



Guide to the Gary P. and Sandra G. Baden Collection of Print Advertisements, 1840-1986 and undated

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David M. Rubenstein Rare Book & Manuscript Library

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Summary

Collection Title:

Gary P. and Sandra G. Baden Collection of Print Advertisements, 1840-1986 and undated

Creator:

Baden, Gary; Baden, Sandra

Source:

John W. Hartman Center for Sales, Advertising & Marketing History

Extent:

32.0 Linear Feet

Language:

Materials in English, French, Spanish, German, Greek

Collection ID:

RL.11193

Permalink:

<https://idn.duke.edu/ark:/87924/m1r304>

Preferred Citation

[Identification of item], Gary P. and Sandra G. Baden Collection of Print Advertisements, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

Collection spans 1840-1986 and includes newspaper and magazine clippings and tear sheets, catalogs, ephemera, memorabilia, and other printed material primarily from the U.S., Great Britain, and France. Advertisements represent products and services from a wide range of categories including alcoholic and non-alcoholic beverages, businesses, cosmetics and other health and beauty products, fashion (including clothing, jewelry and watches), food, hotels and other tourist and travel destinations, household products, movies and theater events, tobacco products (primarily cigarettes) and transportation

(airlines, automobiles, buses, cruise lines, trains, tires and other automotive accessories). The bulk of materials are in English, but French, Greek, and Spanish-language items are also present. Companies represented include Ford, Packard, Chrysler, Chevrolet, Coca Cola, TWA, Henri Bendel, Goodyear, and DeBeers. Non-advertising related materials include sheet music from the vaudeville, ragtime, and minstrel era; World War I; and depictions of African Americans, Native American, and other ethnicities in advertisements and print media. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

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Arrangement

Arranged into the following series: Automotive; Business; Fashion; Food and Beverage; Health and Beauty; Household and Other; Tobacco; Tourism and Travel; Non-Advertising Materials; and Newsprint.

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Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

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Duke University

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URL: <https://library.duke.edu/rubenstein/>

Access Restrictions

Collection is open for research.

Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the copyright section of

Guide to the Gary P. and Sandra G. Baden Collection of Print Advertisements, 1840-1986 and undated the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

Acquisition Information

The Gary P. and Sandra G. Baden Collection of Print Advertisements were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 1998-2004.

Processing Information

Processed by April Blevins, May 2016

Accessions described in this collection guide: 1998-0533, 1999-0159, 2000-0319, 2001-0068, 2001-0203, 2004-0099

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Related Materials

Related Material

Related materials may be found in the following Hartman Center collections: J. Walter Thompson Company Domestic Advertisements; J. Walter Thompson Company Competitive Advertisements; J. Walter Thompson Company International Advertisements; Roy Lightner Collection of Antique Advertisements

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Names and Subjects

- Advertising -- Automobiles
- Fashion -- United States -- History
- Advertising -- Food
- Advertising -- Alcoholic beverages -- United States
- Advertising -- Cosmetics
- Advertising -- Tobacco -- United States -- History
- Advertising -- Hotels -- United States

- John W. Hartman Center for Sales, Advertising & Marketing History

Collection Inventory

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