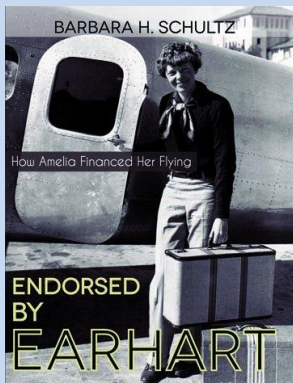




August 19, 2017
11 AM Lecture



Barbara H. Schultz



Copies of Barbara's book will be on sale



Les Whittlesey's beautiful Lockheed 12 will be on display

Museum Members Free
Non-Members: \$10
Parking Available In
Museum Lot

Celebrity Lecture Series

Funding Amelia: Amelia Earhart's Product Promotions



Historian and author, Barbara Schultz, will present a history of the wide range of commercial product endorsements that helped to finance Amelia Earhart's flying adventures. This fascinating story reveals the early age of celebrity product endorsements. In the 1930's, executives of major commercial companies recognized the value of having their products identified with famous people.

Barbara's book *Endorsed by Earhart: How Amelia Financed Her Flying* will be on sale and she will be available for autographs.

Join us to learn about the person behind the public persona: Amelia's preferences, which determined products she was willing to endorse and those she would not. It's a fascinating story.



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