Max Factor Photograph Collection

Seaver Center for Western History Research, Natural History Museum of Los Angeles County
900 Exposition Boulevard
Los Angeles, California 90007-4057
(213) 763-3359
seavercenter@nhm.org.
http://www.nhm.org/site/research-collections/seaver-center
2013
Descriptive Summary

Title: Max Factor Photograph Collection
Dates: 1928-1932
Collection Number: P-239
Creator/Collector: Factor, Max, 1872?-1938
Extent: .2 linear feet (Boxes: ½ letter)
Repository: Seaver Center for Western History Research, Natural History Museum of Los Angeles County
Los Angeles, California 90007-4057
Abstract: A collection of 24 black and white publicity photographs of cosmetician Max Factor (1877-1938) and his make-up studio at 1666 North Highland Avenue in Hollywood, California.
Language of Material: English
Access
Research is by appointment only
Publication Rights
Permission to publish, quote or reproduce must be secured from the repository and the copyright holder
Preferred Citation
Max Factor Photograph Collection. Seaver Center for Western History Research, Natural History Museum of Los Angeles County

Biography/Administrative History
Maksymilian Faktorowicz, Max Factor, (1877-1938) was a Jewish cosmetician from Poland. He immigrated with his family to Los Angeles in 1904 to provide made-to-order wigs and theatrical make-up for the growing film industry. In 1914, Max Factor improved upon the early greasepaint formula that was typically used for the stage by creating a lighter compound that was to be used exclusively for the film medium. Max Factor developed pancake face powder in 1918, and by 1927 began to market his cosmetics to the general public as make-up.

Scope and Content of Collection
A collection of 24 black and white publicity photographs of cosmetician Max Factor (1877-1938) and his make-up studio at 1666 North Highland Avenue in Hollywood, California. The photos date from 1928 when the Highland studio opened through 1932. The photos fall into three categories: Max Factor applying his make-up products on various movie stars (either in his studio or on movie sets); views of the make-up studio's public showroom, consultation rooms and offices; and a series of photos of the make-up factory located on the upper floor of the studio.

Indexing Terms
Film makeup.