

# Balch Institute Ethnic Images in Advertising collection

INTERNAL COLLECTION, 3238

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## Collection Contents

### **Balch Institute Ethnic Images in Advertising collection** (365 records)

"How to Ask for a Cup of Coffee in 32 Languages"  
Advertisement, National Hotel Management Co.  
Label, Black Joe Juice Grapes  
Advertisement, Northern Pacific Railway, Time Magazine  
Advertisement, Fairbank's Gold Dust Washing Powder  
Advertisement, General Electric Sink with Dishwasher and Disposall  
Advertisement, L'eggs Pantyhose  
Advertisement, Goldenrod Certified Lager Beer  
Mingo-Jones Advertising Inc. Westinghouse advertising proof, 1982  
Mingo-Jones Advertising Inc. Westinghouse explore advertising proof, 1982  
Label, Small Black brand Zinfandel Juice Grapes  
Advertisement, Winston Cigarettes, R. J. Reynolds Tobacco Co.  
Advertisement, Walker's DeLuxe Bourbon, Hiram Walker & Sons Inc.  
Advertisement, Hair Strate  
Advertisement, Cream of Wheat  
Advertisement, Auto-Lite Spark Plugs  
Advertisement, Aunt Jemima Pancake Flour  
Label, Dixie Boy Brand Grapefruit  
Label, Dixie Boy Brand Grapefruit  
Advertisement, Aunt Jemima Pancake Flour  
Advertisement, The Milwaukee Road  
Advertisement, Aunt Jemima Buckwheat Pancake Flour  
Illustration, 14th Amendment by Ervine Metzl  
Advertisement, Players Cigarettes, Philip Morris Inc.  
Advertisement, Servel Electrolux Gas Refrigerator  
Advertisement, Gilbert Paper Company  
Advertisement, Victor Red Seal Records  
Advertisement, Pabst Blue Ribbon Beer  
Advertisement, Johnson's Dixie Watermelon  
Advertisements, 1983 Ebony Magazine  
Advertisement, La Negrita Auto Service, Mexico  
Advertisement, Schenley's Cream of Kentucky Bourbon  
Advertisement, Schlitz Beer  
Advertisement, Miller Brewing Co.  
Advertisement, Hercules Powder Co.  
Advertisement, Raven Curl Relaxer, Supreme Beauty Products  
Advertisement, Gordon's Gin  
Advertisement, tcb E-Z Curl, Alberto-Culver Company  
Advertisement, Monroe Calculating Machine Company Inc.  
Advertisement, Classy Curl  
Advertisement, Star Glow Wigs  
Jackson & Roberts gift bag  
Cutout, Campbell's Soup  
Advertisement, International Salt Company  
Advertisement, Cream of Wheat  
Advertisement, Otis Elevator Company  
Advertisement, Shell  
Advertisement, Miller Brewing Company  
Advertisement, National Brewing Company  
Advertisement, Pneumatic Scale Corporation LTD  
Advertisement, Aunt Jemima Ready-Mix  
Advertisement, Pro-Line Kiddie Kurl  
Advertisement, L'eggs Pantyhose

Advertisement, Soft Sheen Products Company, Care Free Curl  
Advertisement, Hartmann Trunk Comapny  
Advertisement, Golden Wedding Rye  
Advertisement, Paul Jones Whiskey  
Advertisement, H.J. Heinz Company  
Advertisement, Campbell's Chicken Noodle Soup  
Advertisements, Hiram Walker & Sons, Whiskey  
Article (partial), Labor in Racial Flux  
Advertisement, Aunt Jemima  
Advertisement, General Electric Refrigerators  
Advertisement, Celanese Fortrel polyester  
Advertisement, The Lakeside Press, R. R. Donnelley & Sons Company  
Advertisement, Shippers' Car Line, ACF Industries Inc.  
Label, Mista Joe Produce, Martori Bros.  
Advertisement, Santa Fe System Lines  
Advertisements, Aunt Jemima Pancake mix  
Mingo-Jones Advertising Inc. Miller Brewing Company advertising proof, 1982  
Advertisement, Hiram Walker & Sons, Whiskey  
Advertisement, Aunt Jemima  
Advertisement, AT&T; Bell Telephone Company  
Advertisement, Tropitone Furniture Company  
Advertisement, L.C. Chase & Co.  
Advertisement, Westinghouse  
Advertisement, Pullman Company  
Advertisement, Aunt Jemima pancake mix  
Young & Rubicam, Inc. advertisement  
Comic strip, Wee Pals  
Advertisement, Courvoisier Cognac  
Comic Strip, Duke Task  
Advertisement, Topper Returns  
Advertisement, Dewar's Scotch  
Advertisement, Sanforized-Shrunk Clothing  
Advertisement, Sanforized-Shrunk Clothing  
Label, Sho-Am-Sweet Yams  
A Was An Apple Pie; B Baked It; children's book  
Advertisement, Gilbert Paper Company  
Advertisement, Pullman Company  
Advertisement, P.R. Mallory & Co., Inc.  
Advertisement, General Electric Sink with Dishwasher and Disposall  
Aunt Jemima's Ready-Mix advertisement, 1940  
Advertisement, The Homestead Hot Spring  
Advertisement, Monsanto Chemicals  
Advertisement, Union Pacific Railroad  
Advertisement, American Cyanamid Company  
Advertisement, Southern Pacific Railroad  
Advertisement, Pepsi Co.  
Advertisement, Fairbank's Gold Dust Washing Powder  
Advertisement, Gillette  
Advertisement, Wheeling Steel Corporation  
Frankfort Four Roses Whiskey advertisement  
Advertisement, George Washington's Railroad  
Advertisement, Royal Silk  
Advertisement, Hiram Walker's Ten High Whiskey  
Advertisement, J. Walter Thompson Company  
Advertisement, R.J. Reynolds Tobacco Company, Salem Cigarettes  
Advertisement, United States Brewers Foundation  
Allegheny Power System advertisement, 1964  
Goodyear magazine advertisement, undated  
Advertisement, Combustion Engineering  
Advertisement, Carter's  
Advertisement, Russ Togs, Inc.  
Advertisement, Mobiloil, Socony-Vacuum Oil Company, Inc  
Advertisement, R.J. Reynolds Tobacco Co, Salem  
Advertisement, Great Northern Railway

Advertisement, General Motors, Cadillac Sedan de Ville  
 Advertisement, Hinde & Dauch Division, West Virginia Pulp and Paper Company  
 Advertisement, Polo Ralph Lauren  
 Advertisement, Kelvinator Moist-Master Refrigerator  
 Advertisement, Ralph Lauren Cosmetics  
 Advertisement, Woman in white skirt, shirt, straw hat  
 Advertisement, Massachusetts Mutual Life Insurance Company  
 Uncle Sam and Arab Man cartoon, 1979  
 Advertisement, R.J. Reynolds Tobacco Company, Winston  
 Label, Eshcol Brand Grapes  
 Advertisement, Parade Magazine  
 Advertisement, United States Brewer' Foundation  
 Partial article about Arab stereotypes  
 Advertisement, United States Brewers Foundation  
 Advertisement, The Milwaukee Road, Hiawatha Line  
 Advertisement, Otis Elevator Company  
 Advertisement, L'eggs Sheer Elegance Pantyhose  
 Advertisement, Carrier Air Conditioning  
 Advertisement, Comptometer Adding-Calculating Machines  
 Advertisement, Pincus Brothers-Maxwell Tailored Clothing  
 Magazine cover, Ladies' Home Journal, September 1927  
 Illustration, Fortune Magazine, 1935  
 Label, Pastore Olive Oil  
 Advertisement for Springs Mills Inc., Springmaid Fabrics  
 Advertisement, White Cap Company, Vapor-Vacuum Sealing Whitecaps  
 Advertisement, Milky Way  
 Label, Redskin Brand Emperors (grapes)  
 Label, Squaw Brand, Extra Small Peas  
 Waxed paper wrappers, Benijax-Murcia  
 Label, Og-Na Brand Sweet Corn  
 Label, Maryland Chief Stringless Beans  
 Label, Miracle Brand Oranges  
 Label, Sunkist, Pala Brave Brand Oranges  
 Label, Scotten-Dillon Co., Ojibwa Bright Fine Cut Tobacco,  
 Label, Allied Export Co. LTD., Paddler Brand Salmon  
 Label, H.S. Denison & Co., Redman Brand Pears  
 Advertisement, Springs Mills, Inc., Springmaid Sheet  
 Label, Navajo Marketing Co., Indian Weaver Brand Fine Vegetables  
 Label, Skookum Packers Association, Yum-Yum Brand Apples  
 Advertisement, Swift's Premium Pure Lard  
 Advertisement, Old English Curve Cut Pipe Tobacco  
 Label, H.C. Dodd, Maryka Bartlett Pears  
 Label, River Maid Brand, Bartlett Pears  
 Advertisement, North Carolina Travel  
 Advertisement, Wrigley's Double Mint Chewing Gum  
 Advertisement, Acrilan Acrylic Fiber  
 Advertisement, Old Dutch Girl  
 Advertisement, Prevention Magazine  
 Advertisement, Clicquot Club Ginger Ale  
 Advertisement, Colgate & Co.  
 Advertisement, Clicquot Club Ginger Ale  
 Advertisement, Clicquot Club Ginger Ale  
 Advertisement, The German Gazette and German Demokrat Philadelphia  
 Advertisement, Hawaii  
 Label, Hula Apples, Universal Fruit & Produce Co.  
 Hitler works both sides of the street advertisement, Young & Rubicam Inc.  
 Will you help make certain that German rumors are born dead advertisement, Young & Rubicam, Inc.  
 Advertisement, Hawaiian travel, American Airlines and Pan Am  
 Asbestos Limited Inc. advertisement featuring Hitler caricature  
 Advertisement, Dole Pineapple Juice  
 Asbestos Limited Inc. advertisement featuring WW II Axis leaders  
 Coaster, Mount Carbon Brewery, Bavarian Premium Beer  
 Coaster, Queen City Brewing Co., Old German Premium Brand Beer  
 Advertisement, Milwaukee Machine Tools

Advertisement, Magnus, Mabee & Reynard Inc  
 Does it have a slight odor of Goebbels advertisement, Young & Rubicam, Inc  
 Advertisement, Coca-Cola Bottling Co., Sprite  
 Advertisement, Nabisco, Appeasers  
 Advertising, Pillsbury's Best Flour  
 Advertisement, Citicorp, Citibank  
 Advertisement, Health-tex Swimwear  
 Advertisement, General Foods, Maxwell House Coffee  
 Advertisement, Bijan Perfume for Men  
 Cover, Christian Herald, Jewish Refugees Fleeing from Persecution in Russia Arriving in New York  
 Advertisement, General Foods, Maxwell House, Mazel Tov Sweepstakes  
 Advertisement, Del Monte Catsup, Stewed Tomatoes, Tomato Sauce  
 Reproduction Poster, Federation of Jewish Agencies of Greater Philadelphia, Arch Street Theatre  
 Advertisement, United Jewish Appeal  
 Advertisement, The House of Pathe, Goldberg in the Movies  
 Advertisement, J&B Rare Scotch  
 Advertisement, New Mexico travel  
 Label, Yorba Orange Growers Association, Queen Esther Brand  
 Label, Castle Farms, Moses Brand  
 Label, Madame Butterfly Cigars  
 Label, Sunkist, Yorba Orange Growers Association, King David Brand  
 Label, Moisha's Brand Valencia Orange Juice  
 Label, Moisha's Brand Prune Plums  
 Advertisement, James S. Kirk & Company, Jap Rose Soap  
 Advertisement, Cutler-Hammer Inc., No Pay-So Sorry  
 Advertisement, American Cereal Company, Quaker Rice  
 Advertisement, Board of Tourist Industry, Japanese Government Railways  
 Photocopy of an Advertisement, Lundborg's Famous Perfumery  
 Label, Nino Brand Fruits and Vegetables  
 Advertisement General Foods Corporation, Maxwell House Coffee  
 Label, Nash-De Camp Co., Florita Brand  
 Label, H.S. Durniat Co., Mexicali Rose Brand Vegetables  
 Advertisement, Mexico Travel  
 Travel Brochure, South Carolina, South of the Border  
 Advertisement, AT&T, The day he left the village  
 Advertisement, The Statue of Liberty/Ellis Island Foundation  
 Advertisement, AT&T, Call Ireland  
 Label, J. Bert Moritz Co., J. Bert Moritz Brothers, Irish Beauty  
 Advertisement, Campbell's, Cream of Mushroom Soup  
 Advertisement, Hiram Walker & Sons, Ten High, Christmas  
 Advertisement, Vineland Times Journal, Send a Blarney Line this St. Patrick's Day  
 Advertisement, N.W. Ayer & Son Inc, Vanishing American  
 Immigration and Naturalization Service, "You don't have to be an immigrant to be affected by the New Immigration Law"  
 advertisement, 1987  
 Advertisement, Republic Steel, Peter, You Can Never Be President...  
 Advertisement, Italian Swiss Colony Wine  
 Advertisement, ARCO Chemical Company, America Is More Than Red, White and Blue  
 Comic strip, Homer, The Reluctant Soul by Wiley Miller  
 Advertisement, New York Stock Exchange, They Believed in Miracles  
 Label, Carro Amano Aranci, Gold Buckle Ass'n  
 Label, Columbia Fruit Distributors, Columbia Belle Brand Apples  
 Label, Suisun Valley Fruit Growers Association, Statue California Bartletts  
 Label, Louis Lehrman and Son, Buddie Brand Fancy Small Whole Green Beans  
 Label, Lefkowitz-Elias Company, New Brunswick, N.J., College Town Shoestring Carrots  
 Magazine Cover, McCall's January 1924, The Italian-American Girl  
 Advertisement, Greek National Tourist Organization, Go Home to Greece (where it all began)  
 Advertisement, Martini & Rossi, The Italian You Won't Forget  
 Advertisement, General Foods, Sanka Coffee, Lullaby Hour for Everyone but Tony!  
 Circular, General Mills, Lucky Charms  
 Advertisement, Hiram Walker's Gin, Gin of pre-war quality...made with pre-war imported botanicals  
 Advertisement, Pittsburgh Lamp, Bad Habits  
 Label, Irish Singer Cigars, Denis O'Sullivan  
 Advertisement, Bandolino Shoes, red sandal  
 Advertisement, Citterio Prosciutto

Advertisement, Mama Ventura's Restaurant and Club Meladu at The Hidehout Restaurant and Cocktail Lounge  
 Advertisement, The Delaware Valley Italians. Hair Sculptors & Restaurateurs.  
 Advertisement, Howard's Clothing Store, Capo Della Banda suits by Fantastic  
 Advertisement, Bandolino Shoes, pink pump  
 Advertisement, Bandolino Shoes, blue pump  
 Advertisement, Lord & Thomas Advertising, Their Speech is Different But Their Desires the Same  
 Advertisement, General Mills, Wheaties  
 Advertisement, Norcross Greeting Cards, Flower Festival Designs  
 Fortune Magazine, Man of Adventure Series no. 17, Leader in the Promissory Land advertisement, 1947  
 Plastic Produce Bags  
 Label, Vories Baking Co., Puritan Soda  
 Christmas Advertisement, Bacardi Rum  
 Rialto Orange Co., La Reina label, undated  
 San Fernando Heights Lemon Association, Ramona Memories label, undated  
 Mingo-Jones Advertising Co. Goodyear advertising proof, 1983  
 Mingo-Jones Advertising, Inc., Goodyear advertising proof, 1983  
 Advertising, Philip Morris Incorporated, Capital Bank  
 Advertising Supplement, The Cuban Success: A Realization of the American Dream  
 Advertisement, Gates Swagger Size Gloves  
 Advertisement, Lux Toilet Soap, Lupe Velez  
 Label, Lobue Packing Co., Patricia brand produce  
 R. J. Reynolds Tobacco Co., Winston advertisement, 1983  
 Ford 1983 Thunderbird advertisement  
 Advertisement, R. J. Reynolds Tobacco Co., Salem  
 Label, Ruiz Bros., Serape brand vegetables  
 Miller Brewing Co., Alfredo Leal advertisement, 1983  
 Advertisement, Rums of Puerto Rico  
 Advertisement, R. J. Reynolds Tobacco Co., Salem  
 Advertisement, Philip Morris Inc., Marlboro  
 United States Army Reserve advertisement, undated [Spanish]  
 Advertisement, R. J. Reynolds Tobacco Co., Salem  
 Advertisement Quaker Oats, Five happy Quakers are we!  
 Coaster, Old Reading Beer, Is das nicht ein Gute Wurst?  
 Coaster, Stegmaier Gold Medal Beer, Ring-a-ding-ding!  
 Brochure, Zinn's Country Diner, Amos welcomes You!  
 Advertisement Tastee-Freeze Ice Cream, Personality Dolls  
 Unidentified Advertisement, multi-ethnic group of children  
 Advertisement, Children's Fashion, multi-ethnic group  
 Coupon, Canadian Tire Corporation  
 Advertisement, Cream of Wheat, Li'l Abner  
 Advertising card, The Haitian Coffee Shop, Philadelphia, PA  
 Advertisement, The Marble Works, San Francisco  
 Advertisement, Irish Tourist Board and Aer Lingus  
 It's History, a Publication of the American Advertising Museum  
 Advertisement, LIFE Magazine, Are You Leading the Colored Life?  
 Advertisement, Pabst Blue Ribbon Beer, Blue Ribbon is Best  
 Advertisement, Monsanto Chemicals, The little joke of Chief Talugi  
 Advertisement, Sanka Coffee, Am I go forward--or am I go back?  
 Advertisement, Ivory Soap is a plain soap  
 Postcard, Native Love Brand, Monrovia Mutual Association  
 Advertisement, Pan Am, I thought seeing Italy would teach me more about my father.  
 Advertisement, SmithKline Beecham Pharmaceuticals, We wanted to work with the best...  
 Advertising pamphlet, French Paper Company, Parchtone  
 Advertisement, Devoe Paint and Varnish Products, The invisible ingredient  
 Advertisement, Hiram Walker Imperial Whiskey, Fritz Lippmann  
 Advertisement, United Jewish Appeal, The Miracle of the Toy Seller  
 Advertisement, Container Corporation of America, Darned clever...these Chinese!  
 Advertisement, Hiram Walker, Canadian Club Whiskey, Even in Arctic Circles...  
 Advertisement Olivio Toilet Soap, Do you believe in Luck?  
 Advertisement, Morton Salt, Any tomato worth its salt is worth Morton's  
 Advertisement, Sealtest Milk, Your family deserves the best!  
 Advertisement, Dewar's White Label and Ancestor Scotch Whiskies, Dewar's never varies!  
 Coca-Cola, The Pause That Refreshes advertisement, 1963  
 Advertisement, Ultra Sheen, Brings out the beauty in your hair for a LOVELY, LIVELY, LUSTROUS LOOK

Advertisement, Clicquot Club Ginger Ale, Work or play never yet invented a thirst that Clicquot Club Ginger Ale couldn't vanquish  
Advertisement, Gilbey's Vodka, You can't buy a better vodka for love nor rubles  
Advertisement, Anheuser-Busch, Budweiser  
Advertisement, Revlon Internationals, For beauty without boundaries  
Label Chalmette Prepared Paint  
Advertisement for employment, Wawa Food Markets  
Advertisement, Ikea  
Bosak's Horke Vino label  
Advertisement, Royal Crown Cola, Be Thrifty When You're Thirsty!  
Advertisement, Samovar Diamond-Clear Vodka, Breathtaking!  
Label, Strathmore Packing House, Scotch Lassie Jean  
Label, Strathmore Packing House Co, Annie Laurie  
Advertisement, Kahlua, I must admit...Kahlua invented me!  
Advertisement, Campbell's Scotch Broth Soup, Here's a Highland Fling of Good Eating!  
Advertisement, Life Savers Butter Scotch Candy, A whee flavor...at a wee price!  
Magazine cover, Sunday Magazine of the Philadelphia Press, Dances of the Nations--Servian  
Label, Dan Danilson Packing Co., Bonnie Babe Lettuce  
Catalog, Alfred Lowry & Bro. Wholesale Grocers, Tartan Quality Foods  
Advertisement, Black and White Scotch Whiskey  
Advertisement, The Watchmaker's of Switzerland, What makes it tick?  
Advertising fan, Rick's Riding Academy et cetera  
Advertising fan, W.H. Bacon Funeral Home et cetera  
Booker T. Washington Advertising Fan, James F. Stewart Mortician  
Red Cross Cotton Postcard  
African American clip art  
African American Product Cards  
Illinois Herb Company Almanac, 1940  
Native American clip art  
Matchbook cover, Amish  
Stereotyped rural men, cartoon  
Mountain Talk placemat  
Arab clip art, 1900s  
Chinese clip art  
Dutch clip art  
Eskimo clip art  
Irish clip art  
Brady's Pubb, Beef and Beer menu, undated  
Advertisement, Party Favors and Decorations  
Placemat, Sullivan's Restaurants, Sagniauw, Michigan  
Japanese clip art  
The Goldbergs trading cards, 1952 [Gertrude Berg and Eli Mintz]  
Abie's Irish Rose handbill  
Card, Sample, Yogg & Co.  
La Casita Restaurant menu, undated  
Postcards, representations of Afircan Americans  
Pennsylvania Dutch clip art, 1900s  
Coupon sample, Hoot, mon-- Here's your thrift coupon  
Menu Clip on Cards, Beauticraft  
Spanish clip art  
Chinatown Planning Council Program Description 1972  
Asian Americans For Equality newsletter, Winter 1988/89  
Asian Americans For Equality newsletter, Spring/Summer 1989  
Asian Americans For Equality newsletter, Winter 1989/1990  
Asian Americans For Equality newsletter, Fall 1990  
Asian Americans For Equality newsletter, Winter 1990  
Asian Americans For Equality newsletter, Winter 1992-93  
So You Want to Marry A Japanese Girl! pamphlet, 1953