotch
Box 2, Folder 5	Doris Day Notes:	Stereo Realist Camera
Box 2, Folder 5	Antal Dorati Notes:	Rolex
Box 2, Folder 5	Adrian Conan Doyle w/ Notes:	United States Lines
Box 2, Folder 5	the Fitzgeralds Notes:	United States Lines
Box 2, Folder 5	Lord Ismay Notes:	United States Lines

Box 2, Folder 5	Princess Olga Koudacheff Notes: United States Lines
Box 2, Folder 5	Bobby Riggs Notes: United States Lines
Box 2, Folder 5	Helen Dryden Notes: Cutex
Box 2, Folder 5	Deanna Durbin Notes: La Tausca pearls
Box 2, Folder 5	Mischa Elman Notes: Old Angus Scotch
Box 2, Folder 5	Mischa Elman Notes: Victor Talking Machine
Box 2, Folder 5	Bud Fisher Notes: Lucky Strke cigarettes
Box 2, Folder 5	Arthur Fiedler Notes: Italian wine
Box 2, Folder 5	Arthur Fiedler Notes: Teacher's Scotch
Box 2, Folder 5	James Montgomery Flagg Notes: Rheingold beer
Box 2, Folder 5	James Montgomery Flagg Notes: Old Angus Scotch
Box 2, Folder 5	Eugene Fodor Notes: View-Master
Box 2, Folder 5	C. Selmer Fougner Notes: California wines
Box 2, Folder 5	Susanna Foster Notes: RC Cola
Box 2, Folder 5	Mary Garden (3 ads) Notes: Lucky Strke cigarettes
Box 2, Folder 5	Judy Garland Notes: GE Radio
Box 2, Folder 5	Judy Garland Notes: RKO Television

Box 2, Folder 5	Gieseeking Notes: Baldwin Piano
Box 2, Folder 5	Beniamino Gigli Notes: Greeting cards
Box 2, Folder 5	Oscar Hammerstein Notes: Dictaphone
Box 2, Folder 5	Moss Hart w/ Notes: Jamaica
Box 2, Folder 5	Kitty Carlisle Hart Notes: Jamaica
Box 2, Folder 5	Jascha Heifetz Notes: Victrola
Box 2, Folder 5	Jascha Heifetz Notes: Victor Red Seal records
Box 2, Folder 5	Lillian Hellman Notes: Blackglama
Box 2, Folder 5	Libby Holman Notes: Lux soap
Box 2, Folder 5	Vladimir Horowitz Notes: Steinway
Box 2, Folder 5	VladimirHorowitz Notes: Magnavox
Box 2, Folder 5	Marion Hutton (2 ads) Notes: Chesterfield cigarettes
Box 2, Folder 5	Arthur Judson Notes: Lord Calvert whiskey
Box 2, Folder 5	Albert Kahn Notes: Goodyear Flooring
Box 2, Folder 5	Dorothy Kilgallen Notes: Douglas Aircraft
Box 2, Folder 5	Andre Kostelanetz Notes: Lockheed Aircraft
Box 2, Folder 5	Serge Koussevitzky Notes: Baldwin pianos

Box 2, Folder 5	Serge Koussevitzky Notes: Magnavox
Box 2, Folder 5	Fritz Kreisler (2 ads) Notes: Victrola
Box 2, Folder 55	Fritz Kreisler w/ Notes: Steinway
Box 2, Folder 5	John McCormack Notes: Steinway
Box 2, Folder 5	Sergei Rachmaninoff Notes: Steinway
Box 2, Folder 5	Fritz Kreisler Notes: Magnavox
Box 2, Folder 5	Snooky Lansen Notes: Lucky Strke cigarettes
Box 2, Folder 5	Mario Lanza Notes: Camels
Box 2, Folder 5	Kate Lawson Notes: Imperial Wallpaper
Box 2, Folder 5	Peggy Lee Notes: Chesterfield cigarettes
Box 2, Folder 5	William Lescaze Notes: Lord Calvert whiskey
Box 2, Folder 5	Oscar Levant Notes: Columbia Records
Box 2, Folder 5	Mischa Levitzki Notes: Steinway
Box 2, Folder 5	Monica Lewis Notes: GE radio
Box 2, Folder 5	Liberace (note: on reverse is an ad with Tony Martin for After Six formals) Notes: Ampro tape recorder
Box 2, Folder 5	Guy Lombardo Notes: Lucky Strke cigarettes
Box 2, Folder 5	Guy Lombardo Notes: Schaefer Beer

Box 2, Folder 5	Guy Lombardo Notes: flower delivery
Box 2, Folder 5	Vincent Lopez Notes: Miller tires
Box 2, Folder 6	Jeanette MacDonald Notes: GE Radio
Box 2, Folder 6	Tony Martin (2 ads) Notes: After Six formals
Box 2, Folder 6	Lauritz Melchoir Notes: Lucky Strike
Box 2, Folder 6	Lauritz Melchoir Notes: Romanoff caviar
Box 2, Folder 6	Yehudi Menuhin (2 ads) Notes: Capehart phonograph/radio
Box 2, Folder 6	Ethel Merman Notes: Charbeat perfume
Box 2, Folder 6	Ethel Merman Notes: Libby-Owens-Ford Glass Co.
Box 2, Folder 6	Ethel Merman w/ Notes: Lux soap
Box 2, Folder 6	Polly Walters Notes: Lux soap
Box 2, Folder 6	Mitch Miller (2 ads) Notes: Scandinavian Air Lines
Box 2, Folder 6	Grace Moore Notes: Prince Matchabelli
Box 2, Folder 6	Grace Moore Notes: Chesterfield cigarettes
Box 2, Folder 6	Grace Moore Notes: Lux soap
Box 2, Folder 6	Grace Moore Notes: Florist Del. Assoc.
Box 2, Folder 6	Helen Morgan (2 ads) Notes: Kleenix

Box 2, Folder 6	Helen Morgan Notes: Lux soap
Box 2, Folder 6	Charles Munch Notes: Baldwin pianos
Box 2, Folder 6	Patrice Munsel (2 ads) Notes: Camels
Box 2, Folder 6	Patrice Munsel Notes: Harvey's Sherry
Box 2, Folder 6	Ozzie Nelson Notes: Astor Roof
Box 2, Folder 6	Garrick Ohlsson Notes: Dewar's whiskey
Box 2, Folder 6	Paderewski (2 ads) Notes: Steinway
Box 2, Folder 6	Russell Patterson Notes: Lord Calvert whiskey
Box 2, Folder 6	Russell Patterson w/ Notes: Lord Calvert whiskey
Box 2, Folder 6	Adolphe Menjou Notes: Lord Calvert whiskey
Box 2, Folder 6	Robert F. Six Notes: Lord Calvert whiskey
Box 2, Folder 6	Sir Hubert Wilkins Notes: Lord Calvert whiskey
Box 2, Folder 6	Jan Peerce Notes: Old Angus Scotch
Box 2, Folder 6	Brock Pemberton Notes: Aqua-Velva
Box 2, Folder 6	Roberta Peters w/ Notes: Blackglama
Box 2, Folder 6	Rudolph Nureyve Notes: Blackglama
Box 2, Folder 6	Marguerite Piazza Notes: Camels

Box 2, Folder 6	Ezio Pinza (2 ads) Notes: Camels
Box 2, Folder 6	Ezio Pinza Notes: Schenley Whiskey
Box 2, Folder 6	Lily Pons Notes: Lockheed
Box 2, Folder 6	Lily Pons Notes: French tourism
Box 2, Folder 6	Cole Porter (2 ads) Notes: Rheingold beer
Box 2, Folder 6	Sergei Rachmaninoff Notes: Steinway
Box 2, Folder 6	Madame Rappold w/ Notes: The New Edison
Box 2, Folder 6	Spalding Notes: The New Edison
Box 2, Folder 6	John Raskof Notes: Ampico
Box 2, Folder 6	Robert L. Ripley Notes: Old Gold cigarettes
Box 2, Folder 6	Norman Rockwell (2 ads) Notes: Aqua-Velva
Box 2, Folder 6	Norman Rockwell Notes: Parker "51" pen
Box 2, Folder 6	Norman Rockwell Notes: Dictaphone
Box 2, Folder 6	Norman Rockwell Notes: Eastman Kodak
Box 2, Folder 6	Diana Ross Notes: Blackglama
Box 2, Folder 6	Leon Robbins Notes: Lucky Strike cigarettes
Box 2, Folder 6	Arthur Rubenstein Notes: Steinway

Box 2, Folder 6	Arthur Rubenstein Notes: Parker "51" pen
Box 2, Folder 6	Arthur Rubenstein w/ Notes: French tourism
Box 2, Folder 6	Dorothy Kirsten Notes: French tourism
Box 2, Folder 6	Yehudi Menuhin Notes: French tourism
Box 2, Folder 6	Tony Sarg Notes: Chrysler
Box 2, Folder 6	George Bernard Shaw Notes: Simmons bedding
Box 2, Folder 6	Dinah Shore Notes: Schaefer beer
Box 2, Folder 6	Dinah Shore Notes: RCA Victor
Box 2, Folder 6	Dinah Shore Notes: GE Radio
Box 2, Folder 6	Frank Sinatra (2 ads) Notes: Old Gold cigarettes
Box 2, Folder 6	Frank Sinatra Notes: Chesterfield cigarettes
Box 2, Folder 6	Kate Smith (2 ads) Notes: Calumet Baking Powder
Box 2, Folder 6	John Phillip Sousa w/ Notes: Victorla
Box 2, Folder 6	Santelmann Notes: Victorla
Box 2, Folder 6	Pryor Notes: Victorla
Box 2, Folder 6	Phil Spitalny Notes: Florist's Tele. Del.
Box 2, Folder 6	Rise Stevens (2 ads) Notes: GE Radio

Box 2, Folder 6	Rise Stevens (2 ads) Notes: Chesterfield cigarettes
Box 2, Folder 6	Igor Stravinsky Notes: Stromberg-Carlson
Box 2, Folder 6	Mme. Sundelius Notes: Edison
Box 2, Folder 6	Gladys Swarthout Notes: Harvey's Sherry
Box 2, Folder 6	Booth Tarkington Notes: Hiram Walkers & Sons
Box 2, Folder 6	Martha Tilton Notes: Camels
Box 2, Folder 6	Arturo Toscanini Notes: Stratford pens
Box 2, Folder 6	Arturo Toscanini Notes: RCA Victrola
Box 2, Folder 6	Arturo Toscanini Notes: Magnavox
Box 2, Folder 6	Arturo Toscanini Notes: Victor Red Seal records
Box 2, Folder 6	Rudy Vallee Notes: Fleischmann's Yeast
Box 2, Folder 6	Paul Van Passen Notes: Stratford pens
Box 2, Folder 6	Danton Walker Notes: Lord Calvert whiskey
Box 2, Folder 6	Andy Warhol Notes: Pioneer Electronics
Box 2, Folder 6	Reinold Werrenrath Notes: Greeting cards
Box 2, Folder 6	Paul Whiteman Notes: Stratford pens
Box 2, Folder 6	Mrs. Paul Whiteman Notes: Imperial wallpaper

Box 2, Folder 6

Tennessee Williams

Notes: WPAT Radio

[Return to Table of Contents](#)