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Notes

ABBREVIATIONS FOR NOTES

BCL	Bella C. Landauer Collection, New-York Historical Society
CAB	Claude A. Barnett Papers, CHS
CHS	Chicago Historical Society
CW	Carl Weeks Papers, University of Iowa Library
DD	Dorothy Dignam Papers, SHSW
GLB	<i>Godey's Lady's Book</i>
JWT	J. Walter Thompson Company Archives, Hartman Center for Advertising History, Duke University Library
LHJ	<i>Ladies' Home Journal</i>
MCJW	Madam C. J. Walker Papers, Indiana Historical Society
MPA	Manufacturing Perfumers Association
MFMB	Max Factor Museum of Beauty, Hollywood, California
MFPG	Max Factor Collection, The Procter & Gamble Company, Cincinnati
NMAH	National Museum of American History, Smithsonian Institution
NNBL	National Negro Business League
NWA	N. W. Ayer Advertising Collection, Archives Center, NMAH
PI	<i>Printers' Ink</i>
SHSW	State Historical Society of Wisconsin, Madison
TR	<i>Toilet Requisites</i>
WCBA	Warshaw Collection of Business Americana, Archives Center, NMAH

INTRODUCTION

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CHAPTER ONE

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CHAPTER TWO

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CHAPTER THREE

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CHAPTER FOUR

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CHAPTER FIVE

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CHAPTER SIX

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CHAPTER SEVEN

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CHAPTER EIGHT

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