



Guide to the Henry Haberman Papers, 1945-2002 and undated

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Table of Contents

Summary	3
Background	4
Arrangement	4
Administrative Information	5
Related Materials	5
Names and Subjects	6
Collection Inventory	7
Personal Files, 1945-2002 and undated	7
Photographs, undated	7
Mounted Photographs	9
Scrapbook	9
Negatives	9
Print Advertisements, 1957-1967 and undated	9
Slides and Transparencies, 1961-1993 and undated	11
Models	12
Travel slides	14
Large-format transparencies, 1965 and undated	16

Summary

Collection Title:

Henry Haberman papers, 1945-2002 and undated

Creator:

Haberman, Henry, 1917-2008

Source:

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

Abstract:

Henry Haberman (1917-2008) was a New York-based advertising and travel photographer and artist. The Henry Haberman Papers span the years 1945-2002 and include photographs, slides, negatives and print advertisements that document Haberman's work as a photographer in the advertising, fashion and travel fields. Companies represented include Armstrong floors, Bausch & Lomb, B.F. Goodrich, British American Tobacco (Lucky Strike), Cannon, Chatham blankets, Cover Girl (Noxell), DuPont, First National City Bank, General Electric, New York Telephone, Northeast Air, Pepsi, R.J. Reynolds and Shaefer beer. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

10 Linear Feet
3000 Items

Language:

Material in English

Collection ID:

RL.00489

Permalink:

<https://idn.duke.edu/ark:/87924/m17c9n>

Preferred Citation

[Identification of item], Henry Haberman Papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

[Return to Table of Contents](#)

Background

Scope and Content

The Henry Haberman Papers span the years 1945-2002 and include photographs, slides, negatives and print advertisements that document Haberman's work as a photographer in the advertising, fashion and travel fields. Companies represented include Armstrong floors, Bausch & Lomb, B.F. Goodrich, British American Tobacco (Lucky Strike), Cannon, Chatham blankets, Cover Girl (Noxell), DuPont, First National City Bank, General Electric, New York Telephone, Northeast Air, Pepsi, R.J. Reynolds and Shaefer beer.

Biographical/Historical

Henry Haberman was born in 1917, in Brooklyn, New York. He was trained at the New School and the Brooklyn Museum Art School before opening the Habershaw studio in New York City in 1945 with partner Frank Gershaw. Haberman worked as a commercial photographer primarily in advertising until retiring in 1972, and was the recipient of several advertising photography awards. From 1967-1984 Haberman traveled extensively, photographing approximately 40 countries. He became a full-time artist after retiring, showing his paintings in galleries in Mexico. He died in 2008.

[Return to Table of Contents](#)

Arrangement

Collection is arranged into four series: **Personal Files**; **Photographs**; **Print Advertisements**; and **Slides and Transparencies**. **Personal Files** contain clippings, awards, correspondence and business logo and stationery designs.

Photographs include advertising and travel-related photographs, along with examples of some experimental fine-art photography. **Print Advertisements** include proofs and tear sheets of advertising featuring photography by Haberman.

Slides and Transparencies include advertising and travel-related slides, photographic studies of models, and a selection of images of Haberman's paintings. Original folder titles were retained where possible; titles and other descriptive information was transcribed from original envelopes and binders.

[Return to Table of Contents](#)

Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

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Duke University

Durham 27708

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

Access Restrictions

Collection is open for research.

Use Restrictions

The copyright to the collection is owned by the David M. Rubenstein Rare Book & Manuscript Library, Duke University.

Acquisition Information

The Henry Haberman Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2010.

Processing Information

Processed by Richard Collier, September 2011

Encoded by Richard Collier, October 2011

Accession 2010-0226 is described in this finding aid.

[Return to Table of Contents](#)

Related Materials

Related Material

Related materials may be found in the following Hartman Center collections:

<http://library.duke.edu/rubenstein/findingaids/federicogene/>

<http://library.duke.edu/rubenstein/findingaids/jwtviolaanthony/>

<http://library.duke.edu/rubenstein/findingaids/jwticonographic/>

<http://library.duke.edu/rubenstein/findingaids/jwtdignamjohn/>

<http://library.duke.edu/rubenstein/findingaids/finellipat/>

<http://library.duke.edu/rubenstein/findingaids/smithroberts/>

<http://library.duke.edu/rubenstein/findingaids/sosnasheldonb/>

<http://library.duke.edu/rubenstein/findingaids/ferreetsjr/>

[Return to Table of Contents](#)

Names and Subjects

- Commercial photography -- United States
- Commercial photography
- Advertising photography -- United States
- Photographic prints
- Advertising
- Negatives (photographs)
- Slides (photographs)
- Advertising photography
- Advertising -- Photographers -- United States
- Advertising -- Photographers
- Advertising -- United States
- General Electric Company
- Haberman, Henry, 1917-2008
- John W. Hartman Center for Sales, Advertising & Marketing History
- New York Telephone Company
- Northeast Airlines, Inc.
- Noxell Corporation
- Pepsi-Cola Company
- R.J. Reynolds Tobacco Company
- Bausch & Lomb, inc.
- B.F. Goodrich Company
- Armstrong World Industries
- First National City Bank (New York, N.Y.)
- E.I. du Pont de Nemours & Company

- Cannon Mills Company
- British American Tobacco Company

Collection Inventory

Personal Files, 1945-2002 and undated

Awards, 1954-1955 and undated	Box 1
Clippings, 1964-1974	Box 1
Correspondence, 1953-1957	Box 1
Greeting card designs, undated	Box 1
Portrait, undated	Box 1
Slide lists, 2002 and undated	Box 1
Stationery, logos, etc., 1945 and undated	Box 1

[Return to Table of Contents](#)

Photographs, undated

Scope and Contents note

[Numbers included in photograph descriptions were transcribed from the original containers.]

Contact sheets, undated	Box 2
Epcot Center, undated	Box 2
Habershaw promotional sheet, undated	Box 2
Henry Haberman photograph, undated	Box 2
Miscellaneous photographs and contact sheets, undated	Box 2
Physical Description: 3 folders	
Travel, undated	Box 2

Scope and Contents note

[593: Canada, mountains, Guatemala; 592: Africa, Kenya, Dubrovnik (Yugoslavia), France; 159: California, Hawaii, Hong Kong, Japan, San Miguel]

Travel, undated Box 2

Scope and Contents note

[594: Paris; 1196: Couple on beach, Lisbon, Paris, Tenerife, Vienna, Athens; 1195: India, Kashmir, Nepal, Bangkok]

Travel, undated Box 2

Scope and Contents note

[1197: Copenhagen, London; 1198: Rome, Sicily, Palermo; 1199: France]

Travel, undated Box 2

Scope and Contents note

[1200: India, Kashmir, Tivoli Gardens, Rabat, Morocco, Tunis]

Travel, undated Box 2

Scope and Contents note

[885-886: Greece; 7001: Hong Kong]

Travel, undated Box 2

Scope and Contents note

[7002: Japan; 7003: Paris, Spain, Gibraltar]

Travel--Canada, undated Box 2

Scope and Contents note

[1: Niagara Falls, Toronto; 5: Ottawa, Montreal; 6: Ottawa, Montreal, Parliament, Changing of the Guards, St. Anne de BeauprÃ©; 7: Quebec, Jacque Cartier Square, Old Montreal, St. Anne river]

Travel--Israel, undated Box 2

Travel, Washington, D.C., undated Box 2

Habershaw portfolio, undated Box 3

Henry Haberman portfolio sampler, undated Physical Description: 2 folders	Box 3
Portfolio of work for New York Telephone, undated	Box 3
Redbook magazine cover image, 1961	Box 3
Sampler of travel photographs, 2002	Box 3
Travel photographs, undated Physical Description: 2 folders	Box 3
Miscellaneous large-format photographs, undated	Box 4
Mounted Photographs	
Advertising and fashion-related, undated	Box 5
Experimental and travel-related, undated	Box 6-8
Scrapbook	
Photography scrapbook, undated	Box 9
Negatives	
Miscellaneous negatives, undated	Box 10

[Return to Table of Contents](#)

Print Advertisements, 1957-1967 and undated

Armstrong Vinyl Floors, undated	Box 11
Ban, 1958 May	Box 11
Bausch and Lomb, 1967 July	Box 11
BBDO, undated	Box 11
Beaunit, undated	Box 11
B.F. Goodrich, undated	Box 11

Blue Mist Sam (The Man) Taylor and his Orchestra, undated	Box 11
Cannon, undated	Box 11
Carefree, undated	Box 11
Chatham (Esmond and North Star), undated	Box 11
Chrysler Valiant, undated	Box 11
Countess Mara, undated	Box 11
Cover Girl, 1964	Box 11
Cyanamid, 1962 and undated	Box 11
Dupont (Anti-Freeze, Safety Cushion Glass, Car Wax, Auto Polish, Car Wash), 1957, 1965	Box 12
Eastern Review, 1966 Oct.	Box 12
First National City, 1965-1966	Box 12
General Electric, undated [One item relocated to Photographs series, Box 3]	Box 12
The Greater New York Fund, undated	Box 12
Gentlemen's Quarterly (GQ), 1961 Mar.-June	Box 12
Hart Schaffner & Marx, undated	Box 12
Johnson and Siday, undated	Box 12
Keepsake Diamond Rings, undated	Box 12
Lampl, undated	Box 12
Lucky Strike, 1957-1958	Box 12
Lux, 1958	Box 12
Maimonides Institute, undated	Box 12
The New York Times, undated	Box 12
Northeast Airlines, 1960-1965	Box 12

Noxzema, 1960 Aug.	Box 12
Pan-American Coffee Bureau, 1961 Mar.-June	Box 12
Pepsi Cola/Diet Pepsi Cola, undated	Box 12
pHisoHex, undated	Box 12
Radio-Electronics, 1959 Dec.	Box 12
R. J. Reynolds Tobacco Company, 1966	Box 12
Schaefer Beer, undated	Box 12
Serbin, undated	Box 12
Seventeen, undated	Box 12
Ship'n Shore, undated	Box 12
Surf, undated	Box 12
Tareyton, undated	Box 12
Various Luggage and Fashion Companies (Countdown to Travel!), undated	Box 12
Water, undated	Box 12
Wisk, undated	Box 12
Chatham/Esmond blankets, 1971 and undated	Box 13
Haberman studio advertisement, undated	Box 13

[Return to Table of Contents](#)

Slides and Transparencies, 1961-1993 and undated

Advertisements, model editorial, undated	Box 14
Physical Description: 2 folders	
Animals, 1976-1985	Box 14
Antique cars, 1966	Box 14
Antique show, Mystic, Conn., 1966	Box 14

Art series, 1983	Box 14
Carefree, undated	Box 14
Chatham, undated	Box 14
Clown--Circus, undated	Box 14
Color duplicates, undated	Box 14
Europa experimental, undated	Box 14
Family sit--blanket advertisement, undated	Box 14
Future cards, undated	Box 14
Haberman paintings, , 1974-1987	Box 14
Physical Description: 3 folders	
Lucky Strike, New York Times, undated	Box 15
Miscellaneous slides, 1962-1986	Box 15
Physical Description: 5 folders	
Models	
Alita Naughton, 1962	Box 15
Bianca Benedict, 1963	Box 15
Carol Ford, 1962	Box 15
Delores Major, 1966	Box 15
Dolores Hart, undated	Box 15
Elke Heilman, 1964-1966	Box 15
Ginny Hulting, 1964	Box 15
Ginny Hulting-Grauln, 1964	Box 15
Helaine Carle, Plaza 5, 1961	Box 15
Helen Williams, 1968	Box 15
Jenny Asp, 1964	Box 15

Mary Penn, undated	Box 15
Miscellaneous models, 1961 and undated Physical Description: 1 of 3 folders	Box 15
Miscellaneous models, 1961 and undated (continued) Physical Description: 2-3 of 3 folders	Box 16
Mona Grant, 1968	Box 16
Nina Paige, Gill Agency, 1964	Box 16
Phyliss Newell, 1964	Box 16
Rose Mary Howard and Bridgette Bauer, Zotos, undated	Box 16
Russ Norris and Grace, Lucky Strike, undated	Box 16
Sally Murdock, undated	Box 16
Shirley Yelm, 1964	Box 16
Paint A Rainbow (What Makes Sammy Run? Broadway show), circa 1964	Box 16
Poster--Buck Canell, undated	Box 16
Queen Elizabeth II (cruise ship), 1986	Box 16
Redbook cover, Sally Murdock and others, undated	Box 16
Room on wheels, BBDO, 1969	Box 16
Schaefer Beer examples, undated	Box 16
Schiffmacher's office, 1971	Box 16
Slides of print advertisements, undated	Box 16
Studio Circus, Madison Square Gardens, undated	Box 16
Tareyton, 1966	Box 16

WWI aircraft, 1966-1967	Box 16
Travel slides	
Australia/New Zealand, 1980-1986	Box 17
Austria, 1969-1986	Box 17
Barbados, 1971	Box 17
Belgium, 1968	Box 17
Burma, 1970	Box 17
Canada, 1987 and undated	Box 17
Physical Description: 2 folders	
Canary Islands (including Tenerife and Madeira), 1970-1986	Box 17
Denmark, 1985-1986	Box 17
Egypt, 1982-1986	Box 17
El Salvador, 1973	Box 17
England, 1968-1985	Box 17
Europe miscellaneous, undated	Box 17
France, 1968-1988	Box 18
Physical Description: 4 folders	
Greece, 1969-1993	Box 18
Grenada, 1986	Box 18
Guatemala, 1973	Box 18
Haiti, 1986	Box 18
Hawaii, 1970-1986	Box 18
Hong Kong, 1970-1986	Box 18
India, 1970-1986	Box 18

Indonesia (including Java and Bali), 1980	Box 18
Iran, 1970	Box 18
Ireland, 1977	Box 18
Israel, 1971-1988	Box 19
Physical Description: 2 folders	
Italy, 1968-1986	Box 19
Physical Description: 4 folders	
Jamaica, undated	Box 19
Japan, 1970-1986	Box 19
Physical Description: 2 folders	
Kenya, 1983-1986	Box 20
Martinique, 1971-1986	Box 20
Malaysia/Singapore, 1980	Box 20
Mexico, 1972-1986	Box 20
Monaco/Morocco, 1968-1970	Box 20
Nepal, 1970-1986	Box 20
Physical Description: 2 folders	
Netherlands, 1968	Box 20
New York, N.Y., 1963-1986	Box 20
Norway, 1968-1983	Box 20
Panama, undated	Box 20
Peru, 1976	Box 21
Portugal, 1969-1986	Box 21
Spain/Gibraltar, 1968-1986	Box 21
Physical Description: 5 folders	
Sweden, 1983	Box 21

Switzerland, 1970-1986	Box 21
Taiwan, 1970-1980	Box 21
Tahiti, 1980	Box 21
Thailand, 1980-1986	Box 21
Tunisia, 1970-1986	Box 22
Turkey, 1970-1982	Box 22
United States, various cities, 1970-1988	Box 22
Venezuela, 1976-1980	Box 22
Virgin Islands, 1965	Box 22
Washington, D.C., 1981-1986	Box 22
Yugoslavia, 1968-1969	Box 22

Large-format transparencies, 1965 and undated

Fashion and experimental, undated	Box 23
Physical Description: 4 folders	
Elke Heilman, nudes on location, 1965	Box 24
Fashion color samples, undated	Box 24
Fashion location tests, undated	Box 24
Old color samples, undated	Box 24
Schaefer Beer color samples, undated	Box 24
Miscellaneous transparencies, undated	Box 25

[Return to Table of Contents](#)