Egyptomania and Advertising
Soap & Toilet Products
the B.J. Johnson Soap Company launched one of the most enduring advertising campaigns ever to associate a product with ancient Egypt.

- **Palmolive Soap** - invented in 1890 by Caleb Johnson used Olive Oil as the base with palm oils as an additive.

- The advertising campaign for the soap was launched in 1910 - **Lord and Thomas**
Ladies’ Home Journal and Companion - connection with Cleopatra

By using the product, housewives could now have what was “once a Queen’s Secret,” and could achieve the “re-incarnation of beauty.”

Cleopatra’s central position in the ad campaign continued until the mid 1950s, when photos took the place of illustrations.
When Ancient Egypt Was Young

PALMOLIVE SOAP may seem an ultra-modern luxury—but Palm and Olive oils were favorite cleansing agents when Ancient Egypt was young. All the great old-world peoples used these famous oils—Egyptians, Greeks and Romans. Today their bland, soothing qualities are embodied in each fragrant cake of

PALMOLIVE SOAP

Palmolive is sold everywhere by leading dealers—war-time price 2 cakes for 25c.

Palmolive Shampoo keeps the hair soft and glossy. Because it is made from the same Palm and Olive oils—the mild yet thorough cleanser.

Palmolive Soap will be found in guest cake size at famous hotels where every accessory is luxurious.

Send 25 cents in stamps for sample package of 4 popular Palmolive specialties attractively packed.

THE PALMOLIVE COMPANY
MILWAUKEE, WIS.
The Palmolive Company of Canada, Limited
Toronto, Ontario
Palmolive
Re-Incarnation of Beauty

Just as the Egyptian Princess of 3,000 years ago bequeathed a heritage of beauty to the modern girl, so did she also hand down knowledge of the surest way to keep it.

She knew that Palm and Olive Oils were mild, beneficial, natural cleansers, as soothing in their action as a lotion. A crude combination was all she could command — today she would use Palmolive.

For the mild, soothing, profuse lather of Palmolive Soap, so smooth and creamy, embodies this oldest beauty secret.

Palmolive beautifies while it cleanses because it is made from the same rare oils used as both cleanser and lotion in ancient Egypt.

Palmolive is sold by leading dealers and supplied by popular hotels in guestroom size.

Send 25c in stamps for Palmollette case containing miniature packets of 8 favorite Palmolive preparations.

The Palmolive Company, Milwaukee, U. S. A.
The Palmolive Company of Canada, Limited
Toronto, Ont.
1920s - Palmolive created a series of additional products that featured both Egyptian names and containers with Egyptian motifs and iconography.

- **Violet of the Nile** powder, and **Egyptian Talc** both came in beautiful tins with Egyptian motifs and iconography.

- Both products disappeared quickly from the market due to a lack in popularity.
One soap, with the decidedly un-Egyptian name of McClinton’s Coleen Soap, featured Cleopatra in their illustrated add campaigns.

However, of all of these soap products, the one that went the furthest to create an Egyptian connection was Saites Soap.

Produced in Paris around the turn of the 20th century, Saites Soap came in a sarcophagus-shaped box with a mummy shaped bar of soap inside.
Cigars
Huge numbers of cigarette factories in Egypt that actually processed the tobacco – hence the connection with ancient Egypt.

By far the most exploited medium for the tobacco industry’s presentation of Egyptian themes was the cigar box label.
1905 - 70,000 cigar factories in the United States – each with its own distinct label.

1920 - 8.2 billion cigarettes were smoked – all in all, an incredible indication of the visibility of cigar box labels.

Because tobacco shops displayed the cigars in their boxes with the lids up, showing their labels, manufacturers saw attractive labels as a necessity, and were quite willing to spend considerable sums of money on their production.
Of particular interest to the study of Egyptomania is the **Pride of Egypt** label.

- Featured almost every Egyptian motif that was familiar to Europeans – the pyramids, the sphinx, camels, temples, etc.

- The veiled woman on the Pride of Egypt label is framed in a crescent – which is a traditionally Turkish motif.
• odd pseudo-Egyptian motifs – like that found on the **Lord Egypt** label.

• The Lord Egypt rider is decidedly Indian in origin.

• Supports the idea that Western knowledge of Egypt was purely stereotypical and second hand in nature.
LORD EGYPT

LORD EGYPT
Another popular label featured a decidedly western looking pharaoh wearing the Nemes headdress.

A stock label that was intended for small manufacturers who couldn’t order pre-printed labels by the thousands.

The purchaser would have their name printed on the stock label by hand letterpress.
label that combines the most Egyptian motifs - O’san.

Consolidated Lithography Company - O’San label features a central Turkish crescent around which is arrayed a series of purely Egyptian motifs:

- Pyramids
- Palm trees
- camels
- winged scarab
- Egyptian women playing harp for a reclining queen.
Cigarettes
massive ad campaign mounted by **Egyptian Deities**.

almost every month a new ad for Egyptian Deities would appear in a national magazine.

Some months it would be a flapper dressed in pseudo Egyptian garb, and some months it would be a Egyptian style border.
EGYPTIAN

DEITIES

"The Utmost in Cigarettes"
Plain End or Cork Tip

People of culture and refinement invariably PREFER Deities to any other cigarette

30¢
Egyptian Deities

The Utmost in Cigarettes' Plain End or Cork Tip

People of culture and refinement invariably PREFER Deities to any other cigarette

30¢

Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World
Mogul Cigarettes.

- Recognizable Egyptian architectural borders with papyrus columns and a winged solar disk on the lintel.

- People featured in the central portion of the ads were quasi-Assyrian.

- Caption just below the actual product named proclaimed “Just like Being in Cairo.”
Even today, this kind of cultural hodge podge is recognizable in many cigarette ads and packaging.

**Camel** cigarettes proudly proclaim that they are made with Turkish tobacco, but feature pyramids on their packaging.
Alcohol
In the mid 1980s, *Johnnie Walker Red Label Scotch* produced a well-drawn version of an Egyptian tomb painting as its gimmick.

The painting showed a procession of servants bringing offerings to the pharaoh: along with the large ancient wine jars is a bottle of Johnnie Walker Red Label.