



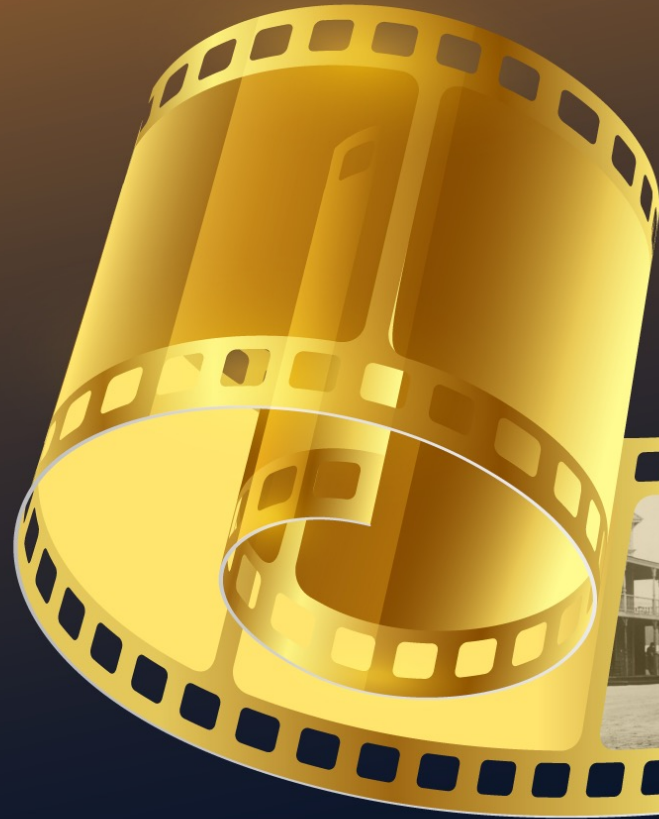
# GARY COOPER

*A Centennial on Screen – 1925 to 2025*

*100 Years of Cinematic Legacy and  
Enduring Influence*

*Jerry Cooper*

1925-2025



FILM CENTENNIAL

## Maria Cooper Janis, Gary Cooper's daughter, will be the Centennial Ambassador



### About Maria

Maria Cooper Janis was born in Los Angeles, California and lived there with her parents, the actor Gary Cooper and his wife Veronica Cooper. She followed a painting career in New York and in 1966 married the world renowned American classical concert pianist, Byron Janis.

Maria Cooper Janis continues to embrace her father's legacy with The Gary Cooper Endowed Fund for Student Support for Indigenous Cultures at The University of Southern California, School of Cinematic Arts. Mrs. Janis is also involved with the American Arthritis Foundation of which her husband, Byron Janis is the National Spokesperson and she sits on the board of Pro Musicis, an organization committed to furthering the careers of young musicians. She also works with the Neuropathy Foundation and is an active board member of the ASPR (American Society for Psychical Research).



Photo: Maria visiting Gary Cooper's handprints at the TCL Chinese Theatre.





# His Legend Lives On

Icon of Hollywood's Golden Age, Gary Cooper epitomized rugged masculinity and understated charisma on the silver screen.



Cooper's illustrious career spanned over three decades, earning him two Oscars® for Best Actor and many other awards.











Gary Cooper & Joan Fontaine receiving the Best Actress and Actor Oscars® at the 1942 Academy Awards



Gary Cooper visiting Alvin York in Tennessee before portraying him in *Sergeant York*



Gary Cooper receiving his Best Actor **OSCAR®** for *Sergeant York* from Jimmy Stewart

# TWO-TIME OSCAR® WINNER

- 1942 – *Sergeant York*
- 1953 – *High Noon*
- 1961 – Honorary Award



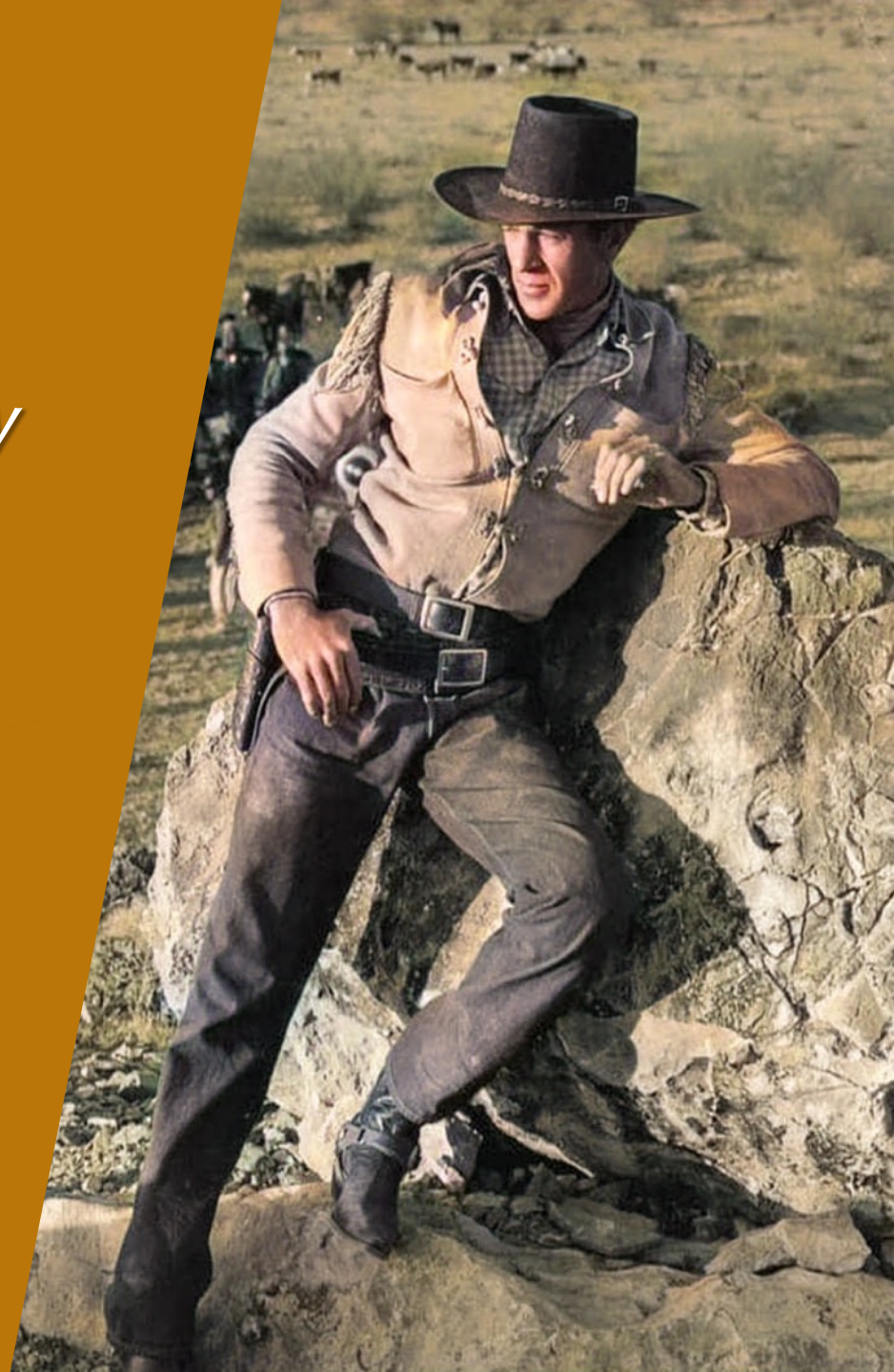
Maria Cooper Janis and Amanda Foreman, daughter of *High Noon* screenwriter Carl Foreman, posing with Gary Cooper's Oscars® at a screening of *High Noon* at USC's School of Cinematic Arts





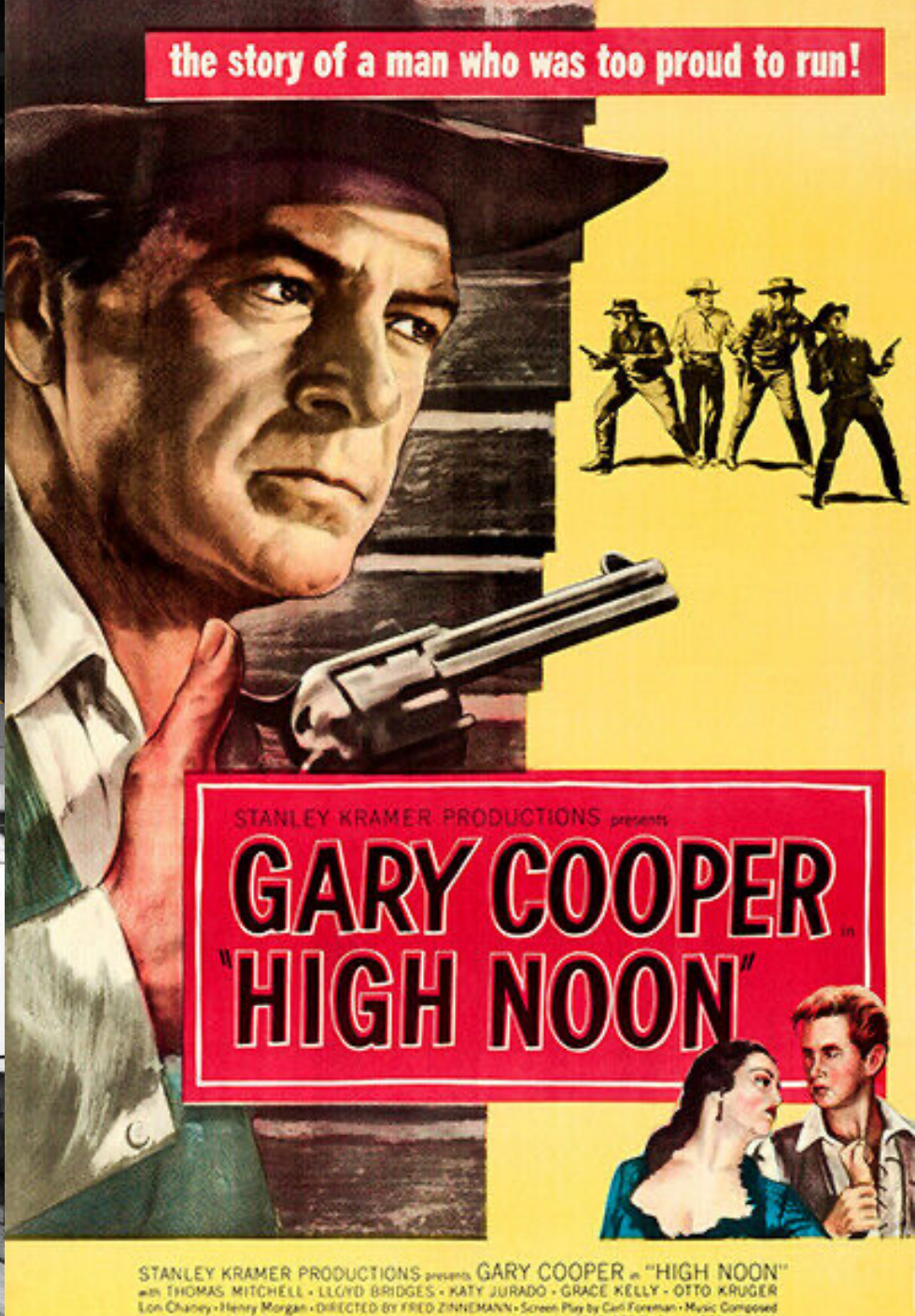
# *Lasting Legacy*

His commanding presence  
and sophisticated style  
captivated audiences in  
classic films like  
*High Noon* and  
*The Pride of the Yankees*.





# The Quintessential Cowboy



“It's a movie about courage in the face of fear and the guy doing what he thought was right in spite of the fact that it could cost him everything. Gary Cooper is terrified the whole way through.

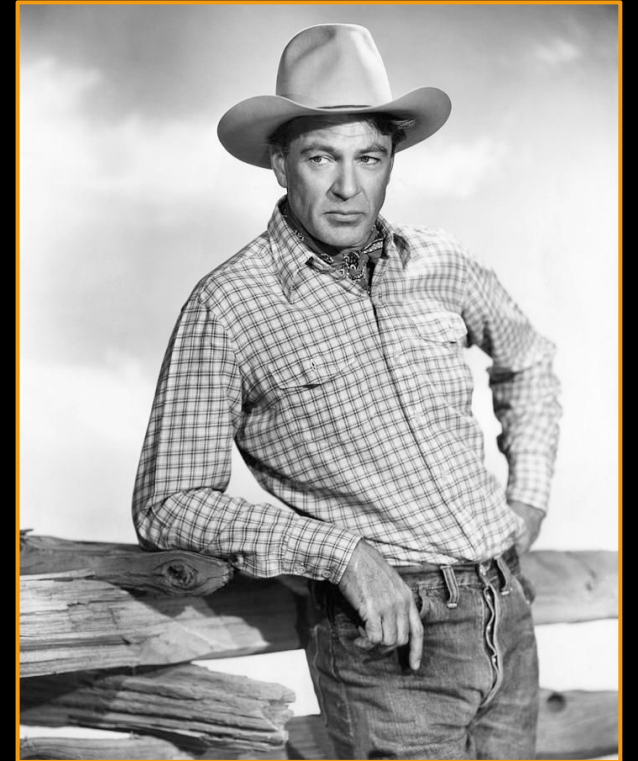
So he doesn't pretend to be some macho guy. He's just doing what he thinks is right. It's a great movie.”

– President Bill Clinton

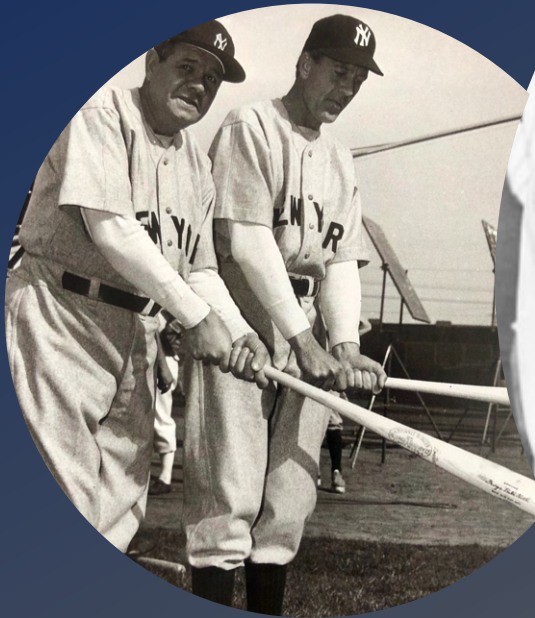


# A Stetson Man

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# Coop & The Yankees



Gary Cooper starred as  
Lou Gehrig in *The Pride of The Yankees*

“The idea of playing such a known and beloved person kind of intimidated my father. He said ‘You can’t trick up a part like this with mannerisms or gimmicks.’”

— Maria Cooper Janis



# Maria Cooper Janis Throws The Ceremonial First Pitch on Lou Gehrig Day

June 2<sup>nd</sup>, 2022





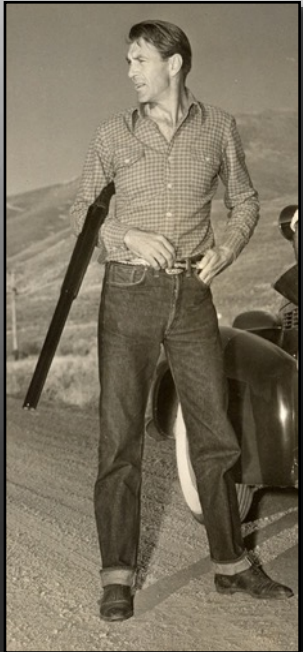
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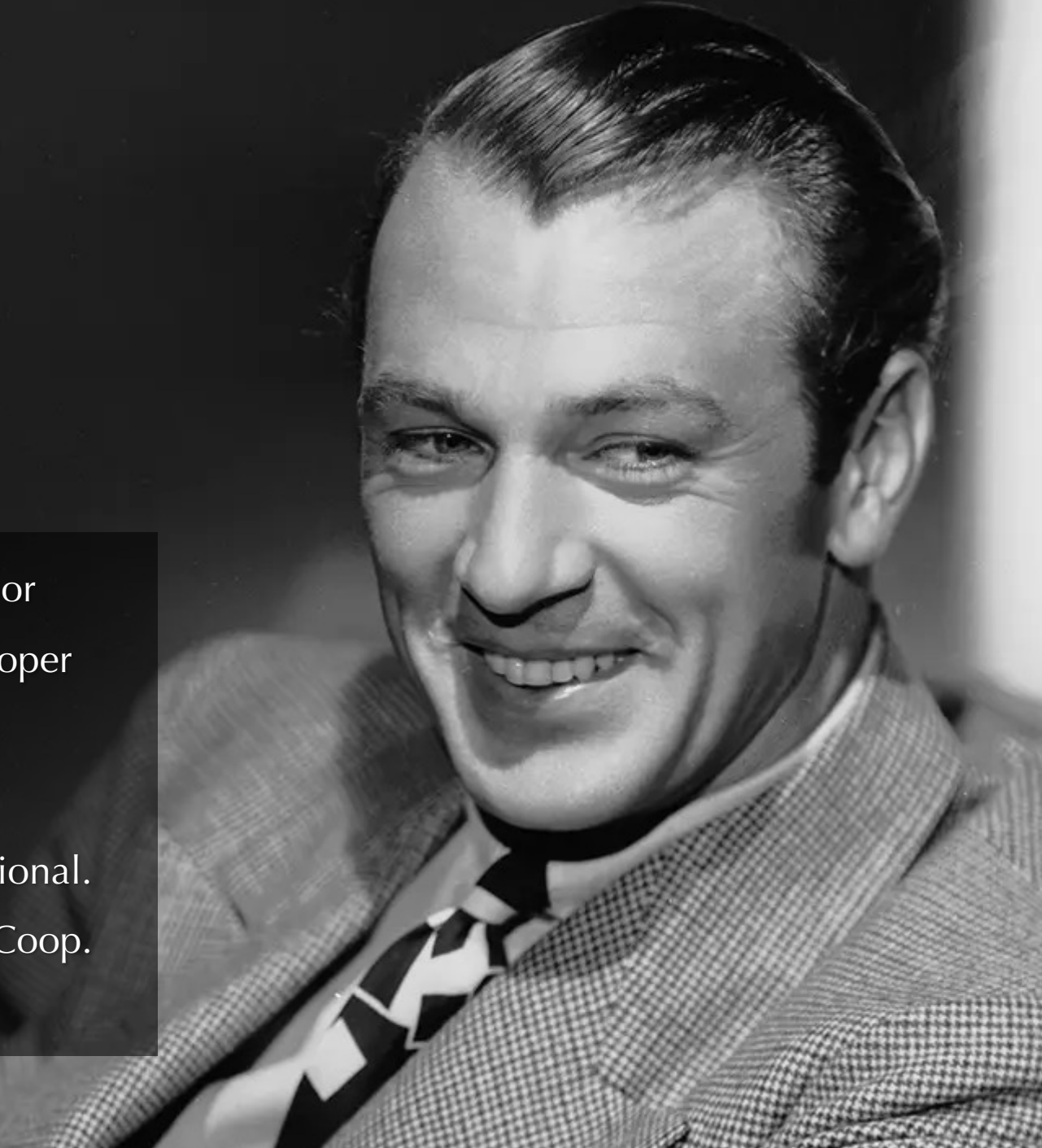
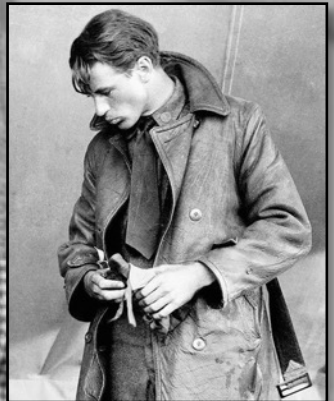
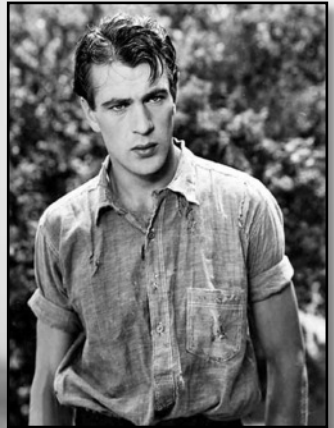
From Cartier to Ray-Ban,  
Gary Cooper set trends before  
anyone else. He represented  
elegance and finesse. His  
appeal transcended time.







Whether in tuxedo tails or  
on horse trails, Gary Cooper  
exuded confidence.  
Romantic yet rugged.  
Reserved yet unconventional.  
Everyone wanted to be Coop.  
And still do.







*“When Cooper played a cowboy, you really believed he was a cowboy, and when he played an international man of sophistication, he was just as believable.*

*That had a real effect on me...There weren't many actors that could do that.”*

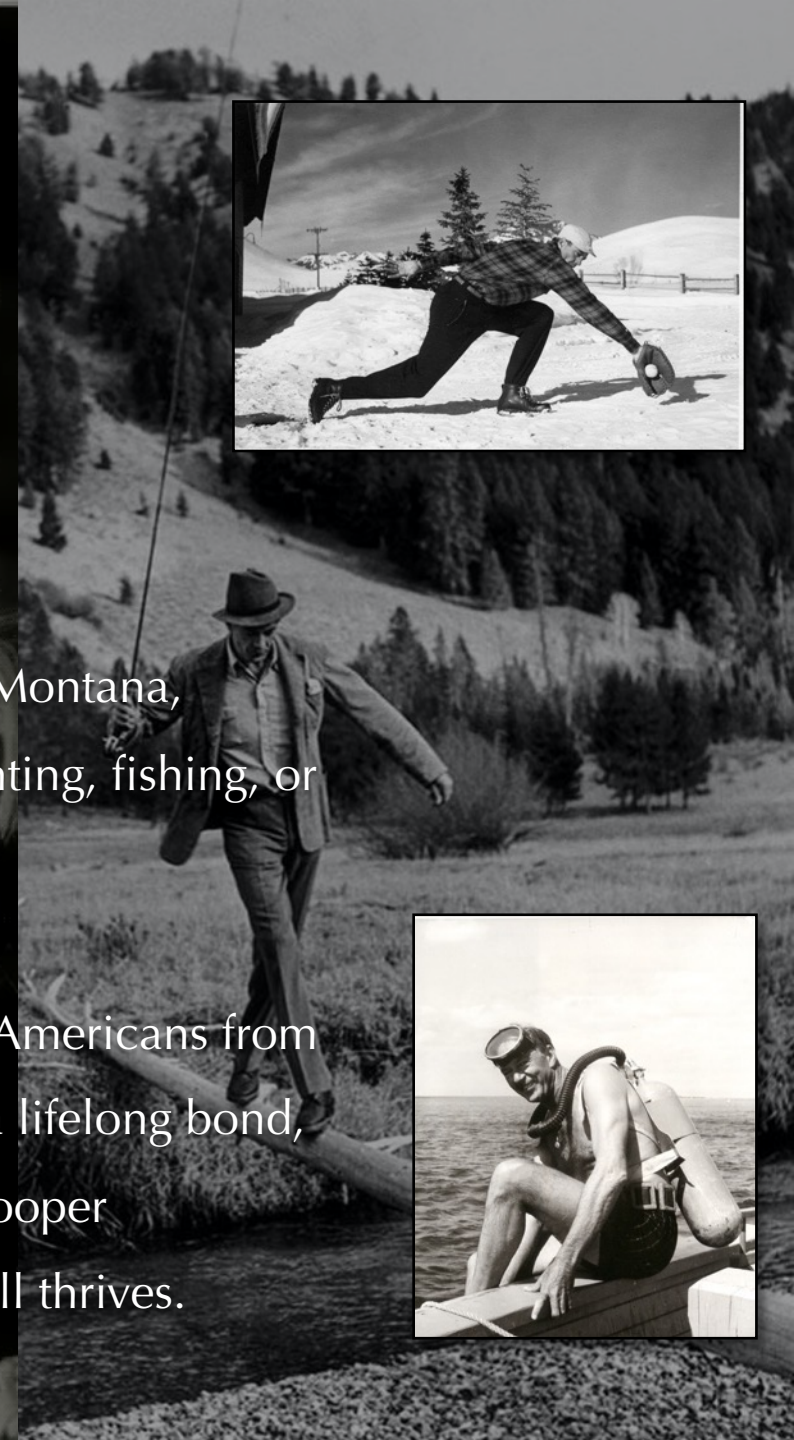
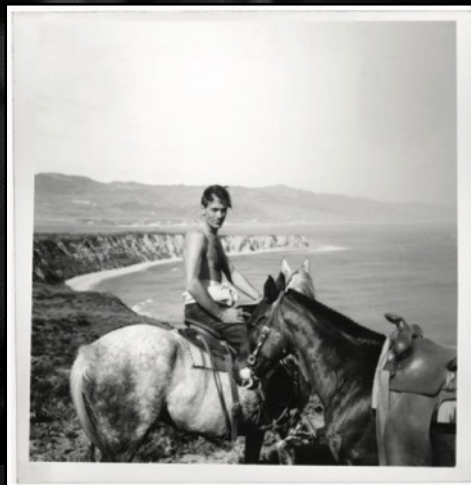
*- Ralph Lauren*



# The Great Outdoorsman

Growing up on a ranch in Montana, Cooper lived in nature, hunting, fishing, or exploring the great plains.

His friendship with Native Americans from the local reservations was a lifelong bond, and to this day, the Gary Cooper Indigenous Fund at USC still thrives.





# USC School of Cinematic Arts



In 2005, after gifting a portion of Gary Cooper's archives to USC's School of Cinematic Arts, Maria Cooper Janis established The Gary Cooper Endowed Fund to honor her father's lifelong respect for Native Americans by supporting indigenous students pursuing careers in entertainment.





# An International Star



...and Ernest Hemingway.

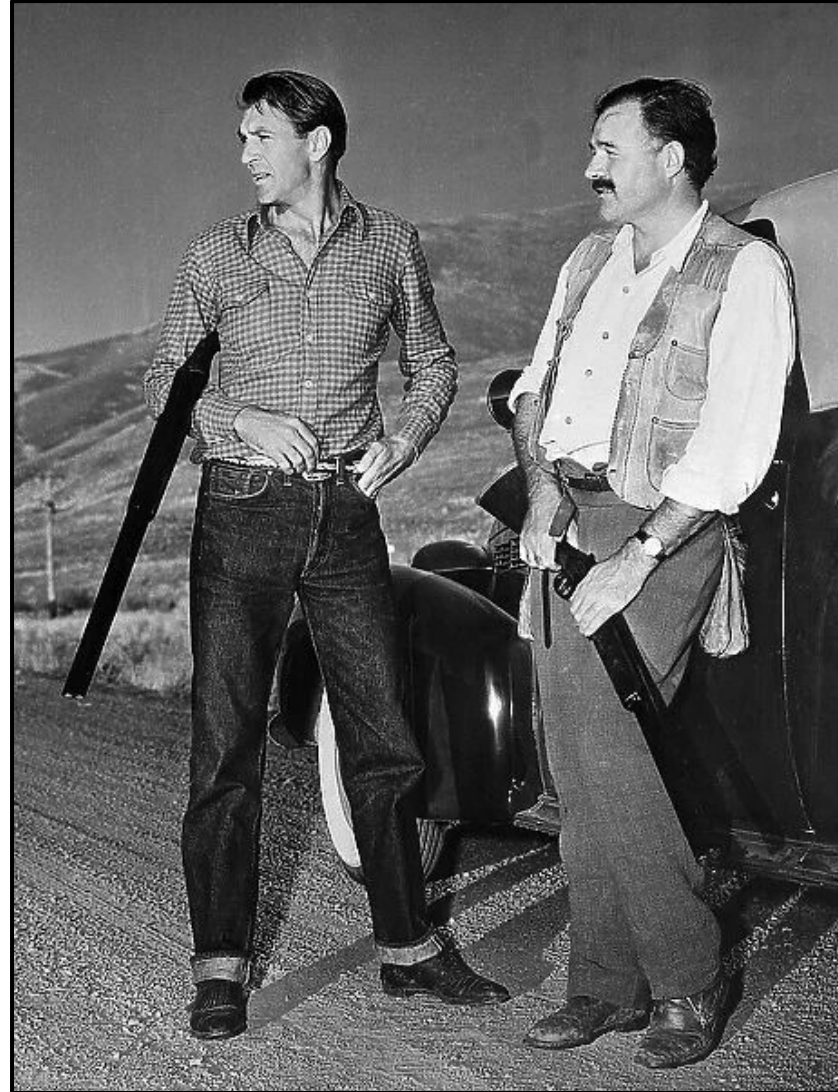


Coop maintained lasting friendships with Pablo Picasso...



“If you made up a character like Coop, nobody would believe it. He’s just too good to be true.”

— Ernest Hemingway





# The Man Behind The Myth

A loving husband, a proud father, and an active community member, Gary Cooper personifies the definition of an upstanding man. Strong and sensitive.

Cooper's rugged charm, wartime service and iconic on-screen presence made him a beloved Hollywood legend.

Despite his fame, he maintained a low profile and valued his privacy.

His legend lives on with millions of fans, hundreds of thousands of collectors, and an active online community that strives to keep the spirit of Gary Cooper alive.



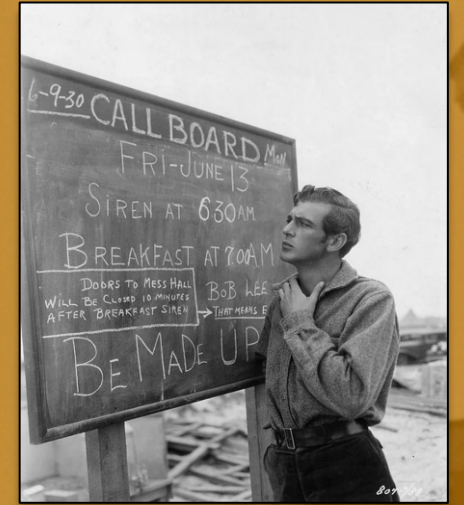
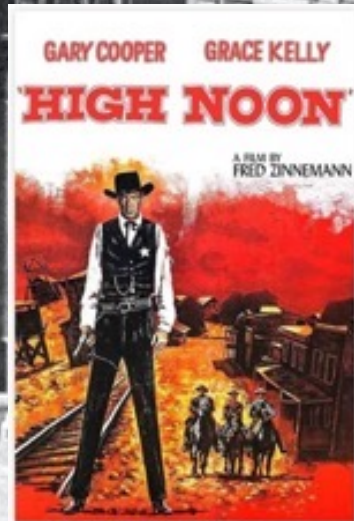


# Opportunities and Engagement

Celebrity endorsements are one of the most powerful marketing tool for any brand.

Synonymous with style and long-lasting elegance, Gary Cooper has always partnered with brands built to last, including Mercedes, Cartier, and many other bespoke trademarks.

With the 70<sup>th</sup> anniversary of *High Noon*, the soon-to-be Broadway adaptation, and the freshly minted Smithsonian exhibit, Gary Cooper's name and likeness still carries across time and is now spread to a demo of 18 to 65+.







SEE GARY COOPER IN SAMUEL GOLDWYN'S PRODUCTION "BALL OF FIRE"

A CRACKLING FIRE, a favorite pipe, and a friendly bottle of Royal Crown Cola! That, to Gary Cooper's taste, rounds out a perfect winter's day. And Gary Cooper's choice of cola wasn't just an accident. He picked Royal Crown Cola as his favorite in a recent Certified Taste-Test of the nation's best-known colas.

After an active day outdoors or a busy day indoors... when you're tired, when you're thirsty, when you want a quick-up... reach for a frosty bottle of Royal Crown Cola. You'll like its friendly rip and sparkle. And you get... not one, but two full glasses in each 5¢ bottle. Six bottles, 12 glasses in the home-carton, 25¢. Stop... think... and you'll drink Royal Crown Cola!



**ROYAL CROWN COLA**  
Best by Taste-Test

# Brand Icon

*"Captivating!"*

says Mrs. Gary Cooper,

**"And that's why GAY-RED is a sell-out in Hollywood."**

Wherever the elite of Hollywood gathers...you'll see alluring Tangee lips capturing admiring glances. Usually the cause of all the excitement is the thrilling new hit-color—Tangee Gay-Red. So let your lips go gay with Gay-Red, the light-hearted, carefree lipstick color that gives you a lift! And don't forget—Gay-Red comes in Tangee's exclusive Satin-Finish—long-lasting and lovely-to-use.

**Cake Make-Up that Thrives on Hot Weather!**

Look cool and inviting all summer long...by using the new Tangee Petal-Finish Cake Make-Up. This Tangee triumph does not get "streaky" from perspiration—lasts for extra hours no matter what the weather man says.

Presented in six fascinating shades.



MRS. GARY COOPER—beautiful wife of one of Hollywood's most distinguished stars.



CONSTANCE LUFT HUHN, Head of the House of Tangee and creator of the world famous Tangee Gay-Red Lipstick and Petal-Finish Cake Make-Up.

Use *Tangee...*

and see how beautiful you can be

## Which is really Gary Cooper?

STARRING IN  
MOTION PICTURE "DISTANT DRUMS"  
PRODUCED BY MERRILL LEEPER  
DIRECTED BY SAMUEL GOLDWYN  
WITH GARY COOPER



Batteries also look alike but **AUTO-LITE STA-FUL**  
**NEEDS WATER ONLY 3 TIMES A YEAR!**

NO MATTER how much batteries look alike, you'll have the answer to your battery problems when you install Auto-Lite "Sta-Ful," the battery that needs water only 3 times a year on normal car use. In addition, Auto-Lite "Sta-Ful" Batteries give longer life to tests conducted according to accepted life cycle standards.

And you'll have the right answer when you select the photograph at the right as handsome Gary Cooper, starring in Milton Sperling's Phenomenon of "Distant Drums," for Warner Bros. release. The photograph at the left is that of popular J. B. Tohart of Santa Vera, California.

Remember, not all batteries are look-alike, but be wise—use an Auto-Lite "Sta-Ful" Money cannot buy a better battery. Get Western Union Operator 25 for name of your nearest Auto-Lite Battery Dealer.



**AUTO-LITE sta-ful**

Phone Western Union ask for "Operator 25" ... we'll give you the name of your nearest Auto-Lite Battery Dealer. There is no charge for this service.

Coop was the face of many popular brands, and still has the power to be!





Mr and Mrs Gary Cooper  
Enjoying a Holiday at Forest Creek Cabin  
Sun Valley, Idaho

**VACATION for GARY COOPER . . . and You?**

**W**HETHER you slip away to Sun Valley for a Holiday or just to enjoy winter sports at home— you'll find Pabst Blue Ribbon always a pleasant, friendly companion. That ever-faithful, real beer flavor you enjoy in Pabst Blue Ribbon

was achieved by 104 years of pioneering in the art of Brewing . . . and the Science of Blending. By tasting, by comparing, you will understand why millions the world over have settled down to the real beer enjoyment that comes only with blends of splendid Pabst Blue Ribbon.

**Pabst Blue Ribbon**

**33 FINE BREWS BLENDED INTO ONE GREAT BEER**

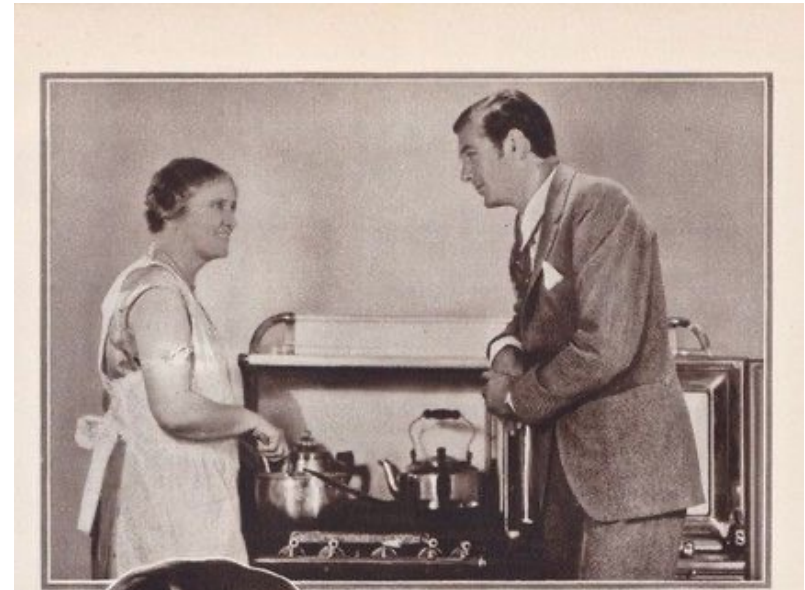
Pabst, Blue Ribbon, and the representation of a blue ribbon, are the registered trademarks of Pabst Brewing Company, Corp., 1914, Pabst Brewing Co., Milwaukee, Wisconsin.





**Gary Cooper says:** "No, partner, this isn't where I work... It's where my money works for me. I know my savings are safe here, because wherever you see that insurance emblem displayed you know your savings are protected by an agency of the U. S. Government."

See Gary Cooper in "The Real West" on NBC-TV, March 29th. Insured Savings and Loan Associations  
©1961 The Savings and Loan Foundation, Inc., 1111 F Street N.W., Washington, D.C.



**GARY COOPER**

Mr. Cooper borrowed this recipe from his mother, Mrs. Charles Henry Cooper. The griddle cakes were a feature of the Cooper ranch in Montana.



**BUTTERMILK GRIDDLE CAKES**

- 1 cup buttermilk
- 1/2 cup sweet cream
- 1 egg well beaten
- 1 teaspoon soda
- 1/2 teaspoon salt
- 1 tablespoon melted butter
- 2 tablespoons granulated cornmeal
- 2 cups flour

Mix ingredients in order given. Drop by spoonfuls on a greased hot griddle. Cook on one side and when puffed, full of bubbles and well cooked on edges, turn and cook on other side. Serve with butter and maple syrup. Griddle cakes made from buttermilk have an unusually good flavor and are tenderer than those made from plain milk or water.

**GARY COOPER** says ...

"The new 1941 EMERSON with **MIRACLE TONE** is a revolution in radio - the finest I ever heard!"

**77** GREAT NEW TWO-WAY RADIO

**Emerson**  
THE WORLD'S LARGEST MANUFACTURER OF RADIO SETS

**COOP WOULD HAVE LOVED IT!**

**COLORADO SAGE. BOLD, HONEST, HEROIC. A GENUINE FRAGRANCE OF THE AMERICAN WEST.**

For the name of the store nearest you, write to Colorado Sage, Inc., 4000 Broadway, New York 17, N.Y. or write to the nearest department store. Price \$4.95 per 3.33 oz. bottle. ©1941 Colorado Sage, Inc.



THE *New* OUTERWEAR UTILITY JACKET

INSPIRED BY  
*Gary Cooper*  
STAR OF  
"THE WIDDING NIGHT"  
A United Artists Release

I. SPIEWAK & SONS

"Ace-high by test,  
RC tastes best!"

says  
**GARY COOPER**

See Gary Cooper in  
"ALONG CAME JONES"  
an International Picture

ROYAL CROWN COLA

"IT WON MY TASTE-TEST," says Gary. "I tried leading colas in paper cups, picked Royal Crown Cola." Try it. Say "R C for me!" That's the quick way to get Royal Crown Cola—best by taste-test! (Gary says, "Back the 7th War Loan! Buy Bonds!")

RC is the quick way to say...

**ROYAL CROWN COLA**

Best by taste-test

KEEP COMING QUAKER WITH A BANG! BANG!

...AND HERE COMES GARY COOPER  
PRAISING "WHEAT SHOT FROM GUNS"

QUAKER PUFFED WHEAT SPARKIES IS MY IDEA OF MIGHTY GOOD EATIN'!

QUAKER PUFFED WHEAT SPARKIES

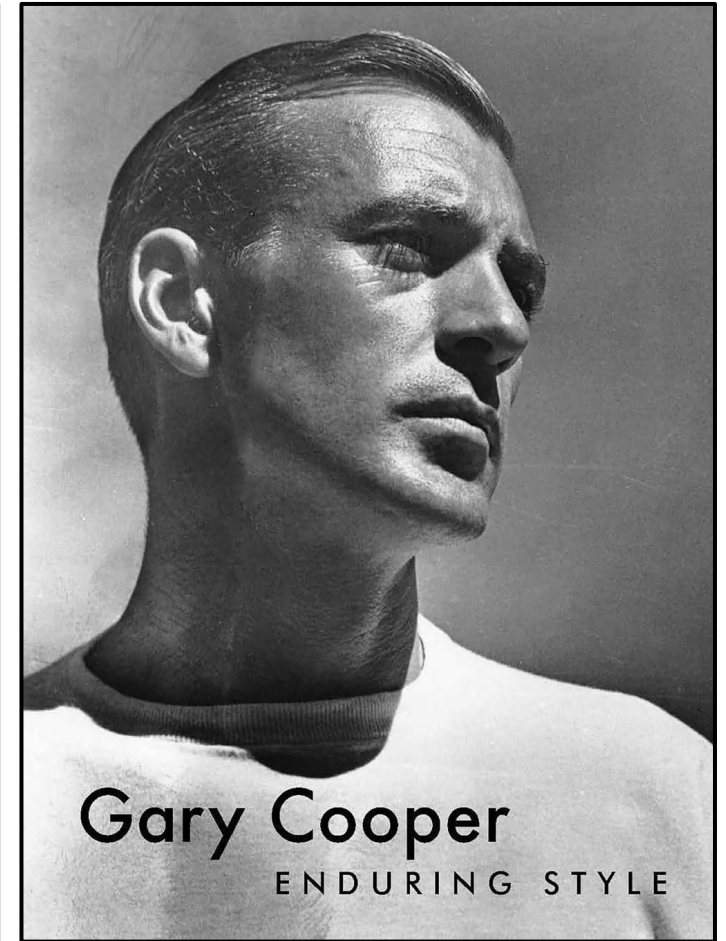
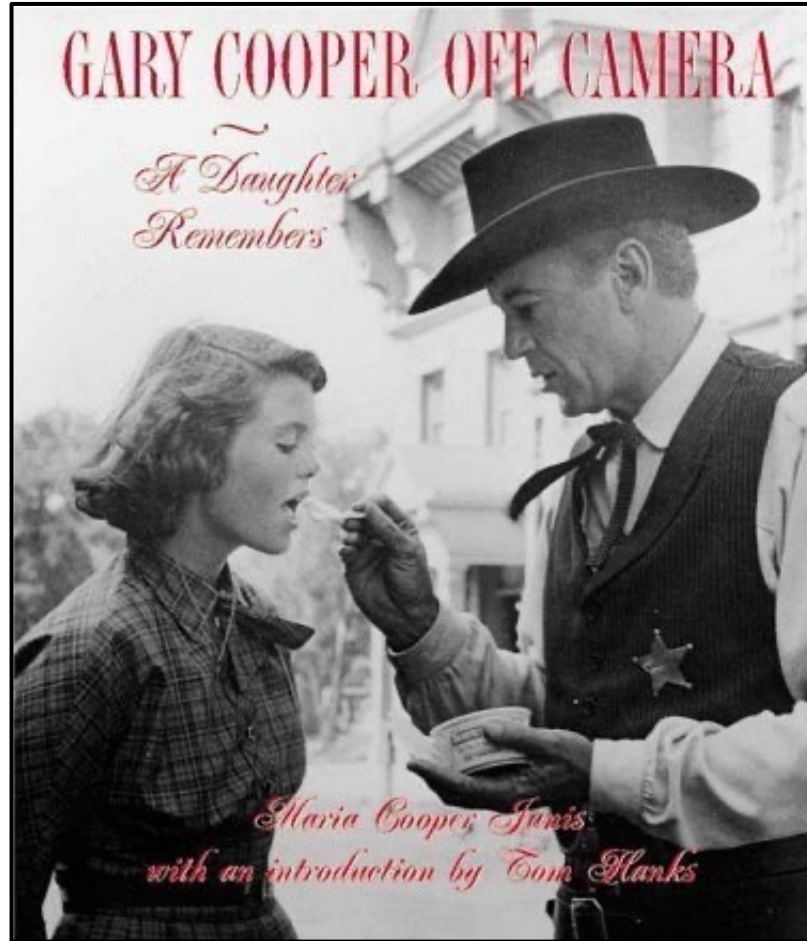
MR. DEEDS REALLY  
"GOES TO TOWN"

Yes, it's actually Gary Cooper, stepping out of a Smart, New De Soto!

DE SOTO  
America's Smartest Low-Priced Car



# Gary Cooper Merchandise & Publishing







"If there is any question to whether a larger-than-life movie star can also be an artist of great mystery, consider the life and work of Gary Cooper."

-Tom Hanks





# Contact

**Bettina Klinger**

Brand Varietal

Managing Director

[bklinger@brandvarietal.com](mailto:bklinger@brandvarietal.com)

M: 917-930-8654

**Jerry Digney**

Digney & CO.

Public Relations

[jerry@digneypr.com](mailto:jerry@digneypr.com)

M: 818-693-1087

For more information:

<https://www.garycooper.com/>

A white rectangular box containing a handwritten signature in black ink. The signature is cursive and appears to read "Gary Cooper".