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"Life with Teena: A Seventeen Magazine Survey of Subscribers and their Mothers, Vol. 1," Estelle Ellis Collection

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[[image - drawing of a teenage girl applying lipstick]]

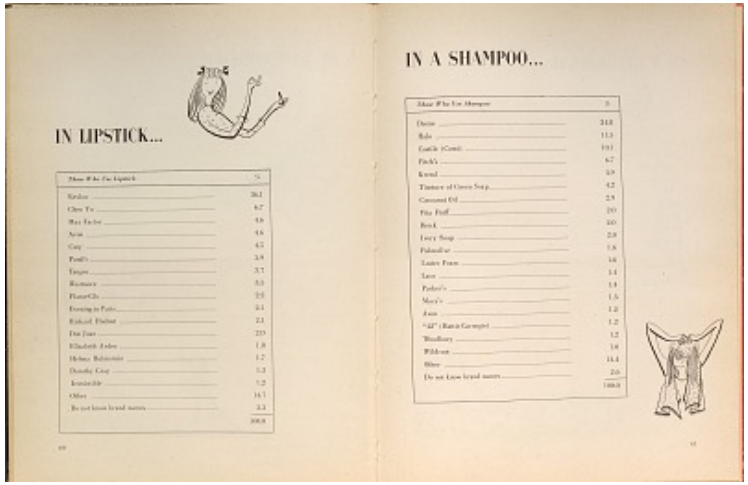
IN LIPSTICK...

[[two column table]]
Those Who Use Lipstick	%
Revlon	36.1
Chen Yu	6.7
Max Factor	4.6
Avon	4.6
Coty	4.5
Pond's	3.9
Tangee	3.7
Westmore	3.5
Flame-Glo	2.2
Evening in Paris	2.1
Richard Hudnut	2.1
Don Juan	2.0
Elizabeth Arden	1.8
Helena Rubinstein	1.7
Dorothy Gray	1.3
Irresistible	1.2
Other	14.7
Do not know brand names	3.3
[[totaling line]]
| 100.0
[[/table]]

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IN A SHAMPOO

[[two column table]]
Those Who Use Shampoo	%
Drene	24.8
Halo	11.5
Castile (Conti)	10.1
Fitch's	6.7
Kreml	4.9
Tincture of Green Soap	4.2
Cocoanut Oil	2.9
Vita Fluff	2.0
Breck	2.0
Ivory Soap	2.0
Palmolive	1.6
Luster Foam	1.6
Laco	1.4
Packer's	1.4
Macy's	1.3
Avon	1.2
"42" (Hattie Carnegie)	1.2
Woodbury	1.2
Wildroot	1.0
Other	14.4
Do not know brand names	2.6
[[totalling line]]
| 100.0



[[/table]]
[[image - drawing of a teenage girl shampooing her hair]]

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