Guide to the N W Ayer Advertising Agency Records

NMAH.AC.0059
Mimi Minnick
2002
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Collection Overview

Repository: Archives Center, National Museum of American History
Title: N W Ayer Advertising Agency Records
Identifier: NMAH.AC.0059
Date: 1817-1851
1869-2006
Extent: 270 Cubic feet (1169 boxes)
7 Film reels (1463 boxes, 18 map-folders)
Creator: Ayer (N W) Incorporated.
Language: Collection is in English. Some print advertisements are in French.
Summary: Collection consists of records documenting one of the oldest advertising agencies created in Philadelphia. The company then moves to New York and expands to international markets. During its history NW Ayer & Sons acquires a number of other advertising agencies and is eventually purchased. The largest portion of the collection is print advertisements but also includes radio and television. NW Ayer is known for some of the slogans created for major American companies.

Digital Content: Image(s): Like a Sweet Memory ... [color advertisement; tear sheet]
Image(s): N W Ayer Advertising Agency Records

Administrative Information

Acquisition Information

The collection was donated by N W Ayer ABH International, April 15, 1975 and by Ayer & Partners, October 30, 1996.

Provenance

The proofsheet collection was stored in the agency's Philadelphia headquarters for nearly fifty years. After relocating in New York, the agency decided to offer the proofsheets as a gift to the Smithsonian. They arrived at the National Museum of History and Technology (later the National Museum of American History) in March 1975, where they were in the care of the Museum's curator of mining, Dr. John Hoffman. Upon Hoffman's death in 1983, the collection was transferred to the Archives Center. In 1996 Ayer donated additional materials, including the 19th-century scrapbooks and business records.

Related Materials

Materials in the Archives Center
Warshaw Collection of Business Americana (AC0060)
Hills Bros. Coffee Incorporated Records (AC0395)

Processing Information

Processed by Mimi Minnick, archivist, 2002; Kate Richards (intern), April, 2004; Anne Jones (volunteer), August 2010; Ramona Williamson (volunteer), September 2010; Rebecca Wolfe (volunteer), September 2010, supervised by Vanessa Broussard Simmons, archivist.

Preferred Citation

NW Ayer & Sons, incorporated Advertising Agency Records, Archives Center, National Museum of American History

Restrictions

The collection is open for research use.

Physical Access: Researchers must use microfilm copy. Researchers must handle unprotected photographs with gloves. Researchers must use reference copies of audiovisual materials. When no reference copy exists, the Archives Center staff will produce reference copies on an "as needed" basis, as resources allow.

Technical Access: Viewing the film portion of the collection without reference copies requires special appointment, please inquire; listening to audio discs requires special arrangement. Do not use original materials when available on reference video or audio tapes.

Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Reproduction permission from Archives Center: reproduction fees may apply. Publication and production quality duplication is restricted due to complex copyright, publicity rights, and right to privacy issues. All duplication requests must be reviewed and approved by Archives Center staff. Potential users must receive written permission from appropriate rights holders prior to obtaining high quality copies.

Accruals

The Archives Center received more materials in 2001 and 2010.

Biographical / Historical

Founded in Philadelphia in 1869, NW Ayer & Son is one of the oldest and largest advertising agencies in America. For most of its history, it was the undisputed leader and innovator in the field of advertising. In 1876, NW Ayer & Son pioneered the "open contract", a revolutionary change in the method of billing for advertising which became the industry standard for the next hundred years. NW Ayer pioneered the use of fine art in advertising and established the industry's first art department. It was the first agency to use a full-time copywriter and the first to institute a copy department. The agency relocated to New York City in 1974. During its long history, the agency’s clients included many "blue-chip" clients, including American Telephone & Telegraph, DeBeers Consolidated Diamond Mines, Ford Motor Company, Nabisco, R. J. Reynolds and United Airlines. However, in later years, the Ayer’s inherent conservatism left the agency vulnerable to the creative revolution of the 1960s and 1970s, the advertising industry restructuring of the
1980s and the economic recession of the early 1990s. The agency was bought out by a Korean investor in 1993. In 1996, NW Ayer merged with another struggling top twenty United States advertising agency, Darcy, Masius, Benton & Bowles, under the umbrella of the McManus Group. Ayer continues to operate as a separate, full-service agency.

Through a series of buyouts and mergers, Ayer traces its lineage to the first advertising agency founded in the United States, a Philadelphia agency begun by Volney Palmer in 1841. Palmer began his career in advertising as a newspaper agent, acting as middleman between newspaper publishers and advertisers across the country. By 1849, Palmer had founded his own newspaper, *V. B. Palmer's Register and Spirit of the Press*, and had developed a complete system of advertising which included securing advertising space and placing ads in scores of commercial, political, religious, scientific and agricultural journals across the country. Palmer went one step further than the "space jobbers" of the day when he began offering "advertisements carefully drawn for those who have not the time to prepare an original copy." Always an enthusiastic promoter of advertising as an incentive to trade and American economic growth, Palmer promised advertisers that "every dollar paid for advertising in country newspapers will pay back twenty-fold" and encouraged skeptical consumers that "he who wishes to buy cheap should buy of those who advertise." When Palmer died in 1863, the agency was bought by his bookkeeper, John Joy, who joined with another Philadelphia advertising agency to form Joy, Coe & Sharpe. That agency was bought out again in 1868 and renamed Coe, Wetherill & Company. In 1877, Coe, Wetherill and Company was bought out by the newly formed NW Ayer & Son.

Francis Wayland Ayer was an ambitious young schoolteacher with an entrepreneurial streak. Having worked for a year soliciting advertisements on a commission basis for the publisher of the *National Baptist* weekly, Francis Ayer saw the potential to turn a profit as an advertising agent. In 1869, Ayer persuaded his father, Nathan Wheeler Ayer, to join him in business, and with an initial investment of only $250.00, NW Ayer & Son was born. Notwithstanding a smallpox epidemic in Philadelphia in 1871 and the general economic depression of the early 1870s, the agency flourished. The senior Ayer died in 1873, leaving his interest in the agency to his wife, but Francis W. Ayer bought her out, consolidating his interest in the company's management. In 1877, with Coe, Wetherill & Company (the successor to Palmer's 1841 agency) on the verge of bankruptcy and heavily indebted to Ayer for advertising it had placed in Ayer publications, Ayer assumed ownership of that agency. Thus did NW Ayer lay claim to being the oldest advertising agency in the country.

Both Nathan Wheeler and Francis Wayland Ayer began their careers as schoolteachers, and one of their legacies was a commitment to the cause of education: correspondence schools and institutions of higher learning were historically well-represented among Ayer clients. Just after World War I, the agency was heralded as "co-founder of more schools than any citizen of this country" for its conspicuous efforts to advertise private schools. Well into the 1960s, an "Education Department" at Ayer prepared advertisements for over three hundred private schools, camps and colleges, representing almost half the regional and national advertising done for such institutions. In fact, to its clients Ayer presented advertising itself as being akin to a system of education. In 1886, Ayer began promoting the virtues of the Ayer way advertising with the slogan, "Keeping Everlastingly at It Brings Success."

The agency's goals were simple: "to make advertising pay the advertiser, to spend the advertiser's money as though it were our own, to develop, magnify and dignify advertising as a business." Initially, Ayer's fortunes were tied to newspapers, and the agency began to make a name for itself as compiler and publisher of a widely used *American Newspaper Annual*. During the first years, Ayer's singular goal was "to get business, place it [in newspapers] and get money for it"; after several years as an independent space broker, however, Francis Ayer resolved "not to be an order taker any longer." This decision led NW Ayer and Son to a change in its mode of conducting business which would revolutionize the advertising industry: in 1876, Ayer pioneered the "open contract" with Diggee & Conard, Philadelphia raised growers and agricultural suppliers. Prior to the open contract, NW Ayer & Sons and most agencies operated as "space-jobbers," independent wholesalers of advertising space, in which the opportunities for graft and corrupt practices were virtually unlimited. In contrast, the open contract, wherein the advertiser paid a
fixed commission based on the volume of advertising placed, aligned the advertising agent firmly on the side of the advertiser and gave advertisers access to the actual rates charged by newspapers and religious journals. The open contract with a fixed commission has been hailed by advertising pioneer Albert Lasker as one of the “three great landmarks in advertising history.” (The other two were Lasker's own development of "reason-why" advertising copy and J. Walter Thompson's pioneering of sex appeal in an advertisement for Woodbury's soap.) Although the transition to the open contract did not happen overnight, by 1884, nearly three-quarters of Ayer's advertising billings were on an open contract basis. Since Ayer was, by the 1890s, the largest agency in America, the switch to direct payment by advertisers had a significant impact on the advertising industry, as other agencies were forced to respond to Ayer's higher standard. Just as important, the open contract helped to establish N W Ayer's long-standing reputation for "clean ethics and fair dealing" -- a reputation the agency has guarded jealously for over a century. The open contract also helped to establish Ayer as a full service advertising agency and to regularize the production of advertising in-house. From that point forward, Ayer routinely offered advice and service beyond the mere placement of advertisements. Ayer set another milestone for the industry in 1888, when Jarvis Wood was hired as the industry's first full-time copywriter. Wood was joined by a second full time copywriter four years later, and the Copy Department was formally established in 1900. The industry's first Art Department grew out of the Copy Department when Ayer hired its first commercial artist to assist with copy preparation in 1898; twelve years later Ayer became the first agency to offer the services of a full time art director, whose sole responsibility was the design and illustration of ads.

Ayer's leadership in the use of fine art in advertising has roots in this period, but achieved its highest expression under the guidance of legendary art director Charles Coiner. Coiner joined Ayer in 1924, after graduating from the Chicago Academy of Fine Arts. Despite early resistance from some clients, Coiner was adamant that "the use of outstanding palette and original art forms bring a greater return in readership, in impact and prestige for the advertiser." To this end, Coiner marshaled the talents of notable painters, illustrators and photographers, including N.C. Wyeth and Rockwell Kent (Steinway), Georgia O'Keefe (Dole), Leo Lionni (DuPont), Edward Steichen (Steinway, Cannon Mills), Charles Sheeler (Ford), and Irving Penn (DeBeers). Coiner believed that there was a practical side to the use of fine art in advertising, and his success (and Ayer's) lay in the marriage of research and copywriting with fine art, an arrangement Coiner termed "art for business sake." Coiner's efforts won both awards and attention for a series completed in the 1950s for the Container Corporation of America. Titled "Great Ideas of Western Man" the campaign featured abstract and modern paintings and sculpture by leading U.S. and foreign artists, linked with Western philosophical writings in an early example of advertising designed primarily to bolster corporate image. In 1994, Charles Coiner was posthumously named to the American Advertising Federation's Hall of Fame, the first full time art director ever chosen for that honor.

Coiner and fellow art director Paul Darrow also created legendary advertising with the "A Diamond Is Forever" campaign for DeBeers; ads featured the work of Pablo Picasso, Salvador Dali and other modernist painters. The "A Diamond is Forever" tagline was written in 1949 by Frances Gerety, a woman copywriter at Ayer from 1943 to 1970. In 1999, Ad Age magazine cited "A Diamond is Forever" as the most memorable advertising slogan of the twentieth century.

Coiner also earned respect for his volunteer government service during World War II; he designed the armbands for civil defense volunteers and logos for the National Recovery Administration and Community Chest. As a founding member of the Advertising Council in 1945, Ayer has had a long-standing commitment to public service advertising. In the mid-1980s, Ayer became a leading force in the Reagan-era "War on Drugs". Lou Hagopian, Ayer's sixth CEO, brokered the establishment of the Partnership for a Drug-Free America, a media coalition which generated as much as a million dollars a day in donated advertising space and time to prevent the use and abuse of illegal drugs. Famous names appear among NW Ayer's clientele from the very earliest days of the agency. Retailer John Wanamaker, Jay Cooke and Company, and Montgomery Ward's mail-order business were among the first Ayer clients. The agency has represented at least twenty automobile manufacturers, including Cadillac, Chrysler, Ford, General Motors, Plymouth, and Rolls-Royce. Other major, long-term clients through the years have included American Telephone & Telegraph, Canada Dry, Cannon Mills, Hills Bros. Coffee Company,
Kellogg's, R. J. Reynolds, Steinway and Sons, United Airlines, and the United States Army. By the time of Ayer's hundredth anniversary in 1969, some of these companies had been Ayer clients for decades if not generations, and the longevity of those relationships was for many years a source of Ayer's strength.

But the advertising industry began to change in the late 1960s and 1970s, due in part to a "creative revolution." Small advertising agencies won attention with provocative copywriting and art direction that more closely resembled art than advertising. Advances in market research allowed clients to more narrowly tailor their advertising messages to distinct groups of consumers, and this led to a rise in targeted marketing which could more readily be doled out to specialized small agencies than to larger, established firms like NW Ayer & Son. The civil rights and anti-war movements also contributed to increasing public skepticism with the values of corporate America, and by extension, with some national advertising campaigns. Older, more conservative firms like Ayer were hard pressed to meet these new challenges.

About 1970, in an effort to meet these challenges and to establish a foothold on the West Coast, Ayer bought out two smaller agencies--Hixson & Jorgenson (Los Angeles) and Frederick E. Baker (Seattle). The agency relocated from Philadelphia to New York City in 1974 in an attempt both to consolidate operations (Ayer had operated a New York office since the 1920s) and to be closer to the historic center of the advertising industry. Riding the wave of mergers that characterized the advertising industry in the late 1980s and 1990s, Ayer continued to grow through the acquisition of Cunningham & Walsh in 1986 and Rink Wells in 19xx.

During this transitional period, Ayer received widespread acclaim for its work for the United States Army, which included the widely recognized slogan "Be All You Can Be". Ayer first acquired the Army recruitment account in 1967 and with help from its direct marketing arm, the agency was widely credited with helping the Army reach its recruitment goals despite an unpopular war and plummeting enlistments after the elimination of the draft in 1973. Ayer held the account for two decades, from the Vietnam War through the Cold War, but lost the account in 1986 amid government charges that an Ayer employee assigned to the account accepted kickbacks from a New York film production house. Despite Ayer's position as the country's 18th largest agency (with billings of $880 million in 1985), the loss of the agency's second largest account hit hard.

NW Ayer made up for the loss of the $100 million dollar a year Army account and made headlines for being on the winning end of the largest account switch in advertising history to date, when fast food giant Burger King moved its $200 million dollar advertising account from arch-rival J. Walter Thompson in 1987. Burger King must have had drive-thru service in mind, however, and Ayer made headlines again when it lost the account just eighteen months later in another record-breaking account switch. Another devastating blow to the agency was the loss of its lead position on the American Telegraph and Telephone account. Ayer pioneered telecommunications advertising in 1908, when the agency was selected to craft advertising for the Bell System's universal telephone service. Despite valiant efforts to keep an account the agency had held for most of the twentieth century, and for which they had written such memorable corporate slogans as American Telephone & Telegraph "The Voice with a Smile" and "Reach Out and Touch Someone", the agency lost the account in 1996.

After a wave of mergers and acquisitions in the late 1980s, the economic recession of the early 1990s hit Madison Avenue hard, and Ayer was particularly vulnerable. Despite the agency's long history and roster of "blue-chip" clients, Ayer was not known for cutting-edge creative work. Moreover, though the agency had offices overseas, Ayer had never built a strong multinational presence, and many of the smaller international offices were sold during the financial turmoil of the 1980s. This left a real void in the new climate of global marketplace consolidation. By about 1990, earnings were declining (although Ayer was still among the top twenty United States agencies in billings), and the agency was suffering from client defections, high management turnover, expensive real estate commitments and deferred executive compensation deals, all fallout of the high-flying 1980s. This was the atmosphere in 1993, when W.Y. Choi, a Korean investor who had already assembled a media and marketing empire in his homeland, began looking for an American partner to form an international advertising network. Jerry Siano, the former creative director who had recently been named Ayer's seventh CEO, was in no position...
to refuse Choi's offer of $35 million to buy the now floundering agency. The infusion of cash was no magic bullet, however. Choi took a wait-and-see approach, allowing his partner Richard Humphreys to make key decisions about Ayer's future, including the purging of senior executives and the installation of two new CEOs in as many years.

The agency's downward trend continued with the loss of another longtime client, the DeBeers diamond cartel in 1995. *Adweek* reported that Ayer's billings fell from $892 million in 1990 to less than $850 million in 1995. Several top executives defected abruptly, and the agency failed to attract major new accounts. Ayer was facing the loss not merely of revenue and personnel, but the loss of much of the respect it once commanded. Ayer remained among the twenty largest U.S. agencies, but an aura of uncertainty hung over the agency like a cloud. A new CEO was appointed, and Mary Lou Quinlan became the agency's first woman CEO in 1995. A year later, Ayer and another struggling top twenty agency, D'arcy, Masius, Benton & Bowles, combined as part of the McManus Group of companies. In 1998, the McManus Group had worldwide billings of more than $6.5 billion.

Under the McManus Group, Ayer was able to expand its international operations and begin to rebuild a stronger global presence. Several important new clients were won in 1997 and 1998, including Avon, General Motors, Kitchenaid, several Procter & Gamble brands and, most notably, Continental Airlines worldwide accounts. Born in the nineteenth century, Ayer may be one of a very few advertising agencies to successfully weather the economic and cultural transitions of both the twentieth and twenty-first centuries. Ayer was eventually acquired by the Publicis Groupe based in Paris, France which closed down the N.W. Ayer offices in 2002.

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**Scope and Contents**

The collection consists primarily of proof sheets of advertisements created by NW Ayer & Son, Incorporated for their clients. These materials are in series one through thirteen and consist primarily of print advertisements. There are also billboards, radio and television commercials. The advertisements range from consumer to corporate and industrial products. The majority of the advertisements were created for Ayer's New York, Chicago, Los Angeles and international offices. Printed advertisements created by Cunningham & Walsh, Hixson & Jorgensen and Newell-Emmett are also included among these materials. Researchers who are interested in records created by Ayer in the course of operating an advertising agency will find these materials in Series fourteen-nineteen.

Series fourteen consists of advertisements created by NW Ayer & Son to promote their services to potential clients.

Series fifteen are scrapbooks of some of the earliest advertisements created by the company. Series sixteen are publications. Some of the publications were created by Ayer while others were about Ayer or the advertising industry in general. Provides good background materials and puts the company in perspective. Series eighteen are the legal records. Materials relating to employees including photographs, oral histories etc. are found in series nineteen.

Series twenty is one of the smallest amounts of materials and includes information relating to the history of NW Ayer & Son.

The container lists for series one-thirteen are part of a database and are searchable. The list has been printed for the convenience of the researcher and is included in this finding aid. Series fourteen-twenty container lists are also a part of the finding aid but are not in a searchable format.

**Series 1, Scrapbooks of Client Advertisements, circa 1870-1920,** is arranged into three boxes by chronological date. There are two bound scrapbooks and one box of folders containing loose scrapbook pages. NW Ayer & Son compiled an assortment of their earliest ads and placed them into scrapbooks.
Besides the earliest advertisements, the scrapbooks contain requests to run advertisements, reading notices and listings of papers Ayer advertised in. The early advertisements themselves range from medical remedies to jewelry to machines to clothing to education and more. Most of the advertisements in the bound scrapbooks are dated.

**Series 2, Proofsheets, circa 1870-1930**, NW Ayer was fond of creating scrapbooks containing proofsheets. The series contains proofsheets created between 1892 and 1930, organized into 526 boxes. For convenience of storage, access and arrangement, the scrapbooks were disassembled and the pages placed in original order in flat archival storage boxes. The proofsheets are arranged by book number rather than client name. Usually the boxes contain a listing of the clients and sometimes the dates of the advertisements to be found within the box.

**Series 3, Proofsheets, circa 1920-1975**, is organized into 532 oversize boxes, and contain proofsheets and tearsheets created between 1920 and 1972. Within this series, materials are arranged alphabetically by company name (occasionally subdivided by brand or product), and thereunder chronologically by date of production. Many major, national advertisers are represented, including American Telephone & Telegraph, Armour Company, Canada Dry, Cannon Mills, Carrier Corporation, Domino Sugar, Caterpillar tractor company, Ford Motor Company, General Electric, Goodyear, Hills Bros. Coffee, Ladies Home Journal, National Dairy, Plymouth (Chrysler Corporation), Steinway, TV Guide, United Airlines and the United States Army. Also contained in this series are three scrapbooks of client advertisements including Canada Dry, Ford Motor, and Victor Talking Machine.

**Series 4, 2001 Addendum, circa 1976-2001**, is organized into ninety three oversized boxes, one folder and contains proofsheets for select Ayer clients, created between 1975 and 2001. Within this series, materials are arranged alphabetically by client name and there under chronologically by date of production. Major national advertisers represented include American Telephone & Telegraph, Avon, the United States Army, DeBeers Consolidated Diamond Mines, Dupont, TV Guide, Sealtest, Kraft Foods, Gillette, General Motors, Cannon Mills.

**Series 5, Billboards, circa 1952-1956**, consists of mounted and un-mounted original art/mock-ups. Twenty-two pieces of original art created as mock-ups for Texaco billboards.

**Series 6, Film and Video Commercials, 1967-1970,**

**Series 7, Radio and Television Materials, 1933-1993, undated**, is arranged into eight boxes and includes radio scripts, television scripts, and story boards for commercials.

**Subseries 7.1, Scripts and storyboards for Radio and Television Commercials, dates** Scripts for radio and television commercials includes title, date, length of commercial, advertising agency, client information

NW Ayer's radio and television materials mainly focus on the American Telegraph and Telephone account. Some of Ayer's materials relate to Bell Telephone Hours.

Storyboards are used in television and film to assist the director in working with crew to tell the story. To show the viewer through the use of figures, visual effects and camera angles. When directors first start thinking about their storyboard they create a story in their mind. They think of all the camera angles, visual effects and how the figures will interact in their mind. They try to create an extraordinary story in their head to attract the viewer (YOU) In order for the storyboard to be entirely effective it can't be a passive document. When done properly, a storyboard serves as a central design, meeting the needs of many team members including graphics artists, video personnel and programmers.

Another function of a storyboard is to help the team communicate during the training development process. This communication is very important in working with a large team as in the movie King, produced in 1996. Figures help the director explain to the crew how they are going to record the film and...
how to present it to the audience. Sometimes the director wants special effects to be added to the film, but his budget might not be that big so the director will have to change the story to fit their budget.

The Visual Effects are an important part in the storyboards it adds a special touch of creativity to your film. Camera angles are an important expects in your film because the camera angles determine where the viewing audience will look. If you want your audience to look at a certain object you must turn their attention to it by focusing on that object and maybe you might try blocking something out. Then you will have your audience's attention and you may do whatever else you have to, it could be scaring them or just surprising them or whatever you do.

Also included is talent information and log sheets relating to the storage of the commercials.

Bell Telephone Hour Program, 1942-[19??], The Bell Telephone Hour, also known as The Telephone Hour, was a five minute musical program which began April 29, 1940 on National Broadcasting Company Radio and was heard on NBC until June 30, 1958. Sponsored by Bell Telephone showcased the best in classical and Broadway music, reaching eight to nine million listeners each week. It continued on television from 1959 to 1968.

Earlier shows featured James Melton and Francia White as soloists. Producer Wallace Magill restructured the format on April 27, 1942 into the "Great Artists Series" of concert and opera performers, beginning with Jascha Heifetz. Records indicate that the list of talents on the program included Marian Anderson, Helen Traubel, Oscar Levant, Lily Pons, Nelson Eddy, Bing Crosby, Margaret Daum, Benny Goodman, José Iturbi, Gladys Swarthout and .The series returned to radio in 1968-1969 as Bell Telephone Hour Encores, also known as Encores from the Bell Telephone Hour, featuring highlights and interviews from the original series.

National Broadcasting television specials sponsored by the Bell System, 1957-1987 includes information relating to Science series, Bell system Theshold Series, Bell telephone hour and commercial and public sponsored programs.
Nedeby Ayer in Sweden, and Ayer Barker in United Kingdom. This group of material is a small sampling of advertisements created from these International offices. It is arranged alphabetically by client. There are quite a few automobile advertisements (i.e. Audi, Fiat, General Motors, Mercedes-Benz, and Volkswagen). In addition there are numerous advertisements for various personal items from MacLean's toothpaste to Quick athletic shoes to Labello lip balm, etc. Most of the advertisements have the creator's name printed on the advertisements.

**Series 11, Cunningham & Walsh, Incorporated Materials, 1915-1987, undated** contains 98 boxes 11 folders materials from the New York advertising agency acquired by NW Ayer in the 1960s. The company began with Newel-Emmett, an agency of nine men which broke up in 1949. Two of the men Fred Walsh and Jack Cunningham formed this agency in bearing their names in 1950. The agency created "let your fingers for the walking campaign for American Telephone & Telegraph, Mother Nature for Chiffon, and Mrs. Olson for Folgers's coffee and let the good times roll for Kawasaki motorcycle. In 1986, NW Ayer Incorporated purchased Cunningham & Walsh Incorporated.

**Subseries 11.1, Print Advertisements, 1915-1987,** are contained in ninety eight boxes of primarily print advertisements arranged alphabetically by client name. Clients that are particularly well represented are Graybar (electrical implements, circa1926-1937), Johns-Manulle (circa1915-1971), Smith and Corona typewriters (circa 1934-1960), Sunshine Biscuit Company (circa 1925-1961), Texaco Company (circa 1936-1961), Western Electric (circa 1920-1971) and Yellow Pages (circa 1936-1971). Cunningham and Walsh also represented several travel and tourism industry clients, including Cook Travel Services (circa 1951-1962), Italian Line (circa 1953-1961), Narragansett and Croft (circa 1956-1960) and Northwest Airlines (circa 1946-1955). There are photographs of Texaco advertisements dating from 1913-1962. There is also a scrapbook of advertisements from the Western Electric Company dating from 1920-1922.


**Series 12, Hixson & Jorgensen Materials, 1953-1971,** a Los Angeles advertising company, merged with Ayer in 1969. This series is housed in one box. Within the box are four scrapbooks and folders with a hodgepodge of materials relating to advertising. Of most interest are the scrapbooks. Two scrapbooks deal with Hixson and Jorgensen's self promotion ad campaign "the right appeal gets action" (1953-1957). The other two scrapbooks contain news clippings about the company and its activities (1959-1971).

**Series 13, Newell-Emmet, 1942-1957,** founded in 1919 and governed in the 1940s by a partnership of nine men. The partnership broke up in 1949 when the men went their separate ways. The materials consist of print advertisements for one of client, Permutit Company, a water conditioning company. The materials are arranged in one box in chronological order.

**Series 14, House Print Advertisements, 1870-1991,** 16 boxes consists of advertisements or self-promotion advertisements to campaign for new clients. The series is arranged chronologically by date into fifteen boxes. Within the series are two scrapbooks containing self promotion ads from 1888-1919 and 1892-1895. Numerous house ads relate to Ayer's "Human Contact" campaign. In addition to the self promotion ads, Ayer ran advertisements expounding about particular concepts or themes for example, one month the concept would "understand" while another month would be "teamwork" and yet another would be on "imagination". Some of the self promotion ads target specific groups like Philadelphia businessmen. Other advertisements incorporate the fine arts.

**Series 15, Scrapbooks, 1872-1959,** relates to company events, records and news clippings about Ayer's history. The six boxes are arranged by chronological date. Two of the boxes focus solely on the death of founder F.W. Ayer (1923). Another box houses a scrapbook that showcases Ayer's annual Typography Exhibition (1931-1959). One box contains a scrapbook that specifically deals with correspondences.
relating to Ayer's advertising. Yet another box's contents are folders of loose pages from scrapbooks that have newspaper clippings, order forms, correspondences and other company records. In one box, a bound scrapbook houses a variety of materials relating to Ayer and advertising (i.e. newspaper clippings, competitor's advertisements, NW Ayer's advertisements, correspondences for advertisements, clippings regarding the "theory of advertising."

Series 16, Publications, 1849-2006, are housed in thirty four boxes and are arranged into three main categories.


Subseries 16.2, Publications about NW Ayer, 1949-2006, includes a book first published in 1939. Includes articles, documenting events and is arranged chronologically by date of publication.

Subseries 16.3, General Publications about Advertising, 1922-1974, are arranged chronologically by date of publication and relate primarily to the history of advertising.

Subseries 16.4, Publications about Other Subjects, 1948-1964, include four books about the tobacco industry primarily the history of the American Tobacco Company and Lorillard Company from the Cunningham and Walsh library.

Series 17, Business Records, circa 1885-1990s

Subseries 17.1, Contracts, 1885-1908, undated, are arranged alphabetically and span from 1885-1908. The majority of the contracts are with newspaper and magazine publishers from around the country.

Subseries 17.2, General client information, 1911-1999, undated, including active and cancelled lists with dates, client gains, historical client list, (should move this to series 20) Ayer Plan User Guide Strategic Planning for Human Contact, undated

Subseries 17.3, Individual Client Account Information, 1950s-1990s, undated, contain information used by Ayer to create advertisements for some of its clients. American Telephone & Telegraph Corporate Case History, American Telephone & Telegraph Corporate advertisement memo, commissioned artists for DeBeers advertisements, DeBeers information relating to the creative process and photography credits, a case history for DeBeers Consolidated Mines, Ltd., The Diamond Engagement Ring, Managing Communication at all levels, DuPont publications, JC Penny Marketing Communication Plan Recommendation, Leaf, Incorporated, Saturn presentation, and USAREC oral presentation.


Series 18, Legal Records, circa 1911-1982, Ayer's legal records are arranged by twelve subject groupings within four boxes. The twelve groupings are advertising service agreements (circa 1918-1982), bylaws, copyright claims, correspondences, international correspondences, dissolution of trusts, stock information, agreements between partners, incorporation materials, reduction of capital, property information and miscellaneous materials. The bulk of the materials are the advertising service agreements. These agreements are between Ayer and their clients and state the services Ayer will offer and at what cost. The bylaws are Ayer's company bylaws from 1969 and 1972. The copyright claims are certificates stating Ayer's ownership over certain published materials (i.e. "Policy", Media Equalizer Model, and Don Newman's Washington Square Experiment). The correspondences relate to either the voting trust and receipts for agreement or the New York Corporation. The international correspondences are from either Ayer's Canadian office or London office. The dissolutions of trusts contains materials about the dividend trust of Wilfred F. Fry, the investment trust of Winfred W. Fry, the voting trust, and the New York corporation. The stock information has stock certificates and capital stock information. The agreements between partners (1911-1916) specify the terms between F.W. Ayer and his partners. The incorporation materials (circa 1929-1977) deal with Ayer advertising agency becoming incorporated in the state of Delaware. The reduction of capital grouping is a notification that shares of stock have been retired. The property information grouping contains property deeds and insurance policy (circa 1921-1939), a property appraisal (1934), and a bill of sale (1948). The miscellaneous grouping contains a house memo regarding a set of board meeting minutes and a registry of foreign companies in Commonwealth of Pennsylvania (1929-1954).

Subseries 18.1, Advertising Service Agreements, 1918-1982
Subseries 18.3, Copyright Claims, 1962-1969
Subseries 18.4, Correspondence, 1928-1933
Subseries 18.5, International Office Correspondence, 1947-1948
Subseries 18.6, Dissolution of Trusts, 1934-1937
Subseries 18.7, Stock Information, 1934-1974
Subseries 18.8, Agreements between Partners, 1911-1916
Subseries 18.9, Incorporation Materials, 1929-1977
Subseries 18.10, Certificates of Reduction of Capital, 1937; 1975
Subseries 18.11, Property Information, 1921-1948
Subseries 18.12, Miscellaneous Materials, 1929-1977

Series 19, Personnel Records, circa 1889-2001, are arranged into eight groupings within eight boxes. The groupings are employee card files, photographs, Ayer alumni, biographies, speeches, recollections, oral histories, and miscellaneous. Typed manuscript of book A Copy Writer Speaks by George Cecil, NW Ayer, Incorporated copy head 1920s-1950s

Subseries 19.1, Employee card files, circa 1892-1915; 1929-1963, consists of index cards with the name, age, job title, date and wage increases, date of hire/fire, as well as remarks about the employee's
service and/or reasons for seeking or leaving the job. Materials are arranged alphabetically by the last name of the employee within three boxes.

**Subseries 19.2, Photographs, circa 1924-1984, undated**, are housed in two boxes. The photographs grouped together by subjects i.e. personnel, company events, Ayer buildings, and miscellaneous. This grouping primarily consists of personnel photographs. Includes a glass plate negative dated 1924 of NW Ayer.

**Subseries 19.3, Ayer Alumni, circa 1989-98**, include employees who have left Ayer. There is a listing of Ayer "graduates" and their current job. *Emeritus*, Ayer's alumni newsletter 1989-1996, makes up the majority of materials in this grouping. The newsletter keeps the alumni up to date with the happenings of Ayer and what has become of former Ayer employees. Emeritus is a quarterly newsletter devoted to the activities, thoughts and feelings of Ayer alumni a body of people who consists of retirees and former employees.

**Subseries 19.4, Biographical Information, circa 1889-1994, undated**, prominent members of Ayer's operations had biographical sketches completed of them. This was true for the bio sketches of Robert Ervin, Louis T. Hagopian, and George A. Rink. There is a substantial file on Dorothy Dignam ("Mis Dig"), a leading woman in the advertising world from the 1930s to the 1950s. Also of interest is a video ("The Siano Man") compiled by Ayer employees to commemorate Jerry Siano's retirement from Ayer in 1994. The series is arranged alphabetically by last name.

**Subseries 19.5, Speeches, circa 1919-1931; 1975**, contains speeches made by Wilfred W. Fry and Neal W. O'Connor. Wilfred W. Fry had various speaking engagements connected with Ayer. Contained in this group is a sampling of his speeches from 1919 to 1931. Neal O'Connor's speech "Advertising: Who Says It's a Young People's Business" was given at the Central Region Convention for the American Association of Advertising Agencies in Chicago on November 6, 1975. The speeches are arranged alphabetically by the speaker's last name.

**Subseries 19.6, Recollections, 1954-1984, undated**, are arranged alphabetically by last name. These are recollections from Ayer employees about the company and its advertisements. Some recollections are specifically about certain types of advertisements, like farm equipment while others reflect on F. W. Ayer and the company.

**Subseries 19.7, Oral History Interview Transcripts, 1983-1985; 1989-1991**, include interviews with key NW Ayer personnel, conducted by Ayer alumnae Howard Davis, Brad Lynch and Don Sholl (Vice President creative) for the Oral History Program. The materials are arranged alphabetically by the last name of the interviewee.

**Subseries 19.8, Oral History Interview Audio Tapes, 1985-1990**, include interviews on audiotape the materials are arranged alphabetically by the last name of the interviewee.

**Subseries 19.9, Internal Communications, 1940; 1970**, includes agency directory entry including a list of the employees, 1970s, annual banquet program for the Curfew Club May 22, 1940 a group formed by the Philadelphia employee in 1938. It sponsored numerous sports, social and educational activities. Groups were formed in public speaking, music appreciation and a series of talks on Monday evenings titled the modern woman. The front page was a series of talks for general interest. A list of officers, 1991, Twenty five year club membership, 1973 December 1, List of NW Ayer graduates, 1970, List of Officers, 1991 May 31, Obituary for Leo Lionni, 1999 October 17, List of photographers of advertisements, 2001.
Series 20, Background and History Information, 1817-1999, undated includes a chronology, 1817-1990, quick reference timeline, 1848-1923, loose pages from a scrapbook containing examples of correspondence, envelopes, advertisements dating from 1875-1878; slogans coined by NW Ayer & Sons, Incorporated, 1899-1990, history of management, 1909-1923, articles and photographs about the building and art galleries, 1926-1976, publications about the Philadelphia building, 1929, pamphlet relating to memories of NW Ayer & Sons, Incorporated, 1930s-1950s, television history, 1940-1948, Article about the history of the company, 1950 January, pocket guide, 1982, AdWeek reports about standings for advertising agencies, information relating to Human Contact which is NW Ayer's Information relating to Human Contact, undated which is their philosophy on advertising.

Series 21, Materials Created by other Advertising Agencies, 1945-1978, undated, consists of print advertisements collected by Ayer from other major advertising companies. The companies include Doyle Dane Bernback, Incorporated, Leo Burnett Company, Grey Advertising Agency, D'Arcy Ad Agency, Scali, McCabe, Sloves, Incorporated and Erwin Wasey Company. The materials are arranged in alphabetical order by client and include products from Ralston Purina and Van Camp (Chicken of the Sea), Kellogg, American Export Lines and No Nonsense Fashions.


Subseries 22.1, Print Advertisements, 1930-1990, undated

Subseries 22.2, Print Advertisements on Glass Plate Negatives, 1879-1881, undated, include Cannon towels, Cheny Brothers silks, Cornish & Company organs and pianos, Enterprise Manufacturing Company, 1879 sad iron, an ad from Harper's Weekly 1881 for ladies clothing, Ostermoor & Company mattresses, Pear's soap, Porter's cough balsam, Steinway pianos.

Series 23, Microfilm of Print Advertisements, circa 1908-1985, consists of three boxes of printed advertisements for the American Telephone and Telegraph Company. Some of the same advertisements might also be found in series two, three and four.

Arrangement

The collection is arranged into twenty-three series.

Series 1: Scrapbooks of Client Print Advertisements, circa 1870-1920

Series 2: Proofsheets, circa 1870-1930

Series 3: Proofsheets, circa 1920-1975


Series 5: Billboards, circa 1952-1956

Series 6: Audiovisual Materials
Series 7: Radio and Television Materials, 1933-1993, undated

Series 8: Chicago Office Print Advertisements, 1954-1989

Subseries 9.2: Personnel Files, 1950s-1970s


Series 11: Cunningham & Walsh Incorporated Materials, 1915-1987, undated


Series 13: Newell-Emmet, 1942-1957

Series 14: House Print Advertisements, 1870-1991

Series 15: Scrapbooks, 1872-1959

Series 16: Publications, 1849-2006
Subseries 16.3: General Publications about Advertising, 1922-2006
Subseries 16.4: Publications about other Subjects, 1948-1964

Series 17, Business Records, circa 1885-1990s
Subseries 17.1: Contracts, 1885-1908, undated
Subseries 17.2: General Client Information, 1911-1999, undated
Subseries 17.3: Individual Client Account Information, 1950s-1990s, undated
Subseries 17.4: Potential Clients, 1993
Subseries 17.5: Financial Records, 1929-1938

Series 18: Legal Records, circa 1911-1984
Subseries 18.1: Advertising Service Agreements, 1918-1982
Subseries 18.2: Bylaw Materials, 1969-1972
Subseries 18.3, Copyright Claims, 1962-1969
Subseries 18.4: Correspondence, 1928-1933
Subseries 18.5: International Office Correspondence, 1947-1948
Subseries 18.6: Dissolution of Trusts, 1934-1937
Subseries 18.7: Stock Information, 1934-1974
Subseries 18.8: Agreements between Partners, 1911-1916
Subseries 18.9: Incorporation Materials, 1929-1977
Subseries 18.10: Certificates of Reduction of Capital, 1937; 1975
Subseries 18.11: Property Information
Subseries 18.12: Miscellaneous Materials, 1929-1977

Series 19: Employee Materials, circa 1889-2001
Subseries 19.1: Employee Card files, circa 1892-1915; 1929-1963
Subseries 19.2: Photographs, circa 1924-1984, undated
Subseries 19.4: Biographical Information, circa 1889-1994
Subseries 19.5: Speeches, circa 1919-1931; 1975
Subseries 19.6: Recollections, 1954-1984, undated
Subseries 19.8: Oral History Audiotapes, 1985-1990
Subseries 19.9: Internal Communications, 1993-1999
Subseries 19.1: General Materials, 1940-2001

Series 20: History and Background Information about the Company, 1817-1999, undated
Series 21: Materials Created by other Advertising Agencies, 1945-1978, undated
Series 22: 2010 Addendum of Print Advertisements, circa 1879s-1990s, undated
Subseries 22.1: Print Advertisements, 1930-1990, undated
Subseries 22.2: Print Advertisements on Glass Plate Negatives, 1879-1881, undated

Series 23: Microfilm of Print Advertisements, circa 1908-1985

Names and Subject Terms
This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:
Subjects:
  Advertising agencies
  advertising

Types of Materials:
  Advertisements
  Business records -- 1840-2000
  Interviews -- 1980-2000
  Oral history -- 1980-1990
  Print advertising
  Proof sheets
  Proofs (printed matter)
  Scrapbooks -- 1840-1990
  Tear sheets
  Trade literature

Names:
  American Telephone and Telegraph Company -- Advertisements
  Ayer, Francis Wayland
  Cunningham & Walsh.
  De Kooning, Willem, 1904-1997
  Hixson & Jorgenson
  O'Keeffe, Georgia, 1887-1986
  United Air Lines, Inc. -- Advertisements
Container Listing

Series 1: Earliest Scrapbooks of Client Advertisements, circa 1870-1885

Box 1 (Series 1), Folder 1

Bound scrapbook, 1878-1880

Image(s)

The / Efficient Minute [black & white advertisement; tear sheet], 1910
1 Item (Ink on paper.; 8.8" x 6.1")

Image(s): The / Efficient Minute [black & white advertisement; tear sheet].
American Telephone and Telegraph Company, Advertiser
English.
Contains an illustration of a candlestick model telephone in front of faded modes of transportation; automobile, streetcar, train, ship and bi-plane.

In Series 1, Box 21, Folder 1.

Local Numbers
AC0059-0000270 (AC Scan)

Topic: Communication advertising telephone

Genre/ Form: Advertisements -- 1910-1920 Tear sheets

Box 2 (Series 1), Folder 1

Bound scrapbook, 1878-1880

Return to Table of Contents
Series 2: Proof Sheets, circa 1870-1930

Box 1 (Series 2), Folder 2
- R.J. Reynolds Tobacco Company, tobacco, Camel, 1914-1915

Box 1 (Series 2), Folder 2
- Stud Tobacco, tobacco, 1916-1917

Box 1 (Series 2), Folder 3
- Amarygyros, tobacco, Mogul, Egyptian Deities, Turkish Trophies, 1911

Box 1 (Series 2), Folder 3
- American Tobacco Company, tobacco, Blaine, Cremo, 1903

Box 1 (Series 2), Folder 4
- American Tobacco Company, tobacco, 1903

Box 1 (Series 2), Folder 5
- Aetna Life Insurance Company, insurance, 1903

Box 1 (Series 2), Folder 5
- Olympian Motor Company, automobiles, 1930

Box 1 (Series 2), Folder 5
- General Motors Truck Company, trucks, 1917-1918

Box 2, Folder 1
- Ohio Electric Car, automobiles, 1912

Box 2, Folder 1
- Babcock Electric Carriage, automobiles, 1911-1920

Box 2, Folder 1
- Brockway Truck, automobiles, 1911-1920

Box 2, Folder 1
- Continental Motor Car Company, automobiles, 1911-1920

Box 2, Folder 1
- Motor Car Supply, automobiles, 1911-1920

Box 2, Folder 1
- Rainer Motor Corporation, automobiles, 1911-1920

Box 2, Folder 1
- Jones-Thomas Company, automobiles, Jelco Tires, 1911-1920

Box 2, Folder 1
- Clyde Car Company, automobiles, 1911-1920

Box 2, Folder 1
- Fiat, automobiles, 1911-1920

Box 2, Folder 1
- Franklin Car Company, automobiles, 1911-1920
Box 2, Folder 1  Fulton Truck Company, automobiles, 1911-1920
Box 2, Folder 1  Gageal, automobiles, 1911-1920
Box 2, Folder 2  Titanium Alloy Manufacturing Company, alloys, alloy for car wheels and railroads, 1911-1920
Box 2, Folder 2  American Tin Plate Company, roofing, 1910-1912
Box 2, Folder 3  Erlanger Blumgart Company, fabric, Everfast Colorfast, Veluntina Velvet, 1901-1905
Box 2, Folder 3  Morton Sundown Company, 1923-1927
Box 2, Folder 4  Erlanger Blumgart Company, fabric, Everfast Colorfast, Veluntina Velvet, 1923-1927
Box 2, Folder 4  Erlanger Blumgart Company, fabric, Everfast Colorfast, Veluntina Velvet, 1904-1905
Box 2, Folder 4  Morton Sundown Company, 1921-1922
Box 2, Folder 4  American Cotton Company, cotton, newspaper clippings, 1922
Box 2, Folder 5  Erlanger Blumgart Company, fabric, Earl-Glo linings, Everfast fabric, 1899-1902
Box 2, Folder 6  National Carbon Company, flashlights, batteries, Eveready, 1928-1929
Box 2, Folder 7  National Carbon Company, flashlights, batteries, bulbs, camera flashes, 1924
Box 2, Folder 8  National Carbon Company, brushes, Columbia Pyramid, Eveready Pyramid, 1924-1926
Box 2, Folder 9  Jordan Motor Car Company, automobiles, 1924-1925
Box 2, Folder 9  Jordan Motor Car Company, automobiles, 1917-1920
Box 3, Folder 1  Briggs Stratton Motor, scooter, 1922
Box 3, Folder 1  Durant Motor Inc., automobiles, 1920
Box 3, Folder 1  Automatic Safety Tire Valve Corporation, tire valves, Whistler, Lox-On, 1922
Box 3, Folder 2  New Britain Machine Company, tractors, 1919-1921
Box 3, Folder 2

Autocar Company, automobiles, 1919-1920

Image(s)

Box 3, Folder 2 (Book 16)

The New Autocar Control / Simple as a Pair of Reins [black & white advertisement; tear sheet], 1905

1 Item (Ink on paper.; 5.25" x 4.0".,)

Image(s): The New Autocar Control / Simple as a Pair of Reins [black & white advertisement; tear sheet].

Autocar Company., Advertiser

English.

Man driving an open car with a silhouette of a man holding reins in the background.

Local Numbers

AC0059-0000080 (AC Scan)

Topic: Automobile driving
       Automobile industry and trade advertising

Genre/ Form: Advertisements -- 1960-1970
            Tear sheets

Box 3, Folder 2

Knox Motors Association, automobiles, traction unit, 1904-1905

Box 3, Folder 3

Andrea Inc., radios, Fada radios, 1917-1919

Box 3, Folder 4

Tuska Radio Company, radios, 1923-1925

Box 3, Folder 4

Verto Company, carburetors, 1923-1925

Box 3, Folder 4

Neutrodyne Radio, radios, 1923

Box 3, Folder 5

R.E. Thompson Company, radios, 1924-1925

Box 3, Folder 5

Rola Loud Speaker speakers, 1925-1926

Box 3, Folder 6

National Carbon Company batteries, Eveready, 1925

Box 3, Folder 7

National Carbon Company brushes, Pyramid brushes, 1923-1924

Box 3, Folder 8

National Carbon Company flashlights, batteries, 1926-1929

Box 3, Folder 9

National Carbon Company flashlights, Eveready, 1925
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<th>Box 3, Folder 10</th>
<th>National Carbon Company batteries, Eveready, 1926</th>
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<tr>
<td>Box 3, Folder 11</td>
<td>National Carbon Company batteries, 1927</td>
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<td>Box 3, Folder 12</td>
<td>National Carbon Company batteries, welding, photographic, projector carbons, 1928-1929</td>
</tr>
<tr>
<td>Box 3, Folder 13</td>
<td>National Carbon Company flashlight bulbs, Eveready, Read Deal Dry Cells, 1927-1929</td>
</tr>
<tr>
<td>Box 3, Folder 14</td>
<td>National Carbon Company lamps, Eveready Mazda, 1924-1926</td>
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<tr>
<td>Box 3, Folder 15</td>
<td>National Carbon Company lights, lamps, tubes, 1927-1929</td>
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<tr>
<td>Box 3, Folder 16</td>
<td>Prest-O-Lite Company batteries, lighting, torches, soldering irons, paint remover, 1927-1929</td>
</tr>
<tr>
<td>Box 3, Folder 17</td>
<td>Derf Spark Plugs spark plugs, 1925</td>
</tr>
<tr>
<td>Box 3, Folder 17</td>
<td>Verto Products, 1918-1919</td>
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<td>Box 3, Folder 17</td>
<td>Carter Carburetor Company carburetors, 1923</td>
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<td>Box 3, Folder 17</td>
<td>Bethlehem Products spark plugs, 1920-1921</td>
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<td>Box 3, Folder 17</td>
<td>Boyce Moto Meter temperature gauges, 1919-1921</td>
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<td>Box 4, Folder 1</td>
<td>National Macaroni Company food, macaroni, 1918-1919</td>
</tr>
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<td>Box 4, Folder 1</td>
<td>W.F. Quarrie and Company World Book Children's Encyclopedia, 1928</td>
</tr>
<tr>
<td>Box 4, Folder 2</td>
<td>National Carbon Company, batteries, 1927</td>
</tr>
<tr>
<td>Box 4, Folder 3</td>
<td>National Carbon Company, batteries, Eveready radio hour announcements, 1925</td>
</tr>
<tr>
<td>Box 4, Folder 4</td>
<td>National Carbon Company, batteries, 1926</td>
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<tr>
<td>Box 4, Folder 5</td>
<td>National Carbon Company, batteries, 1927</td>
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<tr>
<td>Box 4, Folder 6</td>
<td>National Carbon Company, batteries, 1928</td>
</tr>
<tr>
<td>Box 4, Folder 7</td>
<td>National Carbon Company radios, Eveready radio sets, 1929</td>
</tr>
</tbody>
</table>
Box 4, Folder 8  National Carbon Company anti-freeze, Eveready Prestone, 1928-1929
Box 4, Folder 9  National Carbon Company batteries, 1927-1929
Box 4, Folder 10 National Carbon Company batteries, Eveready Columbia, 1926
Box 4, Folder 11 National Carbon Company batteries, 1927
Box 5, Folder 1 National Carbon Company batteries, 1924
Box 5, Folder 2 National Carbon Company batteries, 1925
Box 5, Folder 3 Standard Diary Company calendars, diaries, 1928-1929
Box 5, Folder 3 Eaton, Crane and Pike Company stationery, 1928-1929
Box 5, Folder 3 Bedaux, Chas E. Company employee relations, factory management consulting, 1929
Box 5, Folder 3 Neutrodyne Radio radios, 1927
Box 5, Folder 3 Dodd, Mead and Company encyclopedias, 1926-1927
Box 5, Folder 4 Dick Agricultural Works, farm equipment, 1927-1929
Box 5, Folder 4 Bowsher Company, farm equipment, 1898-1906
Box 5, Folder 4 Ashtubula Tool Company, farm equipment, 1898-1906
Box 5, Folder 4 Albany Foundry Company, farm equipment, 1898-1906
Box 5, Folder 4 American Poultry Food Company, farm equipment, 1898-1906
Box 5, Folder 4 Akron Cultivator farm equipment, 1898-1906
Box 5, Folder 4 Ansbacher and Company farm equipment, 1898-1906
Box 5, Folder 4 Allen and Company farm equipment, 1898-1906
Box 5, Folder 4 Boomer and Boschert Press Company farm equipment, 1898-1906
Box 5, Folder 4 Ertel Company farm equipment, 1898-1906
<table>
<thead>
<tr>
<th>Box 5, Folder</th>
<th>Company Name and Type</th>
<th>Date Range</th>
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</thead>
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<tr>
<td>4</td>
<td>Belle City Mfg. Co.</td>
<td>1898-1906</td>
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<tr>
<td>4</td>
<td>Excelsior Wire and Poultry Supply Co.</td>
<td>1898-1906</td>
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<td>4</td>
<td>Bowker Co.</td>
<td>1898-1906</td>
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<td>4</td>
<td>Bennet Bros. Co.</td>
<td>1898-1906</td>
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<td>4</td>
<td>Blatchley</td>
<td>1898-1906</td>
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<td>4</td>
<td>Cortland and Implement Co.</td>
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<td>4</td>
<td>Dorsch and Sons</td>
<td>1898-1906</td>
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<td>4</td>
<td>Dedrick and Sons</td>
<td>1898-1906</td>
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<tr>
<td>4</td>
<td>Buckeye Incubator Co.</td>
<td>1898-1906</td>
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<tr>
<td>5</td>
<td>Loomis Machine Co.</td>
<td>1898-1906</td>
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<tr>
<td>5</td>
<td>Heebner and Sons</td>
<td>1898-1906</td>
</tr>
<tr>
<td>5</td>
<td>Hoover, Prout and Co.</td>
<td>1898-1906</td>
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<tr>
<td>5</td>
<td>Hench and Drumgold</td>
<td>1898-1906</td>
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<tr>
<td>5</td>
<td>Hendricks Co.</td>
<td>1898-1906</td>
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<tr>
<td>5</td>
<td>Hobson and Co.</td>
<td>1898-1906</td>
</tr>
<tr>
<td>5</td>
<td>Jackson</td>
<td>1898-1906</td>
</tr>
<tr>
<td>5</td>
<td>Janesville Machine Co.</td>
<td>1898-1906</td>
</tr>
<tr>
<td>5</td>
<td>Keystone Mfg. Co.</td>
<td>1898-1906</td>
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<tr>
<td>5</td>
<td>Lull and Skinner Co.</td>
<td>1898-1906</td>
</tr>
<tr>
<td>5</td>
<td>Field Force Pump Co.</td>
<td>1898-1906</td>
</tr>
<tr>
<td>5</td>
<td>Lininger and Metcalf Co.</td>
<td>1898-1906</td>
</tr>
<tr>
<td>5</td>
<td>Economy Silo and Tank Co.</td>
<td>1898-1906</td>
</tr>
</tbody>
</table>
Box 5, Folder 5  Heesen Bros. farm equipment, 1898-1906
Box 5, Folder 5  Forest Incubator Company farm equipment, 1898-1906
Box 5, Folder 5  Empire Mfg. Company farm equipment, 1898-1906
Box 5, Folder 5  Stahl farm equipment, 1898-1906
Box 5, Folder 5  Eureka Mower Company farm equipment, 1898-1906
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Box 5, Folder 5  Gray's Sons farm equipment, 1898-1906
Box 5, Folder 5  Foos Mfg. Company farm equipment, 1898-1906
Box 5, Folder 5  Goodell Company farm equipment, 1898-1906
Box 5, Folder 5  Gale Mfg. Company farm equipment, 1898-1906
Box 5, Folder 5  Greenville Planter Company farm equipment, 1898-1906
Box 5, Folder 5  Greider farm equipment, 1898-1906
Box 5, Folder 5  Evans-Snider-Buel Company farm equipment, 1898-1906
Box 5, Folder 5  Gemmer Engine and Mfg. Company farm equipment, 1898-1906
Box 6, Folder 1  Greider farm equipment, 1898-1906
Box 6, Folder 1  Harder Mfg. Company farm equipment, 1907-1910
Box 6, Folder 1  Heebner and Sons farm equipment, 1907-1910
Box 6, Folder 1  Hench and Drumgold Company farm equipment, 1907-1910
Box 6, Folder 1  Hendricks Company farm equipment, 1907-1910
Box 6, Folder 1  Hickory Seed Company farm equipment, 1907-1910
Box 6, Folder 1  Hesler Company farm equipment, 1907-1910
Box 6, Folder 1  Gray's Sons farm equipment, 1907-1910
Box 6, Folder 1  Essex Incubator Company farm equipment, 1907-1910
Box 6, Folder 1  Hoover Mfg. Company farm equipment, 1907-1910
Box 6, Folder 1  Hertzler and Zook Company farm equipment, 1907-1910
Box 6, Folder 1  Goulding Fertilizer Company farm equipment, 1907-1910

Image(s)

Box 6, Folder 1  Goulding's Fertilizer advertisement [proof], 1909
   1 Item (Ink on paper.; 7.5” x 6.3”)
   Image(s): Goulding's Fertilizer advertisement [proof], 1909.
   Goulding Fertilizer Co., the, Advertiser
   English.
   Illustration of African American man working in a corn field. Text begins:
   “Fatten Your Soil--You Fatten Your Pocketbook...”

Local Numbers
   AC0059-0000264 (AC Scan No.)

2?

Topic: Agriculture
   Business Advertising -- Agriculture
   Ethnic Imagery Project, Archives Center
   Fertilizers

Genre/ Form: Proofs (printed matter)
   Culture: African Americans

Box 6, Folder 1  Goodell Company farm equipment, 1907-1910
Box 6, Folder 1  Garrison Bros. Company farm equipment, 1907-1910
Box 6, Folder 1  Fridie's San Jose Scale farm equipment, 1907-1910
Box 6, Folder 1  Field Force Pump Company farm equipment, 1907-1910
Box 6, Folder 1  Fetzer Company farm equipment, 1907-1910
Box 6, Folder 1  Hodgson Company farm equipment, 1907-1910
Box 6, Folder 1  Eureka Mower Company farm equipment, 1907-1910
Box 6, Folder 1  Jolley and Company farm equipment, 1907-1910
Box 6, Folder 1  Empire Mfg. Company farm equipment, 1907-1910
Box 6, Folder 1  Ely Mfg. Company farm equipment, 1907-1910
Box 6, Folder 1  Electric Wheel Company farm equipment, 1907-1910
Box 6, Folder 1  Eagle Mfg. Company farm equipment, 1907-1910
Box 6, Folder 1  Farquhar Company farm equipment, 1907-1910
Box 6, Folder 1  Dederick's Sons farm equipment, 1907-1910
Box 6, Folder 1  Dorsch and Sons farm equipment, 1907-1910
Box 6, Folder 1  Akron Cultivator farm equipment, 1907-1910
Box 6, Folder 1  Bigbee Fertilizer Company farm equipment, 1907-1910

Image(s)

Box 6, Folder 1  [Advertisement for Bigbee's High Grade Fertilizers, with illustration of African American man carrying basket of cotton : proof], 1909
1 Item (Ink on paper.; 7.4" x 6.5")

Image(s): [Advertisement for Bigbee's High Grade Fertilizers, with illustration of African American man carrying basket of cotton : proof], 1909.
Bigbee Fertilizer Company, Advertiser
English.
Corn also illustrated. Caption: "Why You Didn't Make Enough Corn Per Acre Last Year."

Local Numbers
AC0059-0000263 (AC Scan No.)

Topic:  Corn
        Cotton
        Ethnic Imagery Project, Archives Center
        Fertilizers
        advertising
        advertising -- Agriculture

Culture:  African Americans
Box 6, Folder 1  Boomer and Boschert Press Company farm equipment, 1907-1910
Box 6, Folder 1  Banwell Hoxie Wire Fence Company farm equipment, 1907-1910
Box 6, Folder 1  Banta and Bender Company farm equipment, 1907-1910
Box 6, Folder 1  Bickmore Gall Cure Company farm equipment, 1907-1910
Box 6, Folder 1  Bucher and Gibbs Plow Company farm equipment, 1907-1910
Box 6, Folder 1  Buckeye Incubator Company farm equipment, 1907-1910
Box 6, Folder 1  Imperial Mfg. Company farm equipment, 1907-1910
Box 6, Folder 1  Dairy Association Company farm equipment, 1907-1910
Box 6, Folder 1  Huber Mfg. Company farm equipment, 1907-1910
Box 6, Folder 1  Delaware Stock Farm farm equipment, 1907-1910
Box 6, Folder 1  Deming Company farm equipment, 1907-1910
Box 6, Folder 1  Keystone Farm Machine Company farm equipment, 1907-1910
Box 6, Folder 1  Kalamazoo Tank and Silo farm equipment, 1907-1910
Box 6, Folder 1  Jackson farm equipment, 1907-1910
Box 6, Folder 1  International Poultry Sales Company farm equipment, 1907-1910
Box 6, Folder 1  Imboden, Harrow and Roller Company farm equipment, 1907-1910
Box 6, Folder 1  Hurst Mfg. Company farm equipment, 1907-1910
Box 6, Folder 1  Hurraw and Sons farm equipment, 1907-1910
Box 6, Folder 1  Hunt, Helm, Ferris and Company farm equipment, 1907-1910
Box 6, Folder 1  Humphrey farm equipment, 1907-1910
Box 6, Folder 1  Cyphers farm equipment, 1907-1910
Box 6, Folder 2  Stahl farm equipment, 1907-1910
<table>
<thead>
<tr>
<th>Box 6, Folder 2</th>
<th>Wahl farm equipment, 1898-1910</th>
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</thead>
<tbody>
<tr>
<td>Box 6, Folder 2</td>
<td>Star Machine Company farm equipment, 1898-1910</td>
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<tr>
<td>Box 6, Folder 2</td>
<td>Smalley Mfg. Company farm equipment, 1898-1910</td>
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<td>Box 6, Folder 2</td>
<td>Stover Mfg. Company farm equipment, 1898-1910</td>
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<td>Box 6, Folder 2</td>
<td>Silver Company farm equipment, 1898-1910</td>
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<td>Shotwell, Tucker and McGinn farm equipment, 1898-1910</td>
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<td>Box 6, Folder 2</td>
<td>Ulrich Mfg. Company farm equipment, 1898-1910</td>
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<td>Box 6, Folder 2</td>
<td>Straub and Company farm equipment, 1898-1910</td>
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<td>Box 6, Folder 2</td>
<td>Wilson Bros. farm equipment, 1898-1910</td>
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<td>Box 6, Folder 2</td>
<td>Sprout, Waldron and Company farm equipment, 1898-1910</td>
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<td>Box 6, Folder 2</td>
<td>Woodcock Feed Mill farm equipment, 1898-1910</td>
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<td>Box 6, Folder 2</td>
<td>Wilbur Meal Company farm equipment, 1898-1910</td>
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<tr>
<td>Box 6, Folder 2</td>
<td>Wood Machine Company farm equipment, 1898-1910</td>
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<td>Young farm equipment, 1898-1910</td>
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<td>Box 6, Folder 2</td>
<td>Larkin and Herzberg farm equipment, 1898-1910</td>
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<td>Spangler Mfg. Company farm equipment, 1898-1910</td>
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<td>Box 6, Folder 2</td>
<td>Webster and Dickenson farm equipment, 1898-1910</td>
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<td>Box 6, Folder 2</td>
<td>Nicholas and Shepard Company farm equipment, 1898-1910</td>
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<td>Box 6, Folder 2</td>
<td>Lee Company farm equipment, 1898-1910</td>
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<td>Box 6, Folder 2</td>
<td>Meter and Sons farm equipment, 1898-1910</td>
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<td>Box 6, Folder 2</td>
<td>Messinger Mfg. Company farm equipment, 1898-1910</td>
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<tr>
<td>Box, Folder</td>
<td>Company and Type</td>
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<tr>
<td>Box 6, Folder 2</td>
<td>Mast and Company farm equipment</td>
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<td>Box 6, Folder 2</td>
<td>Stearns Company farm equipment</td>
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<td>Box 6, Folder 2</td>
<td>Nash Mfg. Company farm equipment</td>
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<td>Box 6, Folder 2</td>
<td>Newton Remedy Company farm equipment</td>
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<td>Box 6, Folder 2</td>
<td>Niagara Engine Company farm equipment</td>
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<td>Box 6, Folder 2</td>
<td>Osgood Scale Company farm equipment</td>
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<td>Box 6, Folder 2</td>
<td>Ohio Cultivator Company farm equipment</td>
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<td>Prairie State Company farm equipment</td>
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<td>Peppler Company farm equipment</td>
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<td>National Nitro-Culture Company farm equipment</td>
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<td>Royster Guano Company farm equipment</td>
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<td>Box 6, Folder 2</td>
<td>Moselsey and Pritchard Mfg. Company farm equipment</td>
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<td>Box 6, Folder 2</td>
<td>Powell Company farm equipment</td>
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<td>Box 7, Folder 1</td>
<td>Stratton Mfg. Company farm equipment</td>
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<td>Box 7, Folder 1</td>
<td>Standard Bone Cutter Company farm equipment</td>
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<tr>
<td>Box 7, Folder 1</td>
<td>Star Mfg. Company farm equipment</td>
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<td>Box 7, Folder 1</td>
<td>Spangler Mfg. Company farm equipment</td>
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<td>Box 7, Folder 1</td>
<td>Unadilla Silo Company farm equipment</td>
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<td>Box 7, Folder 1</td>
<td>Wheeling Mold and Foundry Company farm equipment</td>
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<td>Box 7, Folder 1</td>
<td>Wickstrum Incubator Company farm equipment</td>
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<td>Box 7, Folder 1</td>
<td>Silver Company farm equipment</td>
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<tr>
<td>Box 7, Folder 1</td>
<td>Shepard Company farm equipment</td>
</tr>
</tbody>
</table>
Box 7, Folder 1  New Idea Spreader Company farm equipment, 1913-1919
Box 7, Folder 1  Ross Bros. Company farm equipment, 1913-1919
Box 7, Folder 1  Williams Bros. farm equipment, 1913-1919
Box 7, Folder 1  Newton Producing Company farm equipment, 1913-1919

Image(s)

Newtown S. C. White Leghorn [black & white advertisement; tear sheet], 1913
1 Item (Ink on paper.; 10.5 x 8.4").

Image(s): Newtown S. C. White Leghorn [black & white advertisement; tear sheet].

Newtown Producing Company, Newtown, PA, Advertiser
English.
Illustrated with six rosters. Text states "For heavy layers as well as show birds order ... hatching eggs and baby chicks."

In Series ?, Box 7, Folder 1.

Local Numbers
AC0059-0000125 (AC Scan)

Topic:   Chickens
advertising

Genre/   Advertisements -- 1940-1950
Form:    Tear sheets

Box 7, Folder 1  Messinger Mfg. Company farm equipment, 1913-1919
Box 7, Folder 1  Niagara Hydraulic Engine Company farm equipment, 1913-1919
Box 7, Folder 1  Roberts Veterinary Company farm equipment, 1913-1919
Box 7, Folder 1  New Holland Machine Company farm equipment, 1913-1919
Box 7, Folder 1  Mulford Company farm equipment, 1913-1919
Box 7, Folder 1  Newton Remedy Company farm equipment, 1913-1919
Box 7, Folder 1  Owens Farm farm equipment, 1913-1919
Box 7, Folder 1  Ohio Farmers Hay Tool Company farm equipment, 1913-1919
Box 7, Folder 1  Pray's Ice Tools farm equipment, 1913-1919

Box 7, Folder 1  Pittsfield Poultry Farm Company farm equipment, 1913-1919

Box 7, Folder 1  Root Company farm equipment, 1913-1919

Box 7, Folder 2  Korn Krisp cereal, food, 1913-1919

Image(s)

Pettijohn's for indoor people / It gives you that outdoor feeling. [black & white advertisement; tear sheet], 1902
1 Item (ink on paper.; 7.9" x 5.2").

Image(s): Pettijohn's for indoor people / It gives you that outdoor feeling. [black & white advertisement; tear sheet].

American Cereal Co., Advertiser

English.

Illustrated by two bear cubs working in an office, signed Cory. The product is flaked breakfast food.

In Series ?, Box 7, Folder 2 (Book 50) Cereal and Food Companies 1902-03.

Local Numbers

AC0059-0000039 (AC Scan)

Topic: Breakfast cereals advertising

Genre/ Form: Advertisements -- 1900-1910 Tear sheets

Cream of Wheat / Little Miss Muffet, sat on a tuffet, ... [color advertisement; tear sheet], 1902
1 Item (ink on paper.; 10.6" x 8.7").

Image(s): Cream of Wheat / Little Miss Muffet, sat on a tuffet, ... [color advertisement; tear sheet].

Cream of Wheat Co., Advertiser

English.

Illustration of young girl at a table being served a steaming bowl of cereal.

In Series ?, Box 7, Folder 2.

Local Numbers

AC0059-0000130 (AC Scan)

Topic: Breakfast cereals advertising

Genre/ Form: Advertisements -- 1900-1910 Tear sheets
Box 7, Folder cereal and Food Companies 1902-1903

In Every Walk of Life [black & white advertisement; tear sheet], Circa 1900
1 Item (ink on paper.; 8.3" x 5.7").
Image(s): In Every Walk of Life [black & white advertisement; tear sheet].
Mapl-Flake Hygenic Pure Food Company, Advertiser
English.
Illustration of boy walking to school and a business man on the street.

Local Numbers
AC0059-0000132 (AC Scan)

Topic: Breakfast cereals advertising
Genre/ Form: Advertisements -- 1900-1910 Tear sheets

Box 7, Folder cereal and Food Companies 1902-1903

Mother's Oats are the best [black & white advertisement; tear sheet], Circa 1900
1 Item (ink on paper.; 8.6" x 6.0").
Image(s): Mother's Oats are the best [black & white advertisement; tear sheet].
The Quaker Oats Company, Chicago, Illinois, Advertiser
English.
Illustration of two young boys, one labeled as nice the other as naughty.

Local Numbers
AC0059-0000133 (AC Scan)

Topic: Breakfast cereals advertising
Genre/ Form: Advertisements -- 1900-1910 Tear sheets

Box 7, Folder cereal and Food Companies 1902-1903

At the Top of the Heap. [black & white advertisement; tear sheet], Circa 1902
1 Item (ink on paper.; 8.3" x 5.7").
Image(s): At the Top of the Heap. [black & white advertisement; tear sheet].
Korn-Krisp Co., Advertiser
English.
Illustration of a mostly harvested corn field and ears of corn in a pile.

Local Numbers
AC0059-0000135 (AC Scan)

Topic: Breakfast cereals advertising
Genre/ Form: Advertisements -- 1900-1910 Tear sheets
Box 7, Folder cereal and Food Companies 1902-1903

Eat Granola and Live [black & white advertisement; tear sheet], Circa 1902
1 Item (Ink on paper.; 8.5" x 5.5").
Image(s): Eat Granola and Live [black & white advertisement; tear sheet].
Battle Creek Sanitarium Food Co., Advertiser
English.
All text, no illustration.

Local Numbers

AC0059-0000136 (AC Scan)

Topic: Breakfast cereals advertising
Genre/ Form: Advertisements -- 1900-1910 Tear sheets

Box 7, Folder cereal and Food Companies 1902-1903

Here 'It' is - try 'It' [black & white advertisement; tear sheet], Circa 1902
2 Items (glued to sheet of colored paper; Ink on paper; 10.0" x 4.5").
Image(s): Here 'It' is - try 'It' [black & white advertisement; tear sheet].
Genesee Pure Food Co., Advertiser
English.
Illustrated with a woman holding a box of "It" cereal.

Local Numbers

AC0059-0000137 (AC Scan)

Topic: Breakfast cereals advertising
Genre/ Form: Advertisements -- 1900-1910 Tear sheets

Box 7, Folder cereal and Food Companies 1902-1903

Eat Pettijohn's Breakfast Food [color advertisement; tear sheet], 1902
1 Item (Ink on paper.; 10.0" x 7.4").
Image(s): Eat Pettijohn's Breakfast Food [color advertisement; tear sheet].
American Cereal Co., Advertiser
English.
Illustrated with a bear in an apron cooking a kettle of cereal over a camp fire
for a little girl in a red coat and hat while three other bears play around trees
in the snowy background.

Local Numbers

AC0059-0000138 (AC Scan)

Topic: Breakfast cereals advertising
Genre/ Form: Advertisements -- 1900-1910 Tear sheets
Box 7, Folder 2  Genessee Pure Food Company cereal, food, 1902-1903

Box 7, Folder 2  H-O cereal, food, 1902-1903

Box 7, Folder 2  Malta Vita Food Company cereal, food, 1902-1903

Box 7, Folder cereal and Food Companies 1902-1903 Malta-Vita the Perfect Food [black & white advertisement; tear sheet], Circa 1902
1 Item (ink on paper.; 7.6" x 5.6").
Image(s): Malta-Vita the Perfect Food [black & white advertisement; tear sheet].
Malta-Vita Pure Food Co., Advertiser
English.
Illustration of a man and woman seated at a table eating cereal.

Local Numbers
AC0059-0000134 (AC Scan)

Topic: Breakfast cereals advertising

Genre/Form: Advertisements -- 1900-1910 Tear sheets

Box 7, Folder 2  Granola Battle Creek Sanatarium food Company cereal, food, 1902-1903

Box 7, Folder 2  Mothers Oats cereal, food, 1902-1903

Box 7, Folder 2  Cook's Flaked Rice cereal, food, 1902-1903

Box 7, Folder 2  Quaker Oats cereal, food, 1902-1903
Image(s)

Quaker Oats Children [black & white advertisement; tear sheet], Circa 1900
1 Item (ink on paper.; 10.9" x 8.8").
Image(s): Quaker Oats Children [black & white advertisement; tear sheet].
The Quaker Oats Company, Chicago, Illinois, Advertiser
English.
Illustration of young children holding up bowls to the Quaker Oats man

In Series ?, Box 7, Folder 2.

Local Numbers
AC0059-0000131 (AC Scan)

Topic: Breakfast cereals advertising
Genre/ Form: Advertisements -- 1900-1910 Tear sheets

Box 7, Folder 2  Cero-Fruto Cereal cereal, food, 1902-1903
Box 7, Folder 2  Grape Nuts cereal, food, 1902-1903
Box 7, Folder 2  Mapl-Flake Hygenic Pure Food Company cereal, food, 1902-1903
Box 7, Folder 2  Malted Cereals Company cereal, food, 1902-1903
Box 7, Folder 2  Malta-Ceres-Twin City Nut Food Company cereal, food, 1902-1903
Box 7, Folder 2  Malt-Too Flake Food Company cereal, food, 1902-1903
Box 7, Folder 2  Oatnuts-Liberty Food Company cereal, food, 1902-1903
Box 7, Folder 2  Pettyjohn-American Cereal Company cereal, food, 1902-1903
Box 7, Folder 2  Flak-Ota Cereal cereal, food, 1902-1903
Box 7, Folder 2  Bourdeau Food Company cereal, food, 1902-1903
Box 7, Folder 2  Davis Mill Company cereal, food, 1902-1903
Box 7, Folder 2  Atas Oast Company cereal, food, 1902-1903
Box 7, Folder 2  Pillsbury's Flour Mills cereal, food, 1902-1903
Box 7, Folder 2  Cream of Wheat cereal, food, 1902-1903

Image(s)

Cream of Wheat "Oh, for a New Animal!" [black & white advertisement; tear sheet], Circa 1900
1 Item (Ink on paper.; 10.5" x 8.6").

Image(s): Cream of Wheat "Oh, for a New Animal!" [black & white advertisement; tear sheet].
Cream of Wheat Co., Advertiser
English.
Text says "One doesn't tire of delicious Cream of Wheat ...."

In Series ?, Box 7, Folder 2.

Local Numbers
AC0059-0000126 (AC Scan)
Cream of Wheat / The first thing in the morning and the last thing at night [black & white advertisement; tear sheet], 1902
1 Item (Ink on paper.; 10.4” x 8.6”.)
Image(s): Cream of Wheat / The first thing in the morning and the last thing at night [black & white advertisement; tear sheet].
Cream of Wheat Co., Advertiser
English.
Illustration of young girl sitting in bed drawing the Cream of Wheat logo in the frost on the window.

In Series ?, Box 7, Folder 2.

Local Numbers
AC0059-0000127 (AC Scan)

To Market, To Market, To buy Cream of Wheat ... [color advertisement; tear sheet], 1902
1 Item (Ink on paper.; 10.7” x 8.7”.)
Image(s): To Market, To Market, To buy Cream of Wheat ... [color advertisement; tear sheet].
Cream of Wheat Co., Advertiser
English.
Illustration of young couple skipping down the street.

In Series ?, Box 7, Folder 2.

Local Numbers
AC0059-0000128 (AC Scan)

Cream of Wheat / Strong Bodies [black & white advertisement; tear sheet], Circa 1900
1 Item (ink on paper.; 10.6" x 8.8".)
Image(s): Cream of Wheat / Strong Bodies [black & white advertisement; tear sheet].
Cream of Wheat Co., Advertiser
English.
Illustration of young girl at the table with her hands wrapped around a
steaming bowl of cereal.

In Series ?, Box 7, Folder 2.

Local Numbers

AC0059-0000129 (AC Scan)

Topic: Breakfast cereals
advertising

Genre/ Form: Advertisements -- 1900-1910
Tear sheets

Box 7, Folder 3 Freeport Mfg. Company farm equipment, 1902-1903
Box 7, Folder 3 Andrews Paper Box and Poultry Company farm equipment, 1915-1927
Box 7, Folder 3 Globe Silo Company farm equipment, 1915-1927
Box 7, Folder 3 Roberts Veterinary Company farm equipment, 1915-1927
Box 7, Folder 3 Newton Remedy Company farm equipment, 1915-1927
Box 7, Folder 3 New Holland Machine Company farm equipment, 1915-1927
Box 7, Folder 3 New Albany Box and Basket Company farm equipment, 1915-1927
Box 7, Folder 3 Field Force Pump Company farm equipment, 1915-1927
Box 7, Folder 3 Farquhar Company farm equipment, 1915-1927
Box 7, Folder 3 Economy Silo and Mfg. Company farm equipment, 1915-1927
Box 7, Folder 3 Eureka Mower Company farm equipment, 1915-1927
Box 7, Folder 3 Chicago Steel Post Company farm equipment, 1915-1927
Box 7, Folder 3 Barron Publishing Company farm equipment, 1915-1927
Box 7, Folder 3 Niagara Hydraulic Engine Company farm equipment, 1915-1927
Box 8, Folder 1  Reed Company paper, crepe paper, 1915-1927
Box 8, Folder 1  Shattuck Company candy, 1925-1926
Box 8, Folder 1  Hollingsworth Candies candy, 1928-1929
Box 8, Folder 1  Morse Chocolates cakes, chocolate, 1927-1928
Box 8, Folder 1  Todd Mabie Company pens, 1925-1926
Box 8, Folder 1  Demley, Inc., 1925-1928
Box 8, Folder 2  Colgan Chewing Gum Company candy, taffy, chewing gum, 1925-1926
Box 8, Folder 2  Mint Products Company candy, gum, life savers, 1909-1922
Box 8, Folder 2  Colgan Chewing Gum Company candy, taffy, chewing gum, 1919-1920
Box 8, Folder 2  Colgan Chewing Gum Company candy, taffy, chewing gum, 1906
Box 8, Folder 3  American Lady Corset Company corsets, 1904
Box 8, Folder 3  Warner's Rust Proof Corsets corsets, 1909
Box 8, Folder 3  Redform Corsets corsets, 1920-1923
Box 8, Folder 4  Buffalo Lithia Springs Water Company candy, food, advertisements, 1920-1923
Box 8, Folder 4  California Prunes candy, food, advertisements, 1915-1929
Box 8, Folder 4  Hooker Electrochemical Company candy, food, advertisements, 1915-1929
Box 8, Folder 4  National Fruit Products Company candy, food, advertisements, 1915-1929
Box 8, Folder 4  Pine Bros. Glycerine Tablets candy, food, advertisements, 1915-1929
Box 8, Folder 4  Belle Mead Sweets candy, food, advertisements, 1915-1929
Box 8, Folder 4  Schutter-Johnson Candy Company candy, food, advertisements, 1915-1929
Box 8, Folder 4  Vanola Company candy, food, advertisements, 1915-1929
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<th>Weston Biscuits Company</th>
<th>candy, food, advertisements, 1915-1929</th>
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<td>Box 8, Folder 4</td>
<td>Dickinson Company</td>
<td>candy, food, advertisements, 1915-1929</td>
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<td>Box 8, Folder 5</td>
<td>American Fruit Growers Inc.</td>
<td>fruit, Blue Goose, 1915-1929</td>
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<td>Box 8, Folder 6</td>
<td>Smith Bros. Cough Drops</td>
<td>cough drops, 1921-1926</td>
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<td>Box 8, Folder 6</td>
<td>Burt's Cough Drops</td>
<td>cough drops, 1915-1917</td>
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<td>Box 9, Folder 1</td>
<td>Associated Rice Millers of America</td>
<td>food, rice, 1919</td>
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<td>Box 9, Folder 1</td>
<td>R-C Motion Pictures</td>
<td>motion pictures, 1920</td>
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<td>Box 9, Folder 2</td>
<td>Glucose Sugar Refining Company</td>
<td>sugar, 1922</td>
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<tr>
<td>Box 9, Folder 2</td>
<td>Matthews Molasses</td>
<td>feed condiments, molasses, 1902-1903</td>
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<td>Box 9, Folder 3</td>
<td>Ruckheim Bros. and Eckstein</td>
<td>candy, Cracker Jack, 1920-1921</td>
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<td>Box 9, Folder 3</td>
<td>Nunnally Candy Company</td>
<td>candy, 1916</td>
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<td>Box 9, Folder 4</td>
<td>Campfire Corporation</td>
<td>food, marshmallows, 1909-1913</td>
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<td>Box 9, Folder 5</td>
<td>Cadillac Motor Company</td>
<td>farm equipment, 1926</td>
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Box 11, Folder 1  Franklin Mills Company breakfast food, 1902-1903
Box 11, Folder 1  Pieser and Company breakfast food, 1902-1903
Box 11, Folder 1  Battle Creek Food Company breakfast food, 1902-1903
Box 11, Folder 1  Tillson's Oats breakfast food, 1902-1903
Box 11, Folder 1  Tryalbita Food Company breakfast food, 1902-1903
Box 11, Folder 1  Strength Food Company breakfast food, 1902-1903
Box 11, Folder 1  Natural Food Company breakfast food, 1902-1903
To hold as't were, the mirror up to nature. [black & white advertisement; tear sheet], 1902
1 Item (ink on paper.; 12.1" x 9.0").
Image(s): To hold as't were, the mirror up to nature. [black & white advertisement; tear sheet].
Natural Food Company (Niagara Falls, NY), Advertiser
English.
A Shredded Wheat Biscuit reflected in a mirror next to a wheat field.
In Series ?, Box 11 (Book 68), Folder Natural Food Company 1902.

Local Numbers

AC0059-0000038 (AC Scan)

Topic:                  Breakfast cereals
                        Wheat products
                        Advertising

Genre/ Form:           Advertisements -- 1900-1910
                        Tear sheets

Box 11, Folder 1       Scotch Oats breakfast food, 1902-1903
Box 11, Folder 1       Ralston Purina Company breakfast food, 1902-1903
Box 11, Folder 1       Reday Biscuits breakfast food, 1902-1903
Box 11, Folder 2       Hartford Schock Absorbers shock absorbers, 1902-1903
Box 11, Folder 3       Whitman Candy Company candy, 1919-1923
                        Image(s)
Box 11, Folder 3       A Bad Boy but a Good Judge [black & white advertisement; tear sheet], 1902
                        1 Item (ink on paper.; 4.3" x 2.9").
                        Image(s): A Bad Boy but a Good Judge [black & white advertisement; tear sheet].
                        Stephen F. Whitman & Son, Advertiser
                        English.
                        Whitman's Chocolates & Confections ad illustrated with a boy eating a box of chocolates.

Local Numbers

AC0059-0000215 (AC Scan)

Topic:                  Candy
                        Chocolate candy.
                        Advertising
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<td>Trowbridge Chocolate Chip Company candy, 1896-1915</td>
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<td>Acker Candy candy, 1896-1915</td>
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<td>Booth Chocolates candy, 1896-1915</td>
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<td>Evangeline Chocolate Shop candy, 1896-1915</td>
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<td>Goddard Fastners fasteners, 1918-1923</td>
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<td>Peppler and Son farm equipment, 1922</td>
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<td>Phila Water Supply Company farm equipment, 1910-1912</td>
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<td>Otwell farm equipment, 1910-1912</td>
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<td>Ohio Marble Company farm equipment, 1910-1912</td>
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<td>Box 12, Folder 1</td>
<td>Niagara Hydraulic Engine Company farm equipment, 1910-1912</td>
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<td>Powers Mfg. Company farm equipment, 1910-1912</td>
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<td>Split Hickory Wheel Company farm equipment, 1910-1912</td>
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<td>Shepard Company farm equipment, 1910-1912</td>
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<td>Watts Mfg. farm equipment, 1910-1912</td>
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<td>Newton Producing Company farm equipment, 1910-1912</td>
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<td>Scott Lumber Company farm equipment, 1910-1912</td>
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<td>New Idea Spreader Company farm equipment, 1910-1912</td>
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Box 12, Folder 1  National Seed Tester Company farm equipment, 1910-1912
Box 12, Folder 1  Morrill and Morley farm equipment, 1910-1912
Box 12, Folder 1  Mulford Company farm equipment, 1910-1912
Box 12, Folder 1  Spencer Apiaries farm equipment, 1910-1912
Box 12, Folder 1  New Holland Machine Company farm equipment, 1910-1912
Box 12, Folder 1  Stearns Company farm equipment, 1910-1912
Box 12, Folder 2  R.J. Reynolds Tobacco Company, tobacco, Prince Albert, 1910-1912
Box 12, Folder 3  R.J. Reynolds Tobacco Company, tobacco, Prince Albert, 1910-1911
Box 13, Folder 1  R.J. Reynolds Tobacco Company, tobacco, Prince Albert, 1912

[Advertisment depicting a North American Indian smoking Prince Albert tobacco : proof.], 1913
1 Item (Ink on paper.; 8.6" x 5.9")
Image(s): [Advertisment depicting a North American Indian smoking Prince Albert tobacco : proof.] 1913.
R.J. Reynolds Tobacco Company, Advertiser
English.
Prince Albert advertisement depicting an American Indian smoking Prince Albert tobacco.

Local Numbers
AC0059-0000253 (AC Scan No.)

Topic:  Ethnic Imagery Project, Archives Center
       Tobacco
       advertising -- Tobacco

Culture:  Indians of North America
[Native American smoking Prince Albert tobacco : advertisement, proof.],
1915
1 Item (Ink on paper.; 8.8" x 6.8")
Image(s): [Native American smoking Prince Albert tobacco : advertisement, proof.] 1915.
R.J. Reynolds Tobacco Company, Advertiser
English.
Prince Albert advertisement depicting a Native American smoking Prince Albert tobacco. Caption: "The braves who have gone to the Happy Hunting Grounds haven't anything on the wisenheims of this world who are next to the joys of smoking Prince Albert. Get your heavenly smoke NOW. The bite is taken out by a patented process."

Local Numbers
AC0059-0000256 (AC Scan No.)

Topic: Ethnic Imagery Project, Archives Center
Tobacco
advertising -- Tobacco

Genre/ Form: Proofs (printed matter)
Culture: Indians of North America

[Native American smoking Prince Albert tobacco : advertisement, proof],
1913
1 Item (Ink on paper.; 9.7" x 6.8")
Image(s): [Native American smoking Prince Albert tobacco : advertisement, proof]. 1913.
R.J. Reynolds Tobacco Company, Advertiser
English.
Prince Albert advertisement depicting a Native American smoking Prince Albert tobacco.

Local Numbers
AC0059-0000254 (AC Scan No.)

Topic: Ethnic Imagery Project, Archives Center
Tobacco
advertising -- Tobacco

Genre/ Form: Proofs (printed matter)
Culture: Indians of North America

[Native American smoking Prince Albert tobacco, advertisement : proof.],
1913
Prince Albert advertisement depicting a Native American smoking Prince Albert tobacco. Caption: "The ancient and honorable custom of sneaking off to the woods for a smoke probably originated with the Indians. Some oldtime squaw put the buck squarely up to her provider that his pipe didn't improve the air in the wigwam. If you belong to the ancient and honorable sneakers, you're smoking the wrong brand of pipe food. The aromatic fragrance of P.A. makes the jimmy pipe welcome indoors everywhere. P.A. has made a killing with men folks because it don't, can't, won't bite the tongue. The bite has been removed by a patented process."

Box 13, Folder 1

Jimmy Pipe O'Peace [advertisement proof], 1913

Prince Albert Tobacco advertisement depicting a Native American smoking a pipe under the title, "Jimmy Pipe o'Peace."

Box 13, Folder 1

[Prince Albert Tobacco advertisement depicting Plains Indians : proof], 1913
1 Item (ink on paper.; 12.7" x 9.5")
Image(s): [Prince Albert Tobacco advertisement depicting Plains Indians : proof], 1913.
R.J. Reynolds Tobacco Company, Advertiser
English.
Prince Albert Tobacco advertisement depicting a Native American smoking a pipe in the foreground while Plains Indians attack a covered wagon in the background.

Local Numbers
AC0059-0000258 (AC Scan No.)

Topic: Business Advertising -- Tobacco
Ethnic Imagery Project, Archives Center

Genre/ Form: Proofs (printed matter)

Culture: Indians of North America

Box 13, Folder 2 George Washington Tobacco, tobacco, 1913
Box 13, Folder 2 R.J. Reynolds Tobacco Company, tobacco, Prince Albert, 1914
Box 13, Folder 3 R.J. Reynolds Tobacco Company, tobacco, Prince Albert, 1914
Box 13, Folder 4 R.J. Reynolds Tobacco Company, tobacco, Prince Albert, 1915
Box 13, Folder 5 R.J. Reynolds Tobacco Company, tobacco, Prince Albert, 1916
Box 14, Folder 1 R.J. Reynolds Tobacco Company, tobacco, Prince Albert, 1917-1918
Box 14, Folder 2 R.J. Reynolds Tobacco Company, tobacco, Prince Albert, 1919
Box 14, Folder 3 R.J. Reynolds Tobacco Company, tobacco, Prince Albert, 1920-1923
Box 14, Folder 4 R.J. Reynolds Tobacco Company, tobacco, Camel Cigarettes, 1925-1926
Box 14, Folder 5 R.J. Reynolds Tobacco Company, tobacco, Camel Cigarettes, 1919
Box 14, Folder 6 R.J. Reynolds Tobacco Company, tobacco, Camel Cigarettes, 1920
Box 14, Folder 7 R.J. Reynolds Tobacco Company, tobacco, Camel Cigarettes, 1920
Box 15, Folder 1 R.J. Reynolds Tobacco Company, tobacco, Camel Cigarettes, 1921
Box 15, Folder 1
I'd walk a mile for a Camel [black & white advertisement; tear sheet], 1923
1 Item (ink on paper.; 7.1" x 7.2").
Image(s): I'd walk a mile for a Camel [black & white advertisement; tear sheet].
R.J. Reynolds Tobacco Company, Advertiser
English.
Camel brand cigarette ad illustrated with a man in a hat smoking and the cigarette pack.

Local Numbers
AC0059-0000233 (AC Scan)

Topic: Cigarettes
Tobacco advertising

Genre/Form: Advertisements -- 1920-1930
Tear sheets

Box 15, Folder 2
R.J. Reynolds Tobacco Company, tobacco, Camel Cigarettes, 1922-1925

Box 15, Folder 3
R.J. Reynolds Tobacco Company, tobacco, Camel Cigarettes, 1926

Box 15, Folder 4
R.J. Reynolds Tobacco Company, tobacco, Camel Cigarettes, 1927

Box 15, Folder 5
R.J. Reynolds Tobacco Company, tobacco, Camel Cigarettes, 1927

Box 16, Folder 1
R.J. Reynolds Tobacco Company, tobacco, Camel Cigarettes, 1927

Box 16, Folder 2
R.J. Reynolds Tobacco Company, tobacco, 1928

Box 16, Folder 3
Chase and Sanborn's Coffee, coffee, 1929-1930

Box 16, Folder 4
William Demuth and Company, pipes, 1920-1929

Box 16, Folder 5
Holley Mfg. Company, refrigerators, Kanak, 1914-1919

Box 16, Folder 5
Walker-Gordon Milk, milk, 1924

Box 16, Folder 5
California Pears Growers Association, fruit, 1918-1920

Box 16, Folder 5
Sebastopol Apple Growers Union, fruit, Gravenstein apples, 1924-1926

Box 16, Folder 6
Dairy Specialty Company, dairy, mechanical milker, 1924

Box 16, Folder 6
Sharples Separation Company, dairy, Dairy tubular separator, 1911-1912
Box 16, Folder 7  Sight Draft Cigars, tobacco, 1909-1912
Box 16, Folder 7  Gresh and Sons Cigars, tobacco, 1914-1922
Box 16, Folder 7  El Dallo Cigars, tobacco, 1914-1922
Box 16, Folder 7  Eisenlohr Cigars, tobacco, 1914-1922
Box 16, Folder 7  Meditation Cigars, tobacco, 1914-1922
Box 17, Folder 1  Stauffer Feeder, dairy machinery, 1914-1922
Box 17, Folder 1  Jensen Mfg. Company, dairy machinery, 1898-1923
Box 17, Folder 1  Speare Sons, dairy machinery, 1898-1923
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Box 17, Folder 1  Reid Supply Company, dairy machinery, 1898-1923
Box 17, Folder 1  Geuder Paschke and Frey Company, dairy machinery, 1898-1923
Box 17, Folder 1  Acquatic Cream Separator Company, dairy machinery, 1898-1923
Box 17, Folder 1  Kneeland Omega Cream Separator, dairy machinery, 1898-1923
Box 17, Folder 1  Arras Cream Separator Company, dairy machinery, 1898-1923
Box 17, Folder 1  American Jersey Cattle Club, dairy machinery, 1898-1923
Box 17, Folder 1  Cherry Company, dairy machinery, 1898-1923
Box 17, Folder 1  Champion Milk Cooler Company, dairy machinery, 1898-1923
Box 17, Folder 1  Dairy Men's Supply Company, dairy machinery, 1898-1923
Box 17, Folder 2  Samelson's Bulletin Cigars tobacco, 1898-1923
Box 17, Folder 2  Van Slyke and Horton Cigars tobacco, 1899-1913
Box 17, Folder 2  Royal Lancer Cigars tobacco, 1899-1913
Box 17, Folder 2  El Arabe Cigars tobacco, 1899-1913
Box 17, Folder 2  Count Penlo Cigars tobacco, 1899-1913
Box 17, Folder 2  Gumpert Bros. tobacco, 1899-1913
Box 17, Folder 2  Anti-Nicotine Cigars tobacco, 1899-1913
Box 17, Folder 2  Luxello Cigars tobacco, 1899-1913
Box 17, Folder 2  Rigoletto Cigars tobacco, 1899-1913
Box 17, Folder 2  Flor de Valentine Cigars tobacco, 1899-1913
Box 17, Folder 2  Peter Schuyler Cigars tobacco, 1899-1913
Box 17, Folder 3  Big Bear Cigar tobacco, 1899-1913
Box 17, Folder 3  Penn Tobacco tobacco, 1902-1916
Box 17, Folder 3  El Sirod Cigars tobacco, 1902-1916
Box 17, Folder 3  Grand Session Cigars tobacco, 1902-1916
Box 17, Folder 3  Orchid Smoking Tobacco tobacco, 1902-1916
Box 17, Folder 3  Frishmuth Bros. Tobacco tobacco, 1902-1916
Box 17, Folder 3  Gravely Tobacco Company tobacco, 1902-1916
Box 17, Folder 3  Vesper Cigars tobacco, 1902-1916
Box 17, Folder 3  Lynnhaven Cigarettes tobacco, 1902-1916
Box 17, Folder 3  King Alfred Cigars tobacco, 1902-1916
Box 17, Folder 3  R.B.Cigars tobacco, 1902-1916
Box 18, Folder 1  Schnapps Tobacco tobacco, 1902-1916
Box 18, Folder 1  Fitzpatrick and Draper tobacco, 1900-1906
Box 18, Folder 1  Yukon Girl Cigarettes tobacco, 1900-1906
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<td>Box 18, Folder 1</td>
<td>El Merito tobacco, 1900-1906</td>
</tr>
<tr>
<td>Box 18, Folder 1</td>
<td>Boltz, Clymer and Company Cigars tobacco, 1900-1906</td>
</tr>
<tr>
<td>Box 18, Folder 1</td>
<td>Dunn Cigars tobacco, 1900-1906</td>
</tr>
<tr>
<td>Box 18, Folder 1</td>
<td>Neumann and Company Cigars tobacco, 1901-1906</td>
</tr>
<tr>
<td>Box 18, Folder 1</td>
<td>Kent Company Cigars tobacco, 1900-1906</td>
</tr>
<tr>
<td>Box 18, Folder 1</td>
<td>Pall Mall Cigarettes tobacco, 1900-1906</td>
</tr>
<tr>
<td>Box 18, Folder 1</td>
<td>Egyptian Ibis Cigarettes tobacco, 1900-1906</td>
</tr>
<tr>
<td>Box 18, Folder 2</td>
<td>American Telephone and Telegraph Company telephones, institutional advertising, 1900-1906</td>
</tr>
<tr>
<td>Box 18, Folder 2</td>
<td>Diamond Crystal Salt salt, 1959-1960</td>
</tr>
<tr>
<td>Box 19, Folder 1</td>
<td>A.E. Kundred flowers, 1896-1902</td>
</tr>
<tr>
<td>Box 19, Folder 2</td>
<td>Todd Protectoguard Company banking, check protectors, 1922-1930</td>
</tr>
<tr>
<td>Box 19, Folder 3</td>
<td>Todd Protectoguard Company banking, check protectors, 1924-1925</td>
</tr>
<tr>
<td>Box 19, Folder 4</td>
<td>Todd Protectoguard Company banking, check protectors, 1926</td>
</tr>
<tr>
<td>Box 20, Folder 1</td>
<td>Todd Protectoguard Company banking, check protectors, 1927</td>
</tr>
<tr>
<td>Box 20, Folder 2</td>
<td>Todd Protectoguard Company banking, check protectors, 1928</td>
</tr>
<tr>
<td>Box 21, Folder 1</td>
<td>American Telephone and Telegraph Company telephone, telegraph, 1929-1930</td>
</tr>
</tbody>
</table>

**Image(s)**

<table>
<thead>
<tr>
<th>Box 21, Folder 1, book 109</th>
<th>The Right of All the Way, [black &amp; white advertisement; tear sheet], 1912</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Item (Ink on paper.; 8.5&quot; x 5.2&quot;).</td>
<td>Image(s): The Right of All the Way, [black &amp; white advertisement; tear sheet].</td>
</tr>
<tr>
<td>American Telephone and Telegraph Company, Advertiser</td>
<td>English.</td>
</tr>
<tr>
<td>Two girls and a boy carrying books, walking under telephone lines and waving to a locomotive going by.</td>
<td></td>
</tr>
</tbody>
</table>
Local Numbers

AC0059-0000008 (AC Scan)

Topic: Communication advertising telephone

Genre: Advertisements -- 1910-1920

Form: Tear sheets

Box 21, Folder 1, book 109

The Pony Express -- A Pioneer of the Bell System [black & white advertisement; tear sheet], 1912
1 Item (Ink on paper.; 8.4" x 5.1").

Image(s): The Pony Express -- A Pioneer of the Bell System [black & white advertisement; tear sheet].
American Telephone and Telegraph Company, Advertiser
English.
Pony Express rider galloping away on a fresh horse.

Local Numbers

AC0059-0000009 (AC Scan)

Topic: Communication Horses Pony express advertising telephone

Genre: Advertisements -- 1910-1920

Form: Tear sheets

Box 21, Folder 1

A United Nation, [black & white advertisement; tear sheet], 1910
1 Item (Ink on paper.; 8.5" x 5.6").

Image(s): A United Nation, [black & white advertisement; tear sheet].
American Telephone and Telegraph Company, Advertiser
English.
A long line of people all talking on a telephone.

Local Numbers

AC0059-0000013 (AC Scan)

Topic: Communication advertising telephone

Genre: Advertisements -- 1910-1920

Form: Tear sheets

Box 21, Folder 2

American Telephone and Telegraph Company telephone, telegraph, 1908-1913
Image(s)

Box 21, Folder 2  
Our Stockholders, [black & white advertisement; tear sheet], 1919  
1 Item (Ink on paper.; 9.2" x 6.9").
Image(s): Our Stockholders, [black & white advertisement; tear sheet].
American Telephone and Telegraph Company, Advertiser
English.
Illustration of large crowd of people with an inset of a mother opening mail with children at her knee.

Local Numbers
AC0059-0000081 (AC Scan)
Topic: Communication
advertising
telephone
Genre/Form: Advertisements -- 1910-1920
Form: Tear sheets
Place: Stock Exchange

Box 21, Folder 2  
A Community of Owners Nation-wide, [black & white advertisement; tear sheet], 1923  
1 Item (Ink on paper.; 8.9" x 5.8").
Image(s): A Community of Owners Nation-wide, [black & white advertisement; tear sheet].
American Telephone and Telegraph Company, Advertiser
English.
Illustration of large groups of people representing the growth of Bell System share holders from 1907 to 1923.

Local Numbers
AC0059-0000083 (AC Scan)
Topic: Communication
advertising
telephone
Genre/Form: Advertisements -- 1920-1930
Form: Tear sheets
Place: Stock Exchange

Box 21, Folder 3  
American Telephone and Telegraph Company telephone, telegraph, 1914-1919

Box 21, Folder 3  
Democracy, [black & white advertisement; tear sheet], 1921
1 Item (ink on paper.; 8.6" x 5.9").
Image(s): Democracy, [black & white advertisement; tear sheet].
American Telephone and Telegraph Company, Advertiser
English.
Illustrated by a large varied group of people carrying the telephone company. Text discusses stockholders.

Local Numbers
AC0059-0000012 (AC Scan)
Topic: Communication
Stockholder
advertising
telephone
Genre/ Form: Advertisements -- 1920-1930

Box 21, Folder 3
Our Triple Responsibility, [black & white advertisement; tear sheet], 1920
1 Item (ink on paper.; 8.5" x 5.9").
Image(s): Our Triple Responsibility, [black & white advertisement; tear sheet].
American Telephone and Telegraph Company, Advertiser
English.
Illustration of woman with paper, man on telephone, and man with cable above a town. Inset of woman operator. Text lists responsibilities of service to the public, justice to the employees, and security to stockholders.

Local Numbers
AC0059-0000082 (AC Scan)
Topic: Communication
advertising
telephone
Genre/ Form: Advertisements -- 1910-1920

Box 21, Folder 3
The Measure of Progress, [black & white advertisement; tear sheet], 1920
1 Item (ink on paper.; 9.1" x 7.0").
Image(s): The Measure of Progress, [black & white advertisement; tear sheet].
American Telephone and Telegraph Company, Advertiser
English.
William Oberhardt illustration of man holding a candlestick style telephone with bi-plane, ship, truck, locomotive, and street car in the fore and back ground.

Local Numbers
AC0059-0000100 (AC Scan)
Names: Oberhardt, William, 1882-1958
Topic: Communication advertising telephone
Genre/Form: Advertisements -- 1920-1930 Tear sheets

Box 22, Folder 1 Dixon Crucible Company graphite, 1920-1929
Box 22, Folder 2 Dixon Crucible Company graphite, 1902-1916
Box 22, Folder 3 Dixon Crucible Company graphite, 1917-1919
Box 23, Folder 1 Dixon Crucible Company pencils, 1920-1922
Box 23, Folder 2 Dixon Crucible Company pencils, 1923-1925
Box 23, Folder 3 Hills Bros. coffee, 1926-1930
Box 23, Folder 4 Hills Bros. coffee, 1924-1925
Box 24, Folder 1 Allerton Club Residences Allerton House, 1926
Box 24, Folder 1 Hills Bros. coffee, 1933
Box 24, Folder 2 Hills Bros. coffee, 1927
Box 24, Folder 3 Aluminum Ltd. Latin America aluminum, 1928
Box 24, Folder 5 American Boy publications, 1937
Box 24, Folder 6 American Export Lines freight, shipping, 1932-1939
Box 24, Folder 7 American Gas Company gas, 1940-1946
Box 24, Folder 8 American Airways airlines, American Airways, Canadian Colonial Airways, 1932-1934
Box 25, Folder 1 Hills Bros. coffee, 1932-1933
Box 25, Folder 2 Bayuk Cigars tobacco, 1929-1930
Box 25, Folder 3 Bayuk Cigars tobacco, 1925-1926
Box 26, Folder 1  Bayuk Cigars tobacco, 1927
Box 26, Folder 2  Bayuk Cigars tobacco, 1928
Box 26, Folder 3  Eno Salts salts, 1929
Box 26, Folder 4  Library Bureau filing systems, 1927-1929
Box 26, Folder 4  Congress Cigar Company tobacco, La Plaina Cigar, 1921
Box 27, Folder 1  White Mountain Freezer dairy, freezer, 1923
Box 27, Folder 1  Carnation Milk dairy, freezer, 1901-1923
Box 27, Folder 1  Dillon and Douglass Dairy dairy, freezer, 1901-1923
Box 27, Folder 2  Beatrice Creamery Company butter, 1901-1923
Box 27, Folder 2  Meadow Gold Creamery Company butter, 1904-1915
Box 27, Folder 2  Parksdale Butter butter, 1904-1915
Box 27, Folder 3  Continentel Creamery Company butter, 1904-1915
Box 27, Folder 3  Continentel Creamery Company butter, 1909-1913
Box 27, Folder 3  Fox River Butter Company butter, 1901-1904
Box 28, Folder 1  Berry Dairy Products dairy, 1912-1915

Image(s)

A Tub of Trouble, a Package of Purity [black & white advertisement; tear sheet], Circa 1910
1 Item (ink on paper: 5.5" x 6.4").
Image(s): A Tub of Trouble, a Package of Purity [black & white advertisement; tear sheet].
P. Berry & Sons, Advertiser
English.
Meadow Gold Butter advertisement promoting freshness, purity, and airtight packaging.

In Series ?, Box 28, Folder 1

Local Numbers
AC0059-0000206 (AC Scan)
Nature's Best Makes This Best Butter [black & white advertisement; tear sheet], 1912  
1 Item (ink on paper.; 8.6" x 6.8").

Image(s): Nature's Best Makes This Best Butter [black & white advertisement; tear sheet].

P. Berry & Sons, Advertiser
English.
Wedgewood Creamery Butter advertisement illustrated by a nature scene.

In Series ?, Box 28, Folder 1

Local Numbers
AC0059-0000207 (AC Scan)

Box 28, Folder 1  Littleton Creamery Company dairy, 1904-1915
Box 28, Folder 1  Colonial Creamery dairy, 1909-1913
Box 28, Folder 2  Joint Coffee Trade Commission coffee, 1910-1911

Image(s)

Box 28, Folder 2  My reputation depends on COFFEE [black & white advertisement; tear sheet], 1920  
1 Item (ink on paper.; 13.1" x 10.2").

Image(s): My reputation depends on COFFEE [black & white advertisement; tear sheet].

Joint Coffee Trade Publicity Committee, Advertiser
English.
Restaurateur drinking a cup of coffee with chef at the coffee urn in the background.

Local Numbers
AC0059-0000063 (AC Scan)

Box 28, Folder 2
Box 28, Folder 3  Joint Coffee Trade Commission coffee, 1919-1920

Image(s)

Box 28, Folder 3  Mrs. Thomas was housecleaning. [black & white advertisement; tear sheet], 1923

1 Item (Ink on paper.; 13.8" x 4.5").

Image(s): Mrs. Thomas was housecleaning. [black & white advertisement; tear sheet].

Joint Coffee Trade Publicity Committee, Advertiser

English.

Text tells that Mrs. Thomas was revived by a drinking a cup of coffee in the afternoon.

Local Numbers

AC0059-0000064 (AC Scan)

Topic:

Beverages
Cleaning
Coffee
advertising

Genre/

Advertisements -- 1920-1930

Form:

Tear sheets

Box 28, Folder 3  Brazilian-American Coffee Promotion coffee, 1921-1929

Image(s)

Box 28, Folder 3  Coffee is America's Favorite Drink. [black & white advertisement; tear sheet], 1929

1 Item (Ink on paper.; 10.0" x 7.3").

Image(s): Coffee is America's Favorite Drink. [black & white advertisement; tear sheet].

Brazilian-American Coffee Promotion Committee, Advertiser

English.

and practically three-fourths of all coffee consumed in the United States comes from Brazil.

Local Numbers

AC0059-0000065 (AC Scan)

Topic:

Beverages
Coffee
advertising

Genre/

Advertisements -- 1920-1930

Form:

Tear sheets
Place: Brazil

Box 29, Folder 1  Woolen Spice Company spices, Golden Sun Coffee, Lion Coffee, 1929-1930
Box 29, Folder 1  Weller Pottery ceramics, 1905-1918
Box 29, Folder 2  Hermitage Coffee coffee, 1928-1929
Box 29, Folder 2  Stone Tile coffee, 1899-1927
Box 29, Folder 2  Bonsor Coffee coffee, 1899-1927
Box 29, Folder 2  Gillies Coffee coffee, 1899-1927
Box 29, Folder 2  Fitch Coffee coffee, 1899-1927
Box 29, Folder 2  Scull's Coffee coffee, 1899-1927
Box 29, Folder 2  Arbuckle Coffee coffee, 1899-1927
Box 29, Folder 2  Reilly-Taylor coffee, 1899-1927
Box 29, Folder 2  Fischer Coffee coffee, 1899-1927
Box 29, Folder 3  Guardian Memorials tombstones, 1899-1927
Box 29, Folder 3  New York Mausoleum Association mausoleums, 1926-1929
Box 29, Folder 3  Artistic Lighting Equipment lighting, 1925
Box 29, Folder 4  William Demuth and Company pipes, 1926
Box 30, Folder 1  Ball Bearing Suspenders Company suspenders, cyclo suspenders, 1928-1929
Box 30, Folder 1  Wood Shovel and Tool Company tools, 1903
Box 30, Folder 1  Edgerton Mfg. Company suspenders, 1923-1925
Box 30, Folder 1  Sheldon, Parish, Spicer, Salisbury automobile parts, 1900-1908
Box 30, Folder 2  Corn Products corn syrup, 1923
Box 30, Folder 2  Colt Company light plant, 1903-1909
Box 30, Folder 3  General Committee of Anthracite Operators coal, 1926-1927
Box 30, Folder 3  Ames Motor Company automobile bodies, 1918
Box 30, Folder 3  National Coal and Coke Company coal, 1922-1924
Box 30, Folder 3  Katherine Anthracite coal, 1901
Box 30, Folder 3  Pennsylvania Cola and Coke Company coal, 1911
Box 30, Folder 3  Consolidated Gas Company gas ranges, 1909-1911
Box 30, Folder 4  Elgin Watch Company watches, 1901
Box 30, Folder 5  Elgin Watch Company watches, 1901-1902
Box 30, Folder 6  Elgin Watch Company watches, 1903-1909
Box 31, Folder 1  R.J. Reynolds Tobacco Company tobacco, Prince Albert, 1910-1919
Box 31, Folder 2  R.J. Reynolds Tobacco Company tobacco, Prince Albert, 1927
Box 31, Folder 3  Austin-Heaton Flour flour, 1928
Box 31, Folder 3  Simmons and Hammond pie crust, ice cream, 1912-1923
Box 31, Folder 3  Dunham Mfg. Company coconut, custard, 1925-1928
Box 31, Folder 3  Fruit Puddine Company food, pudding, 1904-1906
Box 31, Folder 3  Acme Packing Company meat, 1919
Box 32, Folder 1  Crosse and Blackwell fruit, fruit jam, lemon juice, 1917-1920
Box 32, Folder 1  Crane’s Ice Cream ice cream, 1928-1929
Box 32, Folder 1  Curtice Bros. Company condiments, Blue Label Ketchup, 1926
Box 32, Folder 2  McLaren Cone Company ice cream cones, 1929
Box 32, Folder 2  Hoffman Honey food, 1899-1928
Box 32, Folder 2  Michigan Carbon Works gelatine, 1899-1928
Box 32, Folder 2  Genessee Pure Food Company food, Jell-O, 1899-1928
Box 32, Folder 2  Slade Spices spices, 1899-1928
Box 32, Folder 2  Pexel Company gelatin, 1899-1928
Box 32, Folder 2  Rockwood Decorettes candy, 1899-1928
Box 32, Folder 3  Marcus and Company jewelry, 1899-1928
Box 32, Folder 3  Caldwell jewelry, 1926-1929
Box 32, Folder 3  Baer and Wilde Company cuff links, 1926
Box 33, Folder 1  Penna Chocolate Company chocolate, 1927-1929
Box 33, Folder 2  Penna Chocolate Company chocolate, 1906-1912
Box 33, Folder 3  Penna Chocolate Company chocolate, 1906-1912
Box 34, Folder 1  Penna Chocolate Company chocolate, 1913-1916
Box 34, Folder 2  Penna Chocolate Company chocolate, 1917-1922
Box 35, Folder 1  Horton-Cato Company condiments, salad dressing, 1917-1922
Box 35, Folder 1  Fould's Macaroni food, macaroni, 1900-1919
Box 35, Folder 1  McMillan Company food, 1900-1919
Box 35, Folder 1  Franco American Food Company food, soups, 1900-1919
Box 35, Folder 1  American Preserve Company food, soups, 1900-1919
Box 35, Folder 1  McMenamin's and Company food, crab meat, 1900-1919
Box 35, Folder 1  Argo Red Salmon food, salmon, 1900-1919
Box 35, Folder 1  Ritter Company food, pork, beans, butter, 1900-1919
Box 35, Folder 1  Lea and Perrins condiments, worcestershire sauce, 1900-1919
Box 35, Folder 1  Allen Scrapple Company food, pork, 1900-1919
Box 35, Folder 1  Squire Dingee Company condiments, pickles, 1900-1919
Box 35, Folder 1  Forest Home Farm food, sausage, 1900-1919
Box 35, Folder 2  Fould's Macaroni food, macaroni, 1900-1919
Box 35, Folder 2  Anger Macaroni food, macaroni, 1906
Box 35, Folder 2  Rice Products Company food, rice, 1915
Box 35, Folder 2  Anger Macaroni food, macaroni, 1913
Box 36, Folder 1  Ferris Waists corsets, 1919
Box 36, Folder 2  Ferris Waists corsets, 1888-1900
Box 36, Folder 3  Ferris Waists corsets, 1888-1900
Box 37, Folder 1  Ferris Waists corsets, 1888-1900
Box 37, Folder 2  Ferris Waists corsets, 1901-1903
Box 37, Folder 3  Ferris Waists corsets, 1901-1903
Box 38, Folder 1  Ferris Waists corsets, 1904-1907
Box 38, Folder 2  Ferris Waists corsets, 1908-1916
Box 39, Folder 1  Farwell and Rhines corn meal, flour, 1908-1916
Box 39, Folder 1  Virginia Fruit Juice Company beverages, juice, 1916-1929
Box 39, Folder 1  Ballard and Ballard flour, undated
Box 39, Folder 1  Miner and Hillard Company cake flour, 1916-1929
Box 39, Folder 1  Rigney Syrup condiments, syrup, 1920-1921
Box 39, Folder 1  Whistle beverages, undated
Box 39, Folder 1  Crown Packing Company food, seafood, undated
Box 39, Folder 1  Boston Pencil Sharpeners pencil sharpeners, undated
Box 39, Folder 1  International Salt salt, undated
Box 39, Folder 1  Beardsley Codfish codfish, 1916-1929
Box 39, Folder 2  Kuhn Bankers banking, undated
Box 39, Folder 2  Liberty Loan war bonds, 1909-1913
Box 39, Folder 2  Holilster and Company real estate, 1917
Box 39, Folder 2  Kuhn Irrigated Land Company, 1910-1912
Box 39, Folder 3  Kuhn Bankers banking, 1912
Box 40, Folder 1  Hornby's Oatmeal Company food, oatmeal, 1909-1913
Box 40, Folder 1  Image(s)
Box 40, Folder 1  Fisher Company coffee, Astor coffee, 1893-1923
Box 40, Folder 1  Battleship Coffee coffee, 1893-1923
Box 40, Folder 1  Hand's Condensed Milk milk, 1893-1923
Box 40, Folder 1  Elgin Milkins Company malted milk, 1893-1923
Box 40, Folder 1  Potter and Wrightington coffee, 1893-1923
Box 40, Folder 1  W.H. Kellogg Company corn flakes, Battle Creek Diet System, 1893-1923
Box 40, Folder 1  Just's Food Company baby food, 1893-1923
Box 40, Folder 1  Allen and Hanbury's Company baby food, 1893-1923
Box 40, Folder 1  Wheatena breakfast food, 1893-1923
Box 40, Folder 1  Illinois Cereal Company cereal, 1893-1923
Box 40, Folder 1  Larowe Milling Company cow feed, beet pulp, 1893-1923
Box 40, Folder 2  National Shawmut Bank of Boston banking, 1893-1923
Box 41, Folder 1  Knox Gelatine gelatine, 1917-1923
Box 41, Folder 2  Knox Gelatine gelatine, 1928-1929
Box 41, Folder 3  National Shumut Bank banking, 1928-1929
Box 42, Folder 1  Price Flavoring Extract Company flavorings, vanilla flavoring, 1917-1923
Box 43, Folder 1  Simmons Chains jewelry, watch chains, 1915-1929
Box 43, Folder 1  Mosain Jewelry jewelry, cuff links, 1921-1929
Box 43, Folder 2  Simmons Chains jewelry, watch chains, 1920-1921
Box 43, Folder 2  Mosain Jewelry jewelry, 1921-1929
Box 44, Folder 1  Interstate Cotton Oil Company petroleum, 1920-1921
Box 44, Folder 1  Fairmont Butter butter, 1913-1925
Box 44, Folder 1  Hoyt's Colonial Creamery dairy, 1925
Box 44, Folder 2  Meridale Farms butter, dairy, 1901
Box 44, Folder 2  Montcalm Game Farm poultry, ducks, turkey, 1923-1928
Box 44, Folder 3  Montcalm Game Farm poultry, ducks, turkey, 1927
Box 44, Folder 3  Ayer and McKinney butter, 1927
Box 44, Folder 3  Meridale Farms butter, dairy, 1908-1923
Box 45, Folder 1  MacLaren Imperial Cheese Company dairy, 1923-1928
Box 45, Folder 1  Atkinson Cocoa cocoa, 1895-1915
Box 45, Folder 1  Reiss and Brady Figs agriculture, 1895-1915
Box 45, Folder 1  Philadelphia Milk Exchange milk, 1895-1915
Box 45, Folder 1  Kelling Karel Company food, nuts, 1895-1915
Box 45, Folder 1  Thomas Amrtindale and Company constipation remedy, 1895-1915
Box 45, Folder 1  Griffin and Shelley Raisins food, raisins, 1895-1915
Box 45, Folder 1  Hooton Chocolate Company chocolate, 1895-1915
Box 45, Folder 1  Ideal Chocolate Company chocolate, 1895-1915
Box 45, Folder 1  Gorgas Pierie Mfg. Company food, peanut butter, 1895-1915
Box 45, Folder 1  Croft and Allen Company cocoa, 1895-1915
Box 45, Folder 1  Peanolia Food Company food, peanut butter, 1895-1915
Box 45, Folder 1  Eiffel Tower Lemonade beverages, 1895-1915
Box 45, Folder 1  Jersey Ice Cream ice cream, 1895-1915
Box 45, Folder 1  Wilbur Chocolate candy, 1895-1915
Box 45, Folder 2  Diamond Crystal Salt salt, 1895-1915
Box 45, Folder 2  Crane’s Ice Cream ice cream, 1903-1904
Box 45, Folder 2  Morton’s Salt salt, 1924-1925
Box 45, Folder 2  Roanoke Coffee and Spice Company coffee and spices, 1912
Box 45, Folder 2  Colburn’s Spices spices, 1921
Box 46, Folder 1  Cox’s Gelatine gelatine, 1913-1916
Box 46, Folder 2  Winged Horse Flour flour, yeast, bread, 1909-1927
Box 46, Folder 2  Jones Bread flour, yeast, bread, 1903-1919
Box 46, Folder 2  Freihofers Bread flour, yeast, bread, 1903-1919
Box 46, Folder 2  Ceresota Flour flour, yeast, bread, 1903-1919
Box 46, Folder 2  Farwell and Rhines flour, yeast, bread, 1903-1919
| Box 46, Folder 2 | Gambrill Mfg. Company flour, yeast, bread, 1903-1919 |
| Box 46, Folder 2 | King Midas Flour flour, yeast, bread, 1903-1919 |
| Box 46, Folder 2 | Northwestern Yeast Company flour, yeast, bread, Yeast Foam, 1903-1919 |
| Box 46, Folder 2 | Fulton Yeast Company flour, yeast, bread, 1903-1919 |
| Box 46, Folder 2 | Thornton and Chester Milling Company flour, yeast, bread, 1903-1919 |
| Box 46, Folder 2 | Zephyr Flour flour, yeast, bread, 1903-1919 |
| Box 47, Folder 1 | Purity Margarine dairy machinery, 1903-1919 |
| Box 47, Folder 2 | Hebe Company milk, 1917-1921 |
| Box 47, Folder 3 | Hebe Company milk, 1919-1922 |
| Box 48, Folder 1 | Massachusetts Trust Company banking, 1919-1922 |
| Box 48, Folder 1 | Lewis, Murphy and Company accounting, 1922 |
| Box 48, Folder 1 | Brown Bros. and Company banking, 1920 |
| Box 48, Folder 1 | Avram and Company machinery, industrial engineers, undated |
| Box 48, Folder 2 | Calvert Mortgage Company banking, 1920 |
| Box 48, Folder 2 | American Surety financial management, 1903-1919 |
| Box 48, Folder 2 | City Trust Company banking, 1903-1919 |
| Box 48, Folder 2 | Prudential Trust Company financial management, 1903-1919 |
| Box 48, Folder 2 | Manhattan Bank financial management, 1903-1919 |
| Box 48, Folder 2 | Maryland Savings Bank financial management, 1903-1919 |
| Box 48, Folder 2 | Globe Security Company financial management, 1903-1919 |
| Box 48, Folder 2 | Federal Stock and Bond Exchange financial management, 1903-1919 |
| Box 48, Folder 2 | Elkins and Krumbhaar financial management, 1903-1919 |
Box 48, Folder 2  
Babron Statistical Organizations financial management, 1903-1919

Box 48, Folder 2  
Continental Trust Company financial management, 1903-1919

Box 49, Folder 1  
Morey's Foods food, 1903-1919

Image(s)

Box 49, Folder 1  
Moreys [sic] Solitaire Rice [advertisement : proof], 1914  
1 Item (ink on paper.; 10.6" x 6.3")

Image(s): Moreys [sic] Solitaire Rice [advertisement : proof], 1914.
The Morey Mercantile Co., Advertiser
English.
Illustration features a Japanese soldier. Partial text: "This Food Won a War..."

Local Numbers
AC0059-0000259 (AC Scan No.)

2 (?)

Topic:  Ethnic Imagery Project, Archives Center  
Rice  
War  
advertising

Genre/ Form:  Proofs (printed matter)

Culture:  Japanese

Box 49, Folder 1  
Moreys [sic] Solitaire Groceries [advertisement: proof], 1915  
1 Item (ink on paper.; 14.4" x 11.4").

Image(s): Moreys [sic] Solitaire Groceries [advertisement: proof], 1915.
The Morey Mercantile Co., Advertiser
English.
Advertisement depicting different ethnic groups with a globe, bringing products for Morey's groceries from around the world. Text begins: "To the Rim of the World for the Finest..."

Local Numbers
AC0059-0000260 (AC Scan No.)

2?

Topic:  Ethnic Imagery Project, Archives Center  
Globes  
advertising

Genre/ Form:  Proofs (printed matter)

Culture:  Arabs
Asians

Moreys [sic] Solitaire Ceylon and India Tea [advertisement : proof], 1913
1 Item (Ink on paper.; 8.4" x 2.2")
Image(s): Moreys [sic] Solitaire Ceylon and India Tea [advertisement : proof], 1913.
The Morey Mercantile Co., Advertiser
English.
Moreys Solitaire Groceries advertisement depicting an Indian man drinking tea. Text begins: "No One Knows and You Don't Care Who First Brewed Tea..."

Series 2, Box 49, Folder 1.

Local Numbers
AC0059-0000261 (AC Scan No.)

Topic: Business Advertising -- Tea
Ethnic Imagery Project, Archives Center
Orientalism
Tea

Genre/ Form: Proofs (printed matter)
Culture: East Indians

Moreys [sic] Solitaire Teas [advertisement : proof], 1911
1 Item (Ink on paper.; 8.1" x 4.6")
Image(s): Moreys [sic] Solitaire Teas [advertisement : proof], 1911.
The Morey Mercantile Co., Advertiser
English.
Illustration depicting a Japanese woman with a fan, sitting and drinking tea.
Text begins: "The Gift of the East to the World."

Local Numbers
AC0059-0000262 (AC Scan No.)

2?

Topic: Ethnic Imagery Project, Archives Center
Orientalism
Tea
advertising

Place: Japan

Genre/ Form: Proofs (printed matter)
Culture: Japanese

Box 49, Folder 1 Maull Bros. food, spaghetti, 1911-1915
<table>
<thead>
<tr>
<th>Box and Folder</th>
<th>Company/Category</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>49, 2</td>
<td>Haserot Korn Company</td>
<td>1905-1916</td>
</tr>
<tr>
<td>49, 2</td>
<td>Plok Tomatoes agriculture, tomatoes</td>
<td>1891-1914</td>
</tr>
<tr>
<td>49, 2</td>
<td>Atmote Mince food</td>
<td>1891-1914</td>
</tr>
<tr>
<td>49, 2</td>
<td>None Such Mince Meat and Soups meat, soups</td>
<td>1891-1914</td>
</tr>
<tr>
<td>49, 2</td>
<td>Humphrey's Canned Fruits fruit</td>
<td>1891-1914</td>
</tr>
<tr>
<td>49, 2</td>
<td>American Dehydrating Company dehydrating</td>
<td>1891-1914</td>
</tr>
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<td>49, 2</td>
<td>Wagner Food Company food</td>
<td>1891-1914</td>
</tr>
<tr>
<td>49, 2</td>
<td>Royal Lentils food, lentils</td>
<td>1891-1914</td>
</tr>
<tr>
<td>49, 2</td>
<td>Waukesha Canning Company canning</td>
<td>1891-1914</td>
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<td>49, 2</td>
<td>Sweetheart Corn agriculture</td>
<td>1891-1914</td>
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<tr>
<td>50, 1</td>
<td>American Importers of Green Olives agriculture, olives</td>
<td>1891-1914</td>
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<tr>
<td>50, 2</td>
<td>American Importers of Green Olives agriculture, olives</td>
<td>1922-1925</td>
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<tr>
<td>50, 2</td>
<td>Johnson Educator Food Company cookies, crackers</td>
<td>1922-1925</td>
</tr>
<tr>
<td>50, 2</td>
<td>Heekin's Company baking powder</td>
<td>1920</td>
</tr>
<tr>
<td>50, 3</td>
<td>Maull Bros. food, spaghetti, macaroni</td>
<td>1921-1924</td>
</tr>
<tr>
<td>51, 1</td>
<td>Fleishman's Yeast yeast</td>
<td>1905-1916</td>
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<tr>
<td>51, 2</td>
<td>Fleishman's Yeast yeast</td>
<td>1913-1914</td>
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<td>52, 1</td>
<td>Cannon Mills Inc. towels</td>
<td>1915-1917</td>
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<tr>
<td>52, 2</td>
<td>Cannon Mills Inc. towels</td>
<td>1927-1929</td>
</tr>
<tr>
<td>53, 1</td>
<td>W.H. Kellogg Company cereal</td>
<td>1927-1929</td>
</tr>
<tr>
<td>53, 2</td>
<td>W.H. Kellogg Company cereal</td>
<td>1921</td>
</tr>
<tr>
<td>53, 3</td>
<td>W.H. Kellogg Company cereal</td>
<td>1922</td>
</tr>
</tbody>
</table>
Box 54, Folder 1  W.H. Kellogg Company cereal, 1922
Box 54, Folder 2  W.H. Kellogg Company cereal, 1923
Box 54, Folder 3  W.H. Kellogg Company cereal, 1923
Box 54, Folder 4  W.H. Kellogg Company cereal, 1924
Box 55, Folder 1  W.H. Kellogg Company cereal, 1924
Box 55, Folder 1  Atlantic Refining Company petroleum, 1926
Box 55, Folder 2  W.H. Kellogg Company cereal, 1954
Box 56, Folder 1  Hess and Clark farm animal care, 1926
Box 56, Folder 2  Kerr Chickeries, Inc. farm animal care, 1902-1905
Box 57, Folder 1  Hess and Clark farm animal care, 1922-1929
Box 57, Folder 2  Hess and Clark farm animal care, 1906-1907
Box 58, Folder 1  Hess and Clark farm animal care, 1908-1909
Box 58, Folder 2  Hess and Clark farm animal care, 1910-1912
Box 59, Folder 1  Hess and Clark farm animal care, 1913-1914
Box 59, Folder 2  Hess and Clark farm animal care, 1915-1916
Box 59, Folder 3  Palmer Institute of Authorship schools, 1917-1918
Box 60, Folder 1  Palmer Institute of Authorship schools, 1924-1929
Box 60, Folder 2  Palmer Institute of Authorship schools, 1926
Box 60, Folder 3  Mutual Life Insurance Company insurance, 1927-1929
Box 60, Folder 3  Philadelphia Fire Underwriters Association insurance, 1903-1915
Box 60, Folder 3  Reliance Life Insurance insurance, 1903-1915
Box 60, Folder 3  Philadelphia Life Insurance Company insurance, 1903-1915
Box 60, Folder 3  Northwest Townsite Company insurance, 1903-1915
Box 60, Folder 3  Merchant's and Business Men's Mutual Life Fire Ins. insurance, 1903-1915
Box 60, Folder 3  Independent Life Insurance Company of America insurance, 1903-1915
Box 60, Folder 3  Dodd and Struthers insurance, 1903-1915
Box 60, Folder 3  Century Life Insurance Company insurance, 1903-1915
Box 60, Folder 3  Armatage Thomas and Company insurance, 1903-1915
Box 60, Folder 3  Maryland Casualty Company insurance, 1903-1915
Box 61, Folder 1  Herring Hall-Marvin Safe Company safes, 1903-1915
Box 61, Folder 1  Browne Corporation beverages, chocolate soda, 1904
Box 61, Folder 2  Vermont Maple Syrup condiments, syrup, 1926-1927
Box 61, Folder 2  Cary Maple Sugar agriculture, maple sugar, 1921-1928
Box 61, Folder 3  Krueger's Old Essex Brew beverages, 1926
Box 61, Folder 3  Chelmsford Ginger Ale beverages, 1925
Box 62, Folder 1  Canada Dry beverages, 1928-1929
Box 62, Folder 2  Canada Dry beverages, 1924
Box 62, Folder 3  Canada Dry beverages, 1924
Box 63, Folder 1  Canada Dry beverages, 1924
Box 63, Folder 2  Canada Dry beverages, 1925
Box 63, Folder 3  Canada Dry beverages, 1925
Box 64, Folder 1  Canada Dry beverages, 1925
Box 64, Folder 2  Canada Dry beverages, 1925
Box 65, Folder 1  Canada Dry beverages, 1925
Box 65, Folder 2  Canada Dry beverages, 1926
Box 65, Folder 3  Canada Dry beverages, 1926
Box 66, Folder 1  Canada Dry beverages, 1926
Box 66, Folder 2  Canada Dry beverages, 1926
Box 66, Folder 3  Canada Dry beverages, 1926
Box 67, Folder 1  Canada Dry beverages, 1926
Box 67, Folder 2  Canada Dry beverages, 1927
Box 67, Folder 3  Canada Dry beverages, 1927
Box 68, Folder 1  Canada Dry beverages, 1927
Box 68, Folder 2  Canada Dry beverages, 1927
Box 68, Folder 3  Canada Dry beverages, 1927
Box 69, Folder 1  Canada Dry beverages, 1927
Box 69, Folder 2  Canada Dry beverages, 1928
Box 69, Folder 3  Canada Dry beverages, 1928
Box 70, Folder 1  Canada Dry beverages, 1928
Box 70, Folder 2  Canada Dry beverages, 1929

Box 70, Folder 2 Book 199(B)  Boulevards of Paris : Advt. No 7343 [full-page advertisement with text and halftone illustration.], 1929
1 Item (ink on paper.; 20.6" x 15.2").

Image(s)
Canada Dry Ginger Ale Limited, Advertiser
O'Neill, George, Artist
English.
Full heading: "When laughter gay is heard along the Boulevards of Paris."
Caption under image: "A Boulevard Cafe in Paris". Image size 8-1/4 x 14".

Folded sheet: handle with extreme care.
Large sheet, folded, with slight edge tears.

Local Numbers
AC0059-000096.tif

Copy of image in Ethnic Imagery Project, N W Ayer notebook, unnumbered.

Topic:
Beverages -- advertising
Restaurants -- 1920-1930 -- France -- Paris

Place:
Paris (France) -- 1920-1930.

Genre/Form:
Advertisements
Proof sheets

Box 70, Folder 3  Canada Dry beverages, 1929
Box 71, Folder 1  Seely's Beverage beverages, 1927-1928
Box 71, Folder 2  McLaughlin's Beverage beverages, 1929
Box 71, Folder 2  Canada Dry beverages, 1927
Box 71, Folder 3  Adanac Beverage beverages, 1927-1928
Box 72, Folder 1  Canada Dry beverages, 1929
Box 72, Folder 2  Canada Dry beverages, 1928
Box 73, Folder 1  Canada Dry beverages, 1928
Box 73, Folder 2  Canada Dry beverages, 1928
Box 74, Folder 1  Canada Dry beverages, 1928
Box 74, Folder 2  Canada Dry beverages, 1929
Box 74, Folder 3  Canada Dry beverages, 1929
Box 75, Folder 1  Canada Dry beverages, 1929
Box 75, Folder 2  Canada Dry beverages, 1929
Box 75, Folder 3  International Correspondence School correspondence courses, 1929
Box 76, Folder 1  International Correspondence School correspondence courses, 1898-1902
Box 76, Folder 2  International Correspondence School correspondence courses, 1903-1904
Box 76, Folder 3  International Correspondence School correspondence courses, 1905
Box 76, Folder 4  International Correspondence School correspondence courses, 1906
Box 77, Folder 1  International Correspondence School correspondence courses, 1907
Box 77, Folder 2  International Correspondence School correspondence courses, 1908
Box 77, Folder 3  International Correspondence School correspondence courses, 1909
Box 77, Folder 4  International Correspondence School correspondence courses, 1910
Box 78, Folder 1  International Correspondence School correspondence courses, 1911
Box 78, Folder 2  International Correspondence School correspondence courses, 1912-1915
Box 78, Folder 3  International Correspondence School correspondence courses, 1916
Box 79, Folder 1  International Correspondence School correspondence courses, 1919-1924
Box 79, Folder 2  International Correspondence School correspondence courses, 1909-1910
Box 79, Folder 3  International Correspondence School correspondence courses, 1911
Box 79, Folder 4  International Correspondence School correspondence courses, 1912
Box 80, Folder 1  Rogers Bros. Silver silverware, 1912
Box 80, Folder 2  Rogers Bros. Silver silverware, 1913-1914
When the wedding gifts are reviewed, [color advertisement; tear sheet], 1915

1 Item (Ink on paper.; 11.0" x 8.2").

International Silver Company, Advertiser
English.

1847 Rogers Bros. "silver plate that wears" featuring the Cromwell pattern.
Several well dresed people looking at wedding gifts displayed on a table.

AC0059-0000004 (AC Scan)

Topic:
Gifts
Silverware
Wedding
advertising

Genre/Form:
Advertisements -- 1910-1920
Tear sheets -- 1940-1970

Dr. Hess and Clark Inc. farm animal care, 1915-1916

Dr. Hess and Clark Inc. farm animal care, 1919-1923

Dr. Hess and Clark Inc. farm animal care, 1924-1926

Dr. Hess and Clark Inc. farm animal care, 1927

Hires beverages, 1928-1930

Hires beverages, 1898-1903

Hires beverages, 19071910

A National Beverage / Uncle Sam Drinks Hires Rootbeer, [black & white advertisement; tear sheet], 1902

1 Item (ink on paper.; 10.5" x 8.3").

Charles E. Hires Company, Advertiser
English.

A map of the United States tipped at an angle to look like the profile of Uncle Sam drinking a glass of rootbeer.

In Series 2, Box 28, Folder 2.
Local Numbers

AC0059-0000014 (AC Scan)

Topic: Beverages -- advertising
advertising

Genre/ Form: Advertisements -- 1900-1910 Tear sheets

Box 83, Folder 3 Hires beverages, 1911-1913
Box 84, Folder 1 Hires beverages, 1914
Box 84, Folder 2 Hires beverages, 1916-1920
Box 84, Folder 3 Hires beverages, 1921-1923
Box 85, Folder 1 International Correspondence School correspondence courses, 1924-1927
Box 85, Folder 2 International Correspondence School correspondence courses, 1917
Box 86, Folder 1 International Correspondence School correspondence courses, 1918
Box 86, Folder 2 International Correspondence School correspondence courses, 1920
Box 86, Folder 3 International Correspondence School correspondence courses, 1921
Box 87, Folder 1 International Correspondence School correspondence courses, 1921
Box 87, Folder 2 International Correspondence School correspondence courses, 1922
Box 87, Folder 3 International Correspondence School correspondence courses, 1922
Box 88, Folder 1 International Correspondence School correspondence courses, 1922
Box 88, Folder 2 International Correspondence School correspondence courses, 1923
Box 88, Folder 3 International Correspondence School correspondence courses, 1923
Box 89, Folder 1 International Correspondence School correspondence courses, 1923
Box 89, Folder 2 International Correspondence School correspondence courses, 1924
Box 89, Folder 3 International Correspondence School correspondence courses, 1924
Box 90, Folder 1  International Correspondence School correspondence courses, 1925
Box 90, Folder 2  International Correspondence School correspondence courses, 1926
Box 91, Folder 1  International Correspondence School correspondence courses, 1927
Box 91, Folder 2  International Correspondence School correspondence courses, 1928
Box 91, Folder 3  International Correspondence School correspondence courses, 1928
Box 91, Folder 4  International Correspondence School correspondence courses, 1929
Box 92, Folder 1  Central City Soap Company soap, 1930
Box 92, Folder 1  Cuticline Company soap, 1903-1911
Box 92, Folder 1  Maple City Soap Works soap, 1903-1911
Box 92, Folder 1  Gillett's Washing Crystal soap, 1903-1911
Box 92, Folder 1  La France Mfg. Company soap, 1903-1911
Box 92, Folder 1  Pennsylvania Soap Company soap, 1903-1911
Box 92, Folder 1  Lavadura Chemical Company soap, 1903-1911
Box 92, Folder 2  Pennsylvania Soap Company soap, 1903-1911
Box 92, Folder 3  Louisville Food Products soap, 1903-1905
Box 92, Folder 3  A-1 Mfg. Company soap, 1919-1920
Box 92, Folder 3  Beaver Soap Company soap, 1918-1920
Box 93, Folder 1  National Biscuit Company biscuits, 1918-1920

Image(s)

The Package Protects the Contents and the Law Protects the Package [black & white advertisement; tear sheet], 1900
1 Item (ink on paper.; 11.8" x 8.5").

Image(s): The Package Protects the Contents and the Law Protects the Package [black & white advertisement; tear sheet].

Nabisco, Inc., Advertiser

English.

Text promotes the "In-er-seal Patent Package"

In Series ?, Box 93, Folder 1.

Local Numbers

AC0059-0000139 (AC Scan)

Topic: Food -- Packaging
Food industry and trade advertising

Genre/ Form: Advertisements -- 1900-1910 Tear sheets

"In-er-seal" [black & white advertisement; tear sheet], 1900

1 Item (ink on paper.; 10.6" x 8.8").

Image(s): "In-er-seal" [black & white advertisement; tear sheet].

Nabisco, Inc., Advertiser

English.

Text promotes the "In-er-seal Patent Package"

In Series ?, Box 93, Folder 1.

Local Numbers

AC0059-0000140 (AC Scan)

Topic: Food -- Packaging
Food industry and trade advertising

Genre/ Form: Advertisements -- 1900-1910 Tear sheets

Fresh as when the baker put them in ... [black & white advertisement; tear sheet], 1900

1 Item (ink on paper.; 12.2" x 8.7").

Image(s): Fresh as when the baker put them in ... [black & white advertisement; tear sheet].

Nabisco, Inc., Advertiser

English.

Illustrated with baker behind an 'in-er-seal' box and a woman in front. Text promotes the "In-er-seal Patent Package"

In Series ?, Box 93, Folder 1.
Local Numbers

AC0059-0000141 (AC Scan)

Topic: Food -- Packaging
       Food industry and trade advertising

Genre/ Form: Advertisements -- 1900-1910
            Tear sheets

Water will not hurt it [black & white advertisement; tear sheet], 1900
1 Item (Ink on paper.; 10.2" x 8.3").

Image(s): Water will not hurt it [black & white advertisement; tear sheet].

Nabisco, Inc., Advertiser
English.
Illustrated with hose squirting water at logo. Text promotes the "In-er-seal Patent Package"

In Series ?, Box 93, Folder 1.

Local Numbers

AC0059-0000142 (AC Scan)

Topic: Food -- Packaging
       Food industry and trade advertising

Genre/ Form: Advertisements -- 1900-1910
            Tear sheets

National Biscuit Company biscuits, 1900

Image(s)

[Boy in yellow rain coat, hat, and boots eating crackers and milk at a table with a white tablecloth, color advertisement; tear sheet], Circa 1900
1 Item (Ink on paper.; 10.8" x 8.9").

Image(s): [Boy in yellow rain coat, hat, and boots eating crackers and milk at a table with a white tablecloth, color advertisement; tear sheet].

Nabisco, Inc., Advertiser
English.
Promotes the "In-er-seal Patent Package"

In Series ?, Box 93, Folder 2.

Local Numbers

AC0059-0000143 (AC Scan)

Topic: Food -- Packaging
       Food industry and trade advertising
Box 93, Folder 3  National Biscuit Company biscuits, 1901

Image(s)

[Boy in yellow rain coat, hat, and boots eating crackers in the rain while sitting on a log by a campfire, color advertisement; tear sheet], Circa 1900
1 Item (Ink on paper.; 10.1” x 7.0”.)

Image(s): [Boy in yellow rain coat, hat, and boots eating crackers in the rain while sitting on a log by a campfire, color advertisement; tear sheet].

Nabisco, Inc., Advertiser

English.

Canoe on the shore of a lake in the background. Promotes the "In-er-seal Patent Package"

In Series ?, Box 93, Folder C.

Local Numbers

AC0059-0000145 (AC Scan)

Topic:  Food -- Packaging
        Food industry and trade advertising

Genre/  Advertisements -- 1900-1910
Form:  Tear sheets

How, When, Where to buy Biscuit [color advertisement; tear sheet], Circa 1903
1 Item (Ink on paper.; 8.7” x 6.1”.)

Image(s): How, When, Where to buy Biscuit [color advertisement; tear sheet].

Nabisco, Inc., Advertiser

English.

Text promotes the "In-er-seal Patent Package"

In Series ?, Box 93, Folder C.

Local Numbers

AC0059-0000144 (AC Scan)

Topic:  Food -- Packaging
        Food industry and trade advertising

Genre/  Advertisements -- 1900-1910
Form:  Tear sheets

For the Picnic or Camp [color advertisement; tear sheet], Circa 1903
1 Item (ink on paper.; 8.5" x 5.8").
Image(s): For the Picnic or Camp [color advertisement; tear sheet].
Nabisco, Inc., Advertiser
English.
Text promotes the "In-er-seal Patent Package"

In Series ?, Box 93, Folder C.

Local Numbers
AC0059-0000146 (AC Scan)

Topic: Food -- Packaging
       Food industry and trade advertising

Genre/ Form: Advertisements -- 1900-1910
             Tear sheets

Box 94, Folder 1 General Chemical Company soap, Sofos-laxative, 1902-1903
Box 94, Folder 1 B.J. Johnson Soap Company soap, 1920
Box 94, Folder 2 National Starch Company laundry, corn starch, Duryeas', 1904-1906
Box 94, Folder 2 Oswego Starch Factory laundry, corn starch, 1907-1908
Box 95, Folder 1 Keystone Watch Case Company watches, 1903-1909
Box 95, Folder 1 Howard Watch watches, 1902
Box 95, Folder 2 I. S. Johnson chicken feed, pain killers, ointments for humans, 1906-1907
Box 96, Folder 1 Kendall Manufacturing Company soap, 1895-1914
Box 96, Folder 2 Manning and Bowman kitchen appliances, 1925-1927
Box 96, Folder 3 Manning and Bowman kitchen appliances, 1905-1928
Box 97, Folder 1 Manning and Bowman kitchen appliances, 1905-1928
Box 97, Folder 2 E.R. Squibb and Sons health care, hygiene, 1905-1928
Box 97, Folder 3 E.R. Squibb and Sons health care, hygiene, 1925
Box 98, Folder 1 E.R. Squibb and Sons health care, hygiene, 1925
Box 98, Folder 2  E.R. Squibb and Sons health care, hygiene, 1925
Box 98, Folder 3  E.R. Squibb and Sons health care, hygiene, 1925
Box 99, Folder 1  E.R. Squibb and Sons health care, hygiene, 1924
Box 99, Folder 2  E.R. Squibb and Sons health care, hygiene, 1923
Box 100, Folder 1  Meriden silverware, 1921-1922
Box 100, Folder 2  Meriden silverware, 1897-1916
Box 101, Folder 1  Meriden silverware, 1905-1915
Box 101, Folder 2  Meriden silverware, 1917-1922
Box 101, Folder 2  International Silver Company silverware, 1900-1905
Box 102, Folder 1  International Silver Company silverware, 1900-1905
Box 102, Folder 1  Meriden silverware, 1921
Box 102, Folder 2  Meriden silverware, 1921
Box 102, Folder 2  International Silver Company silverware, 1922
Box 103, Folder 1  International Silver Company silverware, 1922
Box 103, Folder 1  International Silver Company silverware, 1923
Box 103, Folder 3  International Silver Company silverware, 1923
Box 103, Folder 4  International Silver Company silverware, 1924
Box 104, Folder 1  International Silver Company silverware, 1924
Box 104, Folder 2  Butter Krust Bread bread, 1925-1927
Box 104, Folder 2  Burn's Family Bread bread, 1908-1918
Box 104, Folder 2  Bowman's Bakeries bakeries, 1908-1918
Box 104, Folder 2  Bennett Biscuit Company biscuits, 1908-1918
Box 104, Folder 2  Busy Bee Bread bread, 1908-1918
Box 104, Folder 2  Bias E. Company baked goods, 1908-1918
Box 104, Folder 2  Buster Brown Bread bread, Purity, 1908-1918
Box 104, Folder 2  Butter-Nut Bread bread, 1908-1918
Box 104, Folder 2  Bryce's Malt Bread bread, 1908-1918
Box 104, Folder 2  Bradford's Bread bread, 1908-1918
Box 104, Folder 2  Boston Baking Company bakeries, 1908-1918
Box 104, Folder 2  Brown Cracker and Candy Company candy, 1908-1918
Box 104, Folder 2  Bennison and Lane Company baked goods, 1908-1918
Box 104, Folder 2  Baryha Bakery bakeries, 1908-1918
Box 104, Folder 2  Bremmer Bros. biscuits, Excelall biscuit, Graham cracker, 1908-1918
Box 104, Folder 2  Bellerescent Macaroni food, macaroni, 1908-1918
Box 104, Folder 2  British Navy Biscuits biscuits, 1908-1918
Box 104, Folder 2  Boss Lunch crackers, 1908-1918
Box 104, Folder 2  Butter Cream Sodas baked goods, 1908-1918
Box 104, Folder 2  Burke's Bread bread, 1908-1918
Box 104, Folder 2  Blue Ribbon Bread bread, 1908-1918
Box 104, Folder 2  Williams Blue Ribbon Bread baked goods, 1908-1918
Box 104, Folder 2  Biscuit Fabriek biscuits, De Lindeboom, 1908-1918
Box 104, Folder 2  Butter Bread bread, 1908-1918
Box 104, Folder 2  Brown Label Grahm Crackers crackers, 1908-1918
Box 104, Folder 2  Bromon Bakery bakeries, 1908-1918
Box 105, Folder 1  Atlantic Refining Company petroleum, 1908-1918
Box 105, Folder 2  Atlantic Refining Company petroleum, 1924
Box 106, Folder 1  Atlantic Refining Company petroleum, 1924
Box 106, Folder 2  Atlantic Refining Company petroleum, 1924
Box 106, Folder 3  Bishop Company crackers, 1924
Box 107, Folder 1  Stein-Block clothing, men's clothing, 1908-1914
Box 108, Folder 1  Atlantic Refining Company petroleum, 1904-1913
Box 108, Folder 2  Adams Happy Home Bread bread, 1925
Box 108, Folder 2  Brown Cracker and Candy Company candy, 1908-1910
Box 108, Folder 2  Kennesaw Biscuit biscuits, 1908-1910
Box 108, Folder 2  Appel and Westphal Baking Company bakeries, 1908-1910
Box 108, Folder 2  American Ice Cream and Bakery Company ice cream, bakery, 1908-1910
Box 108, Folder 2  Ailas Bread Factory bread, 1908-1910
Box 108, Folder 2  Avalon Bakery bakeries, 1908-1910
Box 108, Folder 2  Another Biscuit biscuits, 1908-1910
Box 108, Folder 2  Frank E. Block Company baked goods, 1908-1910
Box 108, Folder 2  Merita Biscuit biscuits, 1908-1910
Box 108, Folder 2  Ausin Biscuit Company biscuits, 1908-1910
Box 108, Folder 2  Aikman Bakery bakeries, 1908-1910
Box 108, Folder 2  Buster Brown Bread bread, 1908-1910
Box 108, Folder 2  American Baking bakeries, ABC Bread, 1908-1910
Box 108, Folder 2  Butter Krust Bread bread, 1908-1910
Box 108, Folder 2  Abetta Biscuit biscuits, 1908-1910
Box 109, Folder 1  Atlantic Refining Company petroleum, 1908-1910
Box 109, Folder 2  Atlantic Refining Company petroleum, 1926
Box 110, Folder 1  Chattanooga Bakery bakeries, 1926
Box 110, Folder 1  Chief Bakery bakeries, 1910-1919
Box 110, Folder 1  Derninger Bros. baked goods, 1910-1919
Box 110, Folder 1  Clover Farm Company baked goods, 1910-1919
Box 110, Folder 1  Campbell-Sell Baking Company bakeries, 1910-1919
Box 110, Folder 1  Capital Candy and Cracker candy, 1910-1919
Box 110, Folder 1  Clayton's Bakery bakeries, 1910-1919
Box 110, Folder 1  Consumer Biscuit and Mfg. Company biscuits, 1910-1919
Box 110, Folder 1  New Bread-Wrapped in wax paper bread, 1910-1919
Box 110, Folder 1  Craig Biscuit Company biscuits, 1910-1919
Box 110, Folder 1  Crescent Macaroni and Cracker Company food, macaroni, crackers, 1910-1919
Box 110, Folder 1  Calderwood's Bread bread, 1910-1919
Box 110, Folder 1  Queen Bee Wagers baked goods, 1910-1919
Box 110, Folder 1  Clover Leaf Bread bread, 1910-1919
Box 110, Folder 1  Owl Biscuits biscuits, 1910-1919
Box 110, Folder 1  Consumer Biscuit and Mfg. Company biscuits, 1910-1919
Box 110, Folder 1  Conklin's Bread bread, 1910-1919
Box 110, Folder 1  Christie's Biscuits biscuits, 1910-1919
Box 110, Folder 1  Clark's Bakery bakeries, 1910-1919
Box 110, Folder 1  Charleston Biscuit biscuits, 1910-1919
Box 110, Folder 1  Carr's Biscuit biscuits, 1910-1919
Box 110, Folder 1  English Biscuits biscuits, 1910-1919
Box 110, Folder 1  Eta Biscuit biscuits, 1910-1919
Box 110, Folder 1  Corby's Modern Bakery bakeries, 1910-1919
Box 110, Folder 2  Everybody's Bread bread, 1910-1919
Box 110, Folder 2  Sutorius Bread Company bread, 1910-1919
Box 110, Folder 2  Schulze Bread Company bread, 1910-1919
Box 110, Folder 2  Emporia Bakery bakeries, 1910-1919
Box 110, Folder 2  Fort, Ges. G. Company bread, Cremalt bread, 1910-1919
Box 110, Folder 2  Freihofers Bread bread, 1910-1919
Box 110, Folder 2  Figola Bread bread, 1910-1919
Box 110, Folder 2  Ochs Bakery bakeries, 1910-1919
Box 110, Folder 2  Franklin Hygienia Baking Company bakeries, 1910-1919
Box 110, Folder 2  Frow Frow baked goods, 1910-1919
Box 110, Folder 2  Famous Biscuit Company biscuits, 1910-1919
Box 110, Folder 2  Favorite Bakery bakeries, 1910-1919
Box 110, Folder 2  Farris Bread bread, 1910-1919
Box 110, Folder 2  Fisher's Bakery bakeries, 1910-1919
Box 110, Folder 2  Fritch Baking bakeries, 1910-1919
<table>
<thead>
<tr>
<th>Box 110, Folder 2</th>
<th>Description</th>
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<tbody>
<tr>
<td>Fort Smith Biscuit biscuits, 1910-1919</td>
<td></td>
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<tr>
<td>Federal Biscuit Company biscuits, 1910-1919</td>
<td></td>
</tr>
<tr>
<td>Felber Biscuit Company biscuits, 1910-1919</td>
<td></td>
</tr>
<tr>
<td>Fests' Cookies Company cookies, 1910-1919</td>
<td></td>
</tr>
<tr>
<td>Pennant Crackers crackers, 1910-1919</td>
<td></td>
</tr>
<tr>
<td>Famous Baking Company bakeries, 1910-1919</td>
<td></td>
</tr>
<tr>
<td>Faxon's Raisin Bread bread, 1910-1919</td>
<td></td>
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<tr>
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<td>Dallas Cracker and Biscuit Company crackers, biscuits, 1910-1919</td>
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Box 121, Folder 2  Walther-Robertson Drug pharmaceuticals, Peptonyiel, 1900-1906

Image(s)

When You Don't Look Like Yourself ... [black & white advertisement; tear sheet], Circa 1910
1 Item (Ink on paper.; 10.5" x 8.5").
Image(s): When You Don't Look Like Yourself ... [black & white advertisement; tear sheet].
Walther Peptonized Port Co., Advertiser
English.
Illustrated with two images of a man; one fit and alert, the other run-down. Text describes the conditions this 'food tonic' relieves - tired, run-down, nervous conditions and for dyspepsia, indigestion and stomach troubles.

In Series ?, Box 121 (Book 264-265), Folder 2.

Local Numbers
AC0059-0000153 (AC Scan)

Topic: Patent medicines advertising
Nursing Mothers ... [black & white advertisement; tear sheet], Circa 1910
1 Item (Ink on paper.; 10.5" x 8.6").
Image(s): Nursing Mothers ... [black & white advertisement; tear sheet].
Walther Peptonized Port Co., Advertiser
English.
Illustrated with a mother holding a baby flanked by an older couple. Text states that Walther's Peptonized Port is an ideal tonic for nursing mothers.

In Series ?, Box 121 (Book 264-265), Folder 2.

Local Numbers

AC0059-0000154 (AC Scan)

Topic: Mothers
Patent medicines
advertising

Genre/ Form: Advertisements -- 1900-1910
Tear sheets

Nervous? [black & white advertisement; tear sheet], Circa 1910
1 Item (Ink on paper.; 10.5" x 8.6").
Image(s): Nervous? [black & white advertisement; tear sheet].
Walther Peptonized Port Co., Advertiser
English.
Illustrated with an anxious woman with her hands to her face. Text states that derangements of the nervous system ... can be cured by taking Walther's Peptonized Port.

In Series ?, Box 121 (Book 264-265), Folder 2.

Local Numbers

AC0059-0000155 (AC Scan)

Topic: Patent medicines
advertising

Genre/ Form: Advertisements -- 1900-1910
Tear sheets

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Mellier Drug Company pharmaceuticals, Tangaline, 1892-1902
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Fred Brown Company pharmaceuticals, Brown's Iron Bitters, Jamaica Ginger, 1892-1902
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Box 122, Folder 3  Mahdeen dandruff remedy, 1909-1928

Box 122, Folder 3  Ligette and Meyers Tobacco Company tobacco, Chesterfield cigarettes, 1909-1928

Box 122, Folder 3  Remington Typewriter Company typewriters, 1909-1928

Image(s)

The first word - and the last [black & white advertisement; tear sheet], Circa 1930

1 Item (ink on paper.; 17.2" x 10.3").

Image(s): The first word - and the last [black & white advertisement; tear sheet].

Remington Typewriter Company, Advertiser

English.

Ad compares the early Remington company and first typewriter, 1873, to the company today (1930).

In Series 2, Box 418, Folder 1.

Local Numbers

AC0059-0000248 (AC Scan)

Topic:    Office equipment and supplies
         Typewriters
         advertising

Genre/    Advertisements -- 1930-1940
Form:     Tear sheets

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Box 122, Folder 3  Lederle Milk milk, 1909-1928

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Box 128, Folder 3  Cugley and Mullen birds, domestic birds, 1901-1910
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<td>Dearborn Duster Company, 1902-1916</td>
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<td>Ducri Company, 1902-1916</td>
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"Spotless" Polishes Pots and Pans Perfectly -- [black & white advertisement; tear sheet], 1916

Image(s): "Spotless" Polishes Pots and Pans Perfectly -- [black & white advertisement; tear sheet].

Reynolds Corporation, Advertiser
English.
Advertisement for Spotless Cleanser.

Local Numbers

AC0059-0000098 (AC Scan)

Topic: Cleaning compounds advertising

Genre/ Form: Advertisements -- 1910-1920

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A Precious Gift for Mother and Baby / Young Mothers - How Will You Care for Baby After the Nurse Goes? [black & white advertisement; tear sheet], 1910
1 Item (Ink on paper.; 10.0" x 8.0".)

Image(s): A Precious Gift for Mother and Baby / Young Mothers - How Will You Care for Baby After the Nurse Goes? [black & white advertisement; tear sheet].

Taylor Nursery Baby Bed Company, Advertiser
English.

Two advertisements glued to a single page showing "The Taylor Nursery" baby bed and describing its features.

In Series ?, Box 140, Folder Book 297.

Local Numbers
AC0059-0000066 (AC Scan)

Topic:  Children's furniture
        Infants -- Care
        advertising
        beds

Genre/ Form:  Advertisements -- 1910-1920
              Tear sheets

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Image(s)

Like a Sweet Memory ... [color advertisement; tear sheet], 1904
1 Item (Ink on paper.; 13.4" x 9.2").

Image(s)
Nabisco, Inc., Advertiser
English.
Illustration of a woman holding a Nabisco box. Text lists the flavors of Nabisco Sugar Wafers.

In Series ?, Box 153 (Book 317), Folder National Biscuit Company, 1904.

Local Numbers
AC0059-0000182 (AC Scan)

Topic: Food -- Packaging
Food industry and trade advertising

Genre/ Form: Advertisements -- 1900-1910

Like a Glimpse Through the Window of Spring ... [color advertisement; tear sheet], 1904
1 Item (Ink on paper.; 13.2" x 9.1").

Image(s): Like a Glimpse Through the Window of Spring ... [color advertisement; tear sheet].

Nabisco, Inc., Advertiser
English.
Illustration of a woman framed by a rectangle with a flowering tree branch in the background. Text lists the flavors of Nabisco Sugar Wafers.

In Series ?, Box 153 (Book 317), Folder National Biscuit Company, 1904.

Local Numbers
AC0059-0000188 (AC Scan)

Topic: Food -- Packaging
Food industry and trade advertising

Genre/ Form: Advertisements -- 1900-1910

Nabisco Sugar Wafers ... [color advertisement; tear sheet], 1904
1 Item (Ink on paper.; 13.7" x 8.7").

Image(s): Nabisco Sugar Wafers ... [color advertisement; tear sheet].

Nabisco, Inc., Advertiser
English.
Illustration of man on one knee at a woman's feet, both dressed in 18th Century fashion. A poem of their conversation is inset. She asks him to choose either the sugar wafers or her. Text lists the flavors of Nabisco Sugar Wafers.
In Series ?, Box 153 (Book 317), Folder National Biscuit Company, 1904.

Local Numbers
AC0059-0000189 (AC Scan)

Topic: Food -- Packaging
       Food industry and trade advertising

Genre/ Form: Advertisements -- 1900-1910
           Tear sheets

Box 153, Folder 2 National Biscuit Company biscuits, 1904
Image(s)

In Praise of Nabisco. [color advertisement; tear sheet], 1904
1 Item (Ink on paper.; 10.0" x 7.3").
Image(s): In Praise of Nabisco. [color advertisement; tear sheet].
Nabisco, Inc., Advertiser
English.
Advertisement for Sugar Wafers done in the style of a medieval illuminated manuscript page.

In Series ?, Box 153 (Book 318), Folder National Biscuit Company, 1905.

Local Numbers
AC0059-0000190 (AC Scan)

Topic: Food -- Packaging
       Food industry and trade advertising

Genre/ Form: Advertisements -- 1900-1910
           Tear sheets

Bakers' Marks. [black & white advertisement; tear sheet], 1905
1 Item (Ink on paper.; 15.7" x 9.7").
Image(s): Bakers' Marks. [black & white advertisement; tear sheet].
Nabisco, Inc., Advertiser
English.
...a trade mark that really identifies ... made by the National Biscuit Company.

In Series ?, Box 153 (Book 318), Folder National Biscuit Company, 1905.

Local Numbers
AC0059-0000191 (AC Scan)

Topic: Food -- Packaging
       Food industry and trade advertising
Finger mark or Trade mark - Which? [black & white advertisement; tear sheet], 1905
1 Item (Ink on paper.; 10.4" x 8.4").
Image(s): Finger mark or Trade mark - Which? [black & white advertisement; tear sheet].
Nabisco, Inc., Advertiser
English.
Common crackers and wafers - fingered from the time they leave the bakery ...or ... by the National Biscuit Company and packed ...
In Series ?, Box 153 (Book 318), Folder National Biscuit Company, 1905.

The Board of Education [black & white advertisement; tear sheet], 1905
1 Item (Ink on paper.; 7.6" x 6.6").
Image(s): The Board of Education [black & white advertisement; tear sheet].
Nabisco, Inc., Advertiser
English.
The trade mark of the National Biscuit Company in sight on the grocer's shelf has done wonders in educating the people to buy Biscuit, Crackers and Wafers in moisture proof packages instead of paper bags.
In Series ?, Box 153 (Book 318), Folder National Biscuit Company, 1905.

When All Biscuit, Crackers and Wafers Were Alike ... [black & white advertisement; tear sheet], 1905
When All Biscuit, Crackers and Wafers Were Alike... identifying marks would have been useless. In order that consumers might distinguish between the best and the other kind, this trade mark was adopted.

In Series ?, Box 153 (Book 318), Folder National Biscuit Company, 1905.

Illustration of National Biscuit Company product boxes creating a frame around the text promoting the quality of the brand.

In Series ?, Box 155 (Book 321), Folder National Biscuit Company.

Illustration of National Biscuit Company product boxes creating a frame around the text promoting the quality of the brand.
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<td>Box 156, Folder 2</td>
<td>National Biscuit Company biscuits, 1914</td>
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<td>Box 156, Folder 3</td>
<td>National Biscuit Company biscuits, 1914</td>
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<td>Box 157, Folder 1</td>
<td>National Biscuit Company biscuits, 1915</td>
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<td>Box 157, Folder 2</td>
<td>National Biscuit Company biscuits, 1916</td>
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<td>Box 158, Folder 1</td>
<td>Po'Keepsie Cream Crackers crackers, 1916-1918</td>
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<td>Box 158, Folder 1</td>
<td>National Correspondence Institute correspondence courses, 1899-1900</td>
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<td>Box 158, Folder 1</td>
<td>Veronese Biscuit biscuits, 1898-1902</td>
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<td>Box 158, Folder 1</td>
<td>Somatose Biscuit biscuits, 1900</td>
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<td>Box 158, Folder 2</td>
<td>Dayton Raquet Company raquets, 1899</td>
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<td>Box 159, Folder 1</td>
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<td>Box 160, Folder 1</td>
<td>Hepp and Son, 1915</td>
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<td>Box 160, Folder 1</td>
<td>Elsley Organs organs, 1901-1925</td>
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<td>Box 160, Folder 1</td>
<td>Ludden and Bates pianos, 1901-1925</td>
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<td>Box 160, Folder 1</td>
<td>Jacob Music Box Company music boxes, 1901-1925</td>
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<td>Box 160, Folder 1</td>
<td>Hope-Jones Organ Company organs, 1901-1925</td>
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<td>Box 160, Folder 1</td>
<td>Consolidated Talking Machine Company phonographs, 1901-1925</td>
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<tr>
<td>Box 160, Folder 1</td>
<td>Victor Talking Machine Company phonographs, 1901-1925</td>
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<tr>
<td>Box 160, Folder 1</td>
<td>Image(s)</td>
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<tr>
<td>Box 160, Folder 1</td>
<td>Cornish Company pianos and organs, 1901-1925</td>
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</table>
Box 160, Folder 1  Bent Company pianos, 1901-1925
Box 160, Folder 1  Ludwig Pianos pianos, 1901-1925
Box 160, Folder 1  Weaver Pianos pianos, 1901-1925

Image(s)

Your Children Should Have the Advantages of Music! [black & white advertisement; tear sheet], 1922
1 Item (Ink on paper.; 11.7" x 7.8").
Image(s): Your Children Should Have the Advantages of Music! [black & white advertisement; tear sheet].
Weaver Piano Co., Inc., Advertiser
English.
Illustrated with a family - daughter playing piano, son playing violin, father seated with newspaper, mother watching from behind chair
In Series 2, Box 428, Folder ?.

Local Numbers
AC0059-0000058 (AC Scan)

Topic:  Piano
Piano makers
advertising

Genre/ Form:  Advertisements -- 1920-1930
Tear sheets

Weaver Pianos [black & white advertisement; tear sheet], 1922
1 Item (Ink on paper.; 10.6" x 4.6").
Image(s): Weaver Pianos [black & white advertisement; tear sheet].
Weaver Piano Co., Inc., Advertiser
English.
Illustrated with minstrel group captioned "I wish I was in Dixie!" and a player piano.
In Series 2, Box 428, Folder ?.

Local Numbers
AC0059-0000059 (AC Scan)

Topic:  Piano
Piano makers
advertising

Genre/ Form:  Advertisements -- 1920-1930
Tear sheets

Weaver Pianos [black & white advertisement; tear sheet], 1922
1 Item (Ink on paper.; 10.6" x 4.6").

Image(s): Weaver Pianos [black & white advertisement; tear sheet].

Weaver Piano Co., Inc., Advertiser
English.
Illustrated with elderly African American man with walking stick captioned "Old Black Joe" and a player piano.

In Series 2, Box 428, Folder ?.

Local Numbers
AC0059-0000060 (AC Scan)

<table>
<thead>
<tr>
<th>Topic:</th>
<th>Piano</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Piano makers</td>
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<td></td>
<td>advertising</td>
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<tr>
<td>Genre/</td>
<td>Advertisements -- 1920-1930</td>
</tr>
<tr>
<td>Form:</td>
<td>Tear sheets</td>
</tr>
</tbody>
</table>

Weaver Pianos [black & white advertisement; tear sheet], 1920
1 Item (Ink on paper.; 10.5" x 4.5").

Image(s): Weaver Pianos [black & white advertisement; tear sheet].

Weaver Piano Co., Inc., Advertiser
English.
Illustrated with a couple in Scottish kilts captioned "Coming through the Rye" and a grand piano.

In Series 2, Box 428, Folder ?.

Local Numbers
AC0059-0000061 (AC Scan)

<table>
<thead>
<tr>
<th>Topic:</th>
<th>Piano</th>
</tr>
</thead>
<tbody>
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<td>Piano makers</td>
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<td></td>
<td>advertising</td>
</tr>
<tr>
<td>Genre/</td>
<td>Advertisements -- 1920-1930</td>
</tr>
<tr>
<td>Form:</td>
<td>Tear sheets</td>
</tr>
</tbody>
</table>

Weaver Pianos [black & white advertisement; tear sheet], 1920
1 Item (Ink on paper.; 10.6" x 4.5").

Image(s): Weaver Pianos [black & white advertisement; tear sheet].

Weaver Piano Co., Inc., Advertiser
English.
Illustrated with a log cabin captioned "In my old Kentucky home far away -" and an upright piano.

In Series 2, Box 428, Folder ?.

Local Numbers
AC0059-0000062 (AC Scan)
<table>
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<th>Box 160, Folder 1</th>
<th>National Biscuit Company biscuits, 1901-1925</th>
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<td>Box 160, Folder 1</td>
<td>Musical Echo Company phonographs, 1917</td>
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<td>Image(s)</td>
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<td>Box 160, Folder 1</td>
<td>Hawthorne and Shebe Mfg. Company sound box, 1901-1925</td>
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<tr>
<td>Box 160, Folder 1</td>
<td>Heywood and Wakefield Phonograph phonographs, 1901-1925</td>
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<tr>
<td>Box 160, Folder 2</td>
<td>Acme White Lead and Color Works paints and finishes, 1901-1925</td>
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<tr>
<td>Box 161, Folder 1</td>
<td>Acme White Lead and Color Works paints and finishes, 1907-1911</td>
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<tr>
<td>Box 162, Folder 1</td>
<td>Ansco photo products, 1912-1919</td>
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<tr>
<td>Box 163, Folder 1</td>
<td>Shuron Optical Company, Inc., 1909-1918</td>
</tr>
<tr>
<td>Box 163, Folder 1</td>
<td>Radcliffe Shoes shoes, 1922-1925</td>
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<tr>
<td>Box 164, Folder 1</td>
<td>William Brown and Earle optical goods, 1901-1904</td>
</tr>
<tr>
<td>Box 164, Folder 1</td>
<td>McAllister, 1900-1912</td>
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<td></td>
<td>Image(s)</td>
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<tr>
<td>Box 164, Folder 1</td>
<td>Baker and Rouse cameras, 1900-1912</td>
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<td></td>
<td>Image(s)</td>
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<tr>
<td>Box 164, Folder 1</td>
<td>Vorgtlaender and Son, 1900-1912</td>
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<td>Box 164, Folder 1</td>
<td>C.A. Longstreth optometrist, 1900-1912</td>
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<td>Box 164, Folder 1</td>
<td>Salgram Color Photo Company photography, 1900-1912</td>
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<td>Box 164, Folder 1</td>
<td>A. Martin Inc. optometrist, 1900-1912</td>
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<td>Box 164, Folder 1</td>
<td>Rochester Chemical Company photo products, 1900-1912</td>
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<td>Box 164, Folder 1</td>
<td>Harbach and Company, 1900-1912</td>
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Box 165, Folder 1  Sherwin Williams paints and finishes, 1900-1912
Box 165, Folder 1  Patton Company paints and finishes, 1898-1899
Box 166, Folder 1  Ohio Varnish Company paints and finishes, 1898-1904
Box 166, Folder 1  Army Navy Preparatory schools, 1898-1918
Box 166, Folder 1  Asherrele schools, undated
Box 166, Folder 1  Abington Friends schools, undated
Box 166, Folder 1  Allen schools, undated
Box 166, Folder 1  Alleghany schools, undated
Box 166, Folder 1  Carter White Lead Company paints and finishes, undated
Box 166, Folder 1  U.S. Gutta Percha Paint Company paints and finishes, 1898-1918
Box 166, Folder 1  Cabot, Samuel stains, 1898-1918
Box 166, Folder 1  Adirondack schools, 1898-1918
Box 166, Folder 1  Davis Lead Company lead, undated
Box 166, Folder 1  F.E. Hook paints and finishes, 1898-1918
Box 166, Folder 1  Pecora Paint Company paints and finishes, 1898-1918
Box 166, Folder 1  Monarch Paint Company paints and finishes, 1898-1918
Box 166, Folder 1  Abbott schools, 1898-1918
Box 166, Folder 1  Aloha schools, undated
Box 166, Folder 1  Misses Alley schools, undated
Box 167, Folder 1  Dayton seed companies, nurseries, undated
Box 167, Folder 1  Arthur Collins seed companies, nurseries, 1897-1918
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<td>1897-1918</td>
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<td>167, Folder 1</td>
<td>Continental Plant seed companies, nurseries</td>
<td>1897-1918</td>
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<td>167, Folder 1</td>
<td>Strawberry Specialists seed companies, nurseries</td>
<td>1897-1918</td>
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<tr>
<td>167, Folder 1</td>
<td>Conrad Jones Company seed companies, nurseries</td>
<td>1897-1918</td>
</tr>
<tr>
<td>167, Folder 1</td>
<td>Deposit Seed Company seed companies, nurseries</td>
<td>1897-1918</td>
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<tr>
<td>167, Folder 1</td>
<td>Aldridge seed companies, nurseries</td>
<td>1897-1918</td>
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<td>167, Folder 1</td>
<td>Darling and Beahan seed companies, nurseries</td>
<td>1897-1918</td>
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<td>167, Folder 1</td>
<td>Calla Greenhouses seed companies, nurseries</td>
<td>1897-1918</td>
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<td>167, Folder 1</td>
<td>Achelis, George seed companies, nurseries</td>
<td>1897-1918</td>
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<td>167, Folder 1</td>
<td>Alneer Bros. seed companies, nurseries</td>
<td>1897-1918</td>
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<tr>
<td>167, Folder 1</td>
<td>Joe Black Sin and Company seed companies</td>
<td>1897-1918</td>
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<tr>
<td>167, Folder 1</td>
<td>Kansas Seed House seed companies, nurseries</td>
<td>1897-1918</td>
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<tr>
<td>167, Folder 1</td>
<td>Louis P. Butler seed companies, nurseries</td>
<td>1897-1918</td>
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<tr>
<td>167, Folder 1</td>
<td>Burpee and Company seed companies, nurseries</td>
<td>1897-1918</td>
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<tr>
<td>167, Folder 1</td>
<td>Barteldes Seed Company seed companies</td>
<td>1897-1918</td>
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<tr>
<td>167, Folder 1</td>
<td>Robert Buist seed companies, nurseries</td>
<td>1897-1918</td>
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<tr>
<td>167, Folder 1</td>
<td>Balgiano and Son seed companies, nurseries</td>
<td>1897-1918</td>
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<tr>
<td>167, Folder 1</td>
<td>Betecher Bro. seed companies, nurseries</td>
<td>1897-1918</td>
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<tr>
<td>167, Folder 1</td>
<td>J.J. Bell seed companies, nurseries</td>
<td>1897-1918</td>
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<tr>
<td>168, Folder 1</td>
<td>Dingee and Conrad Company seed companies</td>
<td>1897-1918</td>
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<tr>
<td>168, Folder 1</td>
<td>Henry A. Dreer seed companies, nurseries</td>
<td>1892-1919</td>
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<tr>
<td>168, Folder 1</td>
<td>Frederic W. Eberle seed companies, nurseries</td>
<td>1892-1919</td>
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</table>
Box 168, Folder 1  Henry Elwell seed companies, nurseries, 1892-1919

Box 168, Folder 1  Ellwanger and Barry seed companies, nurseries, 1892-1919

Box 169, Folder 1  Standard Oil Company petroleum, 1892-1919

Box 170, Folder 1  Standard Oil Company petroleum, 1907-1909

Box 171, Folder 1  Standard Oil Company petroleum, 1906-1909

Box 172, Folder 1  Essex Fertilizer Company fertilizer, seed companies, 1906-1909

Box 172, Folder 1  Standard Oil Company petroleum, 1898-1923

Image(s)

Box 172, Folder 1  You Stand in Your Own Light, [black & white advertisement; tear sheet], 1899
1 Item (Ink on paper.; 4.3" x 2.1").

Image(s): You Stand in Your Own Light, [black & white advertisement; tear sheet].
Standard Oil Company, Advertiser
English.
Standard Oil advertisement of a woman's silhouette holding an oil can.

Local Numbers
AC0059-0000265 (AC Scan)

Topic:  Gasoline
        Petroleum industry and trade advertising

Genre/ Form:  Advertisements -- 1890-1900
            Tear sheets

Box 172, Folder 1  Tell Me / What's / in Your / Oil Can [black & white advertisement; tear sheet], 1899
1 Item (Ink on paper.; 4.3" x 2.1").

Image(s): Tell Me / What's / in Your / Oil Can [black & white advertisement; tear sheet].
Standard Oil Company, Advertiser
English.
Standard Oil advertisement showing profile of a man holding an oil can.

Local Numbers
AC0059-0000267 (AC Scan)

Topic:  Gasoline
        Petroleum industry and trade
advertising
Genre/ Form: Advertisements -- 1890-1900 Tear sheets

Box 172, Folder 1 Parmenter and Polsey Fertilizer fertilizer, seed companies, 1898-1909
Box 172, Folder 1 Lowell Fertilizer Company fertilizer, seed companies, 1898-1923
Box 172, Folder 1 Templin-Crochett Bradly Company fertilizer, seed companies, 1898-1923
Box 172, Folder 1 Vick's Garden and Flower Guide fertilizer, seed companies, 1898-1923
Box 172, Folder 1 Hugh B. Barclay fertilizer, seed companies, 1898-1923
Box 172, Folder 1 Salzer Seeds fertilizer, seed companies, 1898-1923
Box 172, Folder 1 New England Animal Fertilizer fertilizer, seed companies, 1898-1923
Box 173, Folder 1 H.P. Winter Company seed companies, nurseries, 1898-1923
Box 173, Folder 1 Woodlawn Nurseries seed companies, nurseries, 1910-1929
Box 173, Folder 1 May Seed and Nursery Company seed companies, nurseries, 1910-1929
Box 173, Folder 1 Vicks seed companies, nurseries, 1910-1929
Box 173, Folder 1 Sutton Seeds seed companies, nurseries, 1910-1929
Box 173, Folder 1 Stolen Seed seed companies, nurseries, 1910-1929
Box 173, Folder 1 Marmite Seed seed companies, nurseries, 1910-1929
Box 173, Folder 1 Lewis and Valentine Company seed companies, nurseries, 1910-1929
Box 173, Folder 1 Harin Seeds seed companies, nurseries, 1910-1929
Box 173, Folder 2 Green's Nursery Company seed companies, nurseries, 1910-1929
Box 173, Folder 2 Horsford, Fred K. seed companies, nurseries, 1910-1929
Box 173, Folder 2 Hicks Nurseries seed companies, nurseries, 1910-1929
Box 173, Folder 2 Dingee and Conard Company seed companies, nurseries, 1910-1929
Box 173, Folder 2  Heller Bros. seed companies, nurseries, 1910-1929
Box 174, Folder 1  Wes and Grove seed companies, nurseries, 1910-1929
Box 174, Folder 1  Staymaker seed companies, nurseries, 1896-1919
Box 174, Folder 1  Stahlem seed companies, nurseries, 1896-1919
Box 174, Folder 1  St. Joseph seed companies, nurseries, 1896-1919
Box 174, Folder 1  Templin-Crochett Bradly Company seed companies, nurseries, 1896-1919
Box 174, Folder 1  Texas seed companies, nurseries, 1896-1919
Box 174, Folder 1  Thorburn seed companies, nurseries, 1896-1919
Box 174, Folder 1  Thomas seed companies, nurseries, 1896-1919
Box 174, Folder 1  Van Lindley seed companies, nurseries, 1896-1919
Box 174, Folder 1  Wells seed companies, nurseries, 1896-1919
Box 174, Folder 1  Whiting seed companies, nurseries, 1896-1919
Box 174, Folder 1  National Nurseries seed companies, nurseries, 1896-1919
Box 174, Folder 1  Wood, Allen L. seed companies, nurseries, 1896-1919
Box 174, Folder 1  Scheerin seed companies, nurseries, 1896-1919
Box 174, Folder 1  Woodward seed companies, nurseries, 1896-1919
Box 174, Folder 1  Zimmerman seed companies, nurseries, 1896-1919
Box 174, Folder 1  Young, Josiah seed companies, nurseries, 1896-1919
Box 174, Folder 1  Wragg seed companies, nurseries, 1896-1919
Box 174, Folder 1  Hills Evergreen seed companies, nurseries, 1896-1919
Box 174, Folder 1  Vicks seed companies, nurseries, 1896-1919
Box 174, Folder 1
Pierce Williams Company seed companies, nurseries, 1896-1919
Box 174, Folder 1
Park, George W. seed companies, nurseries, 1896-1919
Box 174, Folder 1
Schedaker seed companies, nurseries, 1896-1919
Box 174, Folder 1
North Jersey Nurseries seed companies, nurseries, 1896-1919
Box 174, Folder 1
Olds Seed Company seed companies, nurseries, 1896-1919
Box 174, Folder 1
Phoenix Nursery seed companies, nurseries, 1896-1919
Box 174, Folder 1
Rawson and Company seed companies, nurseries, 1896-1919
Box 174, Folder 1
Reed, William B. seed companies, nurseries, 1896-1919
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Box 174, Folder 1
Parry's Pomona Nurseries seed companies, nurseries, 1896-1919
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Box 174, Folder 1
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Dingee and Conard Company seed companies, nurseries, 1902-1928
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Box 175, Folder 1  Maurice Field seed companies, nurseries, 1902-1928
Box 176, Folder 1  D.M. Ferry and Company seed companies, nurseries, 1902-1928
Box 177, Folder 1  D.M. Ferry and Company seed companies, nurseries, 1895-1919

Image(s)

Box 177, Folder 1  Vegetables will pay for them [black & white advertisement; tear sheet], 1926
1 Item (Ink on paper.; 12.8" x 5.5").

Image(s): Vegetables will pay for them [black & white advertisement; tear sheet].

D.M. Ferry & Co., Advertiser
English.
Advertisement for vegetable seeds illustrated with a jumble of sports equipment and a young boy selling produce next to a garden. Text says to plant early to sell vegetables to neighbors for money to buy items you want.

Local Numbers
AC0059-0000218 (AC Scan)

Topic: Seed industry and trade
Vegetable gardening
advertising

Genre/ Form: Advertisements -- 1920-1930
Tear sheets

Box 178, Folder 1  seed companies (miscellaneous) seed companies, nurseries, 1920-1929
Box 179, Folder 1  American Agricultural Chemical Company chemicals, 1910-1926
Box 180, Folder 1  Wyandat, 1925-1926
Box 180, Folder 1  Rose Mfg. Company, 1923-1929
Box 180, Folder 1  Fungtrogen Fertilizer fertilizer, 1923-1929
Box 180, Folder 1  Whitesbog Blueberry Nurseries nurseries, 1923-1929
Box 180, Folder 1  Hooker Electrochemical Company candy, food, 1923-1929
Box 180, Folder 1  Independent New Jersey Cranberry Company agriculture, 1923-1929
Box 180, Folder 1  Read Seal Lye lye, 1923-1929
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Box 180, Folder 2  Johnson and Stokes seed companies, nurseries, 1923-1929
Box 180, Folder 2  Moon, William H. seed companies, nurseries, 1923-1929
Box 180, Folder 2  Landreth, David and Son seed companies, nurseries, 1923-1929
Box 180, Folder 2  Leonard, I. and J.L. seed companies, nurseries, 1923-1929
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Box 180, Folder 2  Mathis, Chas. H. seed companies, nurseries, 1923-1929
Box 180, Folder 2  Maule William Henry seed companies, nurseries, 1923-1929
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Box 180, Folder 2  King, T.J. Company seed companies, nurseries, 1923-1929
Box 180, Folder 2  Missouri Seed Company seed companies, nurseries, 1923-1929
Box 180, Folder 2  Morse's Seed Catalogue seed companies, nurseries, 1923-1929
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Box 180, Folder 2  Myer and Son seed companies, nurseries, 1923-1929
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Box 180, Folder 2  Lovett, J.L. seed companies, nurseries, 1923-1929
Box 180, Folder 2  Louisville Seed Company seed companies, nurseries, 1923-1929
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Box 180, Folder 2  Iowa Seed Company seed companies, nurseries, 1923-1929
Box 180, Folder 2  Jorselyn, George S. seed companies, nurseries, 1923-1929
Box 180, Folder 2  Hoopers Bro. and Thomas seed companies, nurseries, 1923-1929
Box 180, Folder 2  Hanes, Charlotte seed companies, nurseries, 1923-1929
Box 180, Folder 2  Horsford, Fred K. seed companies, nurseries, 1923-1929
Box 180, Folder 2  Hubbard, T.S. seed companies, nurseries, 1923-1929
Box 180, Folder 2  Hall, E.J. seed companies, nurseries, 1923-1929
Box 180, Folder 2  Isbell, S.M. seed companies, nurseries, 1923-1929
Box 180, Folder 2  Harvard Nursery seed companies, nurseries, 1923-1929
Box 180, Folder 2  Johnson Seed Company seed companies, nurseries, 1923-1929
Box 180, Folder 2  Johnson, R.S. seed companies, nurseries, 1923-1929
Box 180, Folder 2  Holmes, Harry seed companies, nurseries, 1923-1929
Box 181, Folder 1  N. Stetson and Company pianos, Steinway Pianos, 1923-1929
Box 181, Folder 1  Standard Pneumatic Action Company pianos, piano pedals, 1899-1905
Box 181, Folder 1  Steinway and Sons pianos, 1925

Image(s)

Dear Mr. Steinway, [from Louise M. Smith, Jabalpur, India] [black & white advertisement; tear sheet], 1909
1 Item (Ink on paper.; 8.5" x 5.7").

Image(s): Dear Mr. Steinway, [from Louise M. Smith, Jabalpur, India] [black & white advertisement; tear sheet].

Steinway & Sons, Advertiser
English.
Contains photomechanical reproduction of an elephant-drawn wagon with mahouts moving a drawing-room grand piano. Louise Smith was wife of Colonel Stanley Smith.

In Series ?, Box 181 (Book 354-5), Folder 2.

Local Numbers
AC0059-0000050 (AC Scan)

Topic: Elephants -- 1900-1910 -- India
Piano
Piano makers
advertising

Place: India

Genre/ Form: Advertisements -- 1900-1910
Photographs -- 1900-1910 -- Black-and-white photoprints
-- Reproductions
Tear sheets

Four Undeniable Reasons why a Steinway Piano [black & white advertisement; tear sheet], 1905

1 Item (Ink on paper.; 5.5" x 5.5").

Image(s): Four Undeniable Reasons why a Steinway Piano [black & white advertisement; tear sheet].

Steinway & Sons, Advertiser
English.
Illustrated with woman in ancient Greek style dress playing a lyre.

In Series ?, Box 181 (Book 354-5), Folder 2.

Local Numbers
AC0059-0000051 (AC Scan)

Topic: Lyre
Piano
Piano makers
advertising

Genre/ Form: Advertisements -- 1900-1910
Tear sheets

The Steinway Piano ... An Artistic Unity [black & white advertisement; tear sheet], 1905
1 Item (ink on paper.; 9.5" x 6.1").
Image(s): The Steinway Piano ... An Artistic Unity [black & white advertisement; tear sheet].
Steinway & Sons, Advertiser
English.
Illustrated with woman in ancient Greek style dress playing a double flute or diaulos, also a miniature grand and vertegrand piano.

In Series ?, Box 181 (Book 354-5), Folder 2.

Local Numbers
AC0059-0000052 (AC Scan)

Topic: Piano
Piano makers
advertising

Genre/ Advertisements -- 1900-1910
Form: Tear sheets

Box 182, Folder 1  Steinway and Sons pianos, 1900-1910
Image(s)
Steinway [black & white advertisement; tear sheet], 1915
1 Item (ink on paper.; 7.9" x 4.4").
Image(s): Steinway [black & white advertisement; tear sheet].
Steinway & Sons, Advertiser
English.
Illustrated with silhouette of woman sitting on a branch playing a double flute or diaulos.

In Series ?, Box 182 (Book 356), Folder 1.

Local Numbers
AC0059-0000053 (AC Scan)

Topic: Piano
Piano makers
advertising

Genre/ Advertisements -- 1910-1920
Form: Tear sheets

An American Triumph [black & white advertisement; tear sheet], 1912
1 Item (ink on paper.; 8.7" x 5.8").
Image(s): An American Triumph [black & white advertisement; tear sheet].
Steinway & Sons, Advertiser
English.
Illustrated with an upright piano, two women in ancient Greek dress playing a lyre and horn, and lions.
In Series ?, Box 182 (Book 356), Folder 1.

Local Numbers

AC0059-0000054 (AC Scan)

Topic: Piano
Piano makers
advertising

Genre/ Form: Advertisements -- 1900-1910

Steinway [black & white advertisement; tear sheet], 1915
1 Item (Letter on paper.; 8.5" x 4.8").

Image(s): Steinway [black & white advertisement; tear sheet].

Steinway & Sons, Advertiser

English.
Illustrated with a family watching daughter play an upright piano.

In Series ?, Box 182 (Book 356), Folder 1.

Local Numbers

AC0059-0000055 (AC Scan)

Topic: Piano
Piano makers
advertising

Genre/ Form: Advertisements -- 1900-1910

Steinway [black & white advertisement; tear sheet], 1915
1 Item (Letter on paper.; 8.5" x 5.7").

Image(s): Steinway [black & white advertisement; tear sheet].

Steinway & Sons, Advertiser

Illustrated with a young woman seated at an M style grand piano while looking at a young man leaning on the piano. Text says this piano model makes an acceptable bride gift.

In Series ?, Box 182 (Book 356), Folder 1.

Local Numbers

AC0059-0000077 (AC Scan)

Topic: Gifts
Piano
Piano makers
advertising
Box 183, Folder 1

Steinway and Sons pianos, 1911-1915

Image(s)

Steinway / the instrument of the immortals [black & white advertisement; tear sheet], 1921

1 Item (Ink on paper.; 9.0" x 6.0").

Image(s): Steinway / the instrument of the immortals [black & white advertisement; tear sheet].

Steinway & Sons, Advertiser

English.

Illustration of Edward MacDowell Composing his "Woodland Sketches" seated under a tree with a log cabin in the background. Artist unknown.

In Series 2, Box 183, Folder ?.

Local Numbers

AC0059-0000056 (AC Scan)

Names: MacDowell, Edward, 1860-1908

Topic: Piano

Piano makers

advertising

Genre/ Form: Advertisements -- 1900-1910

Tear sheets

Steinway / the instrument of the immortals [black & white advertisement; tear sheet], 1922

1 Item (Ink on paper.; 11.7" x 7.8").

Image(s): Steinway / the instrument of the immortals [black & white advertisement; tear sheet].

Steinway & Sons, Advertiser

English.

An interpretation of Edward MacDowell's Indian Suite painted for the Steinway Collection by Ernest Blumenschein.

In Series 2, Box 183, Folder ?.

Local Numbers

AC0059-0000057 (AC Scan)

Names: Blumenschein, Ernest Leonard, 1874-1960

MacDowell, Edward, 1860-1908

Topic: Indians of North America

Piano

Piano makers
advertising
Genre/ Form: Advertisements -- 1920-1930 Tear sheets

Steinway / The instrument of the immortals [black & white advertisement; tear sheet], 1921
1 Item (ink on paper.; 4.6" x 6.8").
Image(s): Steinway / The instrument of the immortals [black & white advertisement; tear sheet].
Steinway & Sons, Advertiser
English.
Ad text talks about "what a pity" Beethoven wasn't able to play a Steinway piano. It goes on to list the "immortals" that did play a Steinway piano.

In Series 2, Box 183, Folder ?.

Local Numbers
AC0059-0000234 (AC Scan)

Topic: Gifts
Piano
Piano makers
advertising
Genre/ Form: Advertisements -- 1910-1920 Tear sheets

Steinway / The instrument of the immortals [black & white advertisement; tear sheet], 1920
1 Item (ink on paper.; 11.6" x 7.3").
Image(s): Steinway / The instrument of the immortals [black & white advertisement; tear sheet].
Steinway & Sons, Advertiser
English.
Illustrated with an image of Richard Wagner at his piano. Ad text lists the other "immortals" that play a Steinway piano.

In Series 2, Box 183, Folder ?.

Local Numbers
AC0059-0000235 (AC Scan)

Names: Wagner, Richard, 1813-1883
Topic: Piano
Piano makers
advertising
Genre/ Form: Advertisements -- 1910-1920 Tear sheets
Box 184, Folder 1  Steinway and Sons pianos, 1916-1922
Box 185, Folder 1  Steinway and Sons pianos, 1923-1924
Box 186, Folder 1  Steinway and Sons pianos, 1925-1926
Box 186, Folder 1  National Carbon Company batteries, Eveready Radio Program, 1927-1929
Box 187, Folder 1  Studebaker Bros. Mfg. pianos, undated
Box 188, Folder 1  Humphrey Company heating companies, 1901-1907
Box 188, Folder 1  Ruud Mfg. Company heating companies, 1900-1924
Box 188, Folder 1  Stamford Range heating companies, 1900-1924
Box 188, Folder 1  Rathbone, Sard and Company heating companies, 1900-1924
Box 188, Folder 1  Boynton Furnace Company heating companies, 1900-1924
Box 188, Folder 1  Richardson and Boynton Company heating companies, 1900-1924
Box 188, Folder 1  Phillips and Clark Stove Company heating companies, 1900-1924
Box 188, Folder 1  Monarch Water Heater heating companies, 1900-1924
Box 188, Folder 1  Crown Acorn Range heating companies, 1900-1924
Box 188, Folder 1  Regal Acorn Range heating companies, 1900-1924
Box 188, Folder 1  Spark Heater heating companies, 1900-1924
Box 188, Folder 1  Reynor Mfg. Company heating companies, 1900-1924
Box 188, Folder 1  Sterling Range Furnace heating companies, 1900-1924
Box 189, Folder 1  Griswold Mfg. Company ovens, skillets, 1900-1924
Box 190, Folder 1  Griswold Mfg. Company ovens, skillets, 1918-1923
Box 190, Folder 2  Fatima Cigarettes fingernail polish, 1924-1929
Box 191, Folder 1  Dunham Vapor Heating System heating, undated
Box 191, Folder 1  Dunham Vapor Heating System heating, 1916-1919

Box 192, Folder 1  Tate-Jones Gas Oven Furnaces heating companies, 1920-1923

Box 192, Folder 1  Huenefeld Company heating companies, 1916-1921

Box 192, Folder 1  Quakertown Stove Works heating companies, 1916-1921

Box 192, Folder 1  Pittsburgh Water Heater Company heating companies, 1916-1921

Box 192, Folder 1  Catanooga Roofing and Foundry Company heating companies, 1916-1921

Box 192, Folder 1  Automatic Fuel Saver heating companies, 1916-1921

Box 192, Folder 3  Fifth Avenue Building office building, 1916-1921

Box 193, Folder 1  Fifth Avenue Building office building, 1932-1936

Box 193, Folder 1  Pittsburgh Water Heater Company water heaters, 1932-1936

**Image(s)**

A bath a day for EVERYBODY [black & white advertisement; tear sheet], 1922

1 Item (Ink on paper.; approximately 15.4" x 2.1").

Image(s): A bath a day for EVERYBODY [black & white advertisement; tear sheet].

Pittsburgh Water Heater Company, Advertiser

English.

Lion automatic storage system water heater ad illustrated with man in a robe standing by a steaming bathtub, and a Lion water heater.

In Series ?, Box ?, Folder ?.

Local Numbers

AC0059-0000172 (AC Scan)

**Topic:** Plumbing advertising

**Genre/Form:** Advertisements -- 1920-1930

**Form:** Tear sheets

Box 193, Folder 1  Armstrong Manufacturing Co. stoves, 1922-1923

Box 193, Folder 1  Fulton Company, 1919-1923
Box 193, Folder 2   Fifth Avenue Building office building, 1922
Box 193, Folder 3   Fifth Avenue Building office building, 1932-1936
Box 194, Folder 1   Coral Gables real estate, 1938-1942
Box 195, Folder 1   Coral Gables real estate, 1925
Box 196, Folder 1   Coral Gables real estate, 1925
Box 196, Folder 2   Coral Gables real estate, 1926
Box 197, Folder 1   Sprague Publishing Company publishing, 1926-1927

Image(s)

When Slim Watson talks carburetors his family sits up and takes notice [black & white advertisement; tear sheet], 1926
1 Item (Ink on paper.; 10.1" x 5.4").

Image(s): When Slim Watson talks carburetors his family sits up and takes notice [black & white advertisement; tear sheet].
Sprague Publishing Company, Advertiser
English.
The American Boy Magazine targeting advertisers to buy space in the publication illustrated with a father, mother, and son discussing magazine article at the dinner table.

In Series 1, Box 198, Folder 1.

Local Numbers
AC0059-0000217 (AC Scan)

Topic: Periodicals advertising
Genre/ Form: Advertisements -- 1920-1930 Tear sheets

Box 198, Folder 1   Sprague Publishing Company publishing, 1903-1918
Image(s)

Box 198, Folder 1   "PAY - dirt" [black & white advertisement; tear sheet], 1920
1 Item (ink on paper.; 10.7" x 7.7").

Image(s): "PAY - dirt" [black & white advertisement; tear sheet].

Sprague Publishing Company, Advertiser

English.

The American Boy Magazine targeting advertisers to buy space in the publication illustrated with a man finding business men in his gold pan with an inset of a boy reading a magazine.

Local Numbers
AC0059-0000216 (AC Scan)

Topic: Periodicals advertising
Genre/ Form: Advertisements -- 1920-1930 Tear sheets

Box 199, Folder 1 Jacobi, Alex N.A. heating companies, 1918-1922
Box 199, Folder 1 McKinney and Company heating companies, 1901-1916
Box 199, Folder 1 Sprague Correspondence Schools correspondence courses, 1901-1916
Box 199, Folder 1 Navo Steel Range heating companies, 1901-1916
Box 199, Folder 1 Far Quar Sanitary Furnaces heating companies, 1901-1916
Box 199, Folder 1 Incin-O-Range heating companies, 1901-1916
Box 199, Folder 1 Detroit Stove Works heating companies, 1901-1916
Box 199, Folder 1 Model Stove Company heating companies, 1901-1916
Box 199, Folder 1 Beckwrith, P.D. heating companies, 1901-1916
Box 199, Folder 1 Bennett and Mason Company heating companies, 1901-1916
Box 199, Folder 1 Bevan, E. and Company heating companies, 1901-1916
Box 199, Folder 1 Florence Automatic Oil Stove heating companies, 1901-1916
Box 199, Folder 1 Central Oil and Gas Stove Company heating companies, 1901-1916
Box 199, Folder 1 Borden heating companies, 1901-1916
Box 199, Folder 1 Chambers-Swift Company heating companies, 1901-1916
Box 199, Folder 1  Baxter Stove Company heating companies, 1901-1916
Box 199, Folder 1  Albany Foundry Company heating companies, 1901-1916
Box 200, Folder 1  Sprague Publishing Company publishing, 1901-1916
Box 201, Folder 1  Ostheimer Bros. suspenders, 1925-1926
Box 201, Folder 1  Brighton Silk Garter garters, 1905-1907
Box 201, Folder 1  Haris Suspenders Company, 1898-1908
Box 202, Folder 1  Pureoxia beverages, 1911-1918
Box 202, Folder 1  Clysmic Spring Company beverages, 1902-1913
Box 202, Folder 1  L. Rose and Company beverages, 1902-1913
Box 202, Folder 1  Saratoga beverages, 1902-1913
Box 202, Folder 1  White Rock Mineral Water beverages, 1902-1913
Box 203, Folder 1  George Evans Company toiletries, 1902-1913
Box 203, Folder 1  Brown Soap Company toiletries, 1900-1917
Box 203, Folder 1  Prof. I. Hubert toiletries, 1900-1917
Box 203, Folder 1  Packer's Tar Soap toiletries, 1900-1917
Box 203, Folder 1  Gerhard Mennen Company toiletries, 1900-1917
Box 203, Folder 1  Woodland Clark and Company toiletries, 1900-1917
Box 203, Folder 1  Henry Tetlow Company toiletries, 1900-1917
Box 203, Folder 1  Coxmo Buttermilk Soap Company toiletries, 1900-1917
Box 203, Folder 1  Coolene Company toiletries, 1900-1917
Box 203, Folder 1  Alfred H. Smith Company toiletries, 1900-1917
Box 203, Folder 1  Arthur Chemical Company toiletries, 1900-1917
Box 203, Folder 1  Madam Nordica's Company toiletries, 1900-1917
Box 203, Folder 1  Binder, Richard toiletries, 1900-1917
Box 203, Folder 1  Medco Company toiletries, 1900-1917
Box 203, Folder 1  Spiro Company toiletries, 1900-1917
Box 203, Folder 1  Rotary Toothbrush Company toiletries, 1900-1917
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Box 203, Folder 1  B and P Company toiletries, 1900-1917
Box 203, Folder 1  L. Lewis toiletries, 1900-1917
Box 203, Folder 2  Household Specialties Company girdle's, 1900-1917
Box 203, Folder 2  Stalforto cleansers, undated
Box 203, Folder 2  Normany Products, undated
Box 203, Folder 2  Yardley and Company soap, undated
Box 204, Folder 1  Normany Products, 1927-1929
Box 204, Folder 2  Van Raalte Veils veils, 1925-1928
Box 204, Folder 2  Everfast Wash Fabrics fabric, 1901-1930
Box 204, Folder 2  Schuykill Silk Mills underwear, 1901-1930
Box 204, Folder 2  Warner's Rust Proof Corsets corsets, 1901-1930
Box 204, Folder 2  Maline Mills underwear, 1901-1930
Box 204, Folder 2  Armand Beauty Aids cosmetics, 1901-1930
Box 204, Folder 2  Image(s)
Box 204, Folder 1  Find Yourself [black & white advertisement; tear sheet], 1929
1 Item (Ink on paper.; 12.7“ x 10.5“.
Image(s): Find Yourself [black & white advertisement; tear sheet].
Armand Company, Advertiser
English.
"Read this amazing book on the psychology of beauty ... Get your won copy free with every {dollar}1.00 purchase of Armand products." Ad features Cold Cream Powder, Foundation Creme, Cleansing Cream, Astringent, and Lip and Check Rouge.

Local Numbers
AC0059-0000214 (AC Scan)

Topic: Cosmetics
Cosmetics -- advertising
Cosmetics industry
advertising

Genre/ Form: Advertisements -- 1920-1930
Tear sheets

Armand Cold Cream Powder [black and white print advertisement], Circa 1920-1930
1 Item (Ink on paper.; 16.5“ x 7.1“.
Image(s): Armand Cold Cream Powder [black and white print advertisement].
Arrmand, Advertiser
English.
"The modern active life you are living calls for this particular face powder." Illustration of a woman looking at a picutre of an elegant woman with a table under the picture. Proof page from Holland's Magazine (Dallas, Texas) for April issue.

In Series ?, Box 202, Folder 2.

Local Numbers
AC0059-0000269 (AC Scan)

Topic: Cold cream
Cosmetics
Face powder
Holland's Magazine
Women's fashion

Genre/ Form: Advertisements -- 1950-1960
Print advertising
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Box 204, Folder 2 Birdsey, Somers Company, 1901-1930
Box 204, Folder 2 Armorside Corset corsets, 1901-1930
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<td>Box 204, Folder 2</td>
<td>Rogers Bros. Silver silverplate, 1901-1930</td>
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<td>KYX nail care, 1901-1930</td>
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<td>Box 204, Folder 2</td>
<td>Ocean Bathing Suit Company bathing suits, 1901-1930</td>
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<td>Box 204, Folder 2</td>
<td>Pompeian Mfg. cosmetics, 1901-1930</td>
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<td>Box 204, Folder 2</td>
<td>Imporeus Company facial creams, 1901-1930</td>
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<td>Box 204, Folder 2</td>
<td>Cutex manicure sets, 1901-1930</td>
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<td>Box 204, Folder 2</td>
<td>Goetz Silk Mfg. Company silk, 1901-1930</td>
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<tr>
<td>Box 204, Folder 2</td>
<td>Amolin Chemical Company deoderant powder, 1901-1930</td>
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<td>Box 204, Folder 2</td>
<td>F.P. Corsets corsets, 1901-1930</td>
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<td>Box 205, Folder 1</td>
<td>Armand Beauty Aids cosmetics, 1901-1930</td>
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<td>Box 205, Folder 2</td>
<td>Armand Beauty Aids cosmetics, 1923-1924</td>
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<td>Box 206, Folder 1</td>
<td>Lyon Mfg. Company balm, 1925-1928</td>
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<td>Box 206, Folder 1</td>
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<td>Box 206, Folder 2</td>
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<td>Box 206, Folder 2</td>
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Box 224, Folder 1  Franklin Wool Hosiery Mills hosiery, undated
Box 224, Folder 1  Penna Knitting Mills knitting, 1915-1929
Box 224, Folder 1  Julius Hirsh Knitting Mills knitting, 1915-1929
Box 224, Folder 1  Nachman Spring Company bed springs, 1915-1929
Box 224, Folder 1  Glengair Golf Hose hosiery, undated
Box 224, Folder 1  Sulloway Wool Hosiery hosiery, 1915-1929
Box 224, Folder 1  Norweek Knitting Company sweaters, socks, 1915-1929
Box 224, Folder 2  S.B. and B.W. Fleisher Inc. Yarns yarn, 1915-1929
Box 224, Folder 2  Gordon Hats hats, 1927-1928
Box 224, Folder 2  Lanpher Hats hats, 1926-1929
Box 224, Folder 2  Maline Mills underwear, 1926-1929
Box 225, Folder 1  Noe-Equil Textile Mills textiles, 1910-1921
Box 225, Folder 1  American Knit Products Company underwear, 1925-1926
Box 225, Folder 1  Gordon and Ferguson Inc. clothing, 1923-1924
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Box 225, Folder 1  Franklin Wool Hosiery Mills hosiery, 1926-1929
Box 225, Folder 2  Atlas Underwear Company underwear, 1926
Box 225, Folder 2  Bon Ton corsets, 1923-1927
Box 225, Folder 2  Ubiko Milling Company mills, 1926-1927
Box 226, Folder 1  Splitdorf Bethlehem Electric Company electricity, 1927-1929
Box 227, Folder 1  Pittsburgh Plate Glass Company glass, 1927-1928
Box 227, Folder 1  Owens Machine Company toothbrushes, 1919-1930
Box 227, Folder 1  Bowman and Company table cooker, 1919-1930
Box 227, Folder 1  P-A Sales Company gauges, 1919-1930
Box 227, Folder 1  Oak Flooring Bureau flooring, 1919-1930
Box 227, Folder 1  Topkins Athletes Underwear underwear, 1919-1930
Box 227, Folder 1  Viscose Company yarn, 1919-1930
Box 228, Folder 1  Believer's in Jacksonville, 1919-1930
Box 228, Folder 1  Ivory Garter garters, 1925
Box 229, Folder 1  Jobbers Overall Company, 1914-1925
Box 229, Folder 2  Jobbers Overall Company, 1918-1920
Box 230, Folder 1  Dent's Gloves gloves, 1920-1921
Box 230, Folder 1  Nettleton, A.E. shoes, 1911-1914
Box 230, Folder 1  Lambertville Rubber Company footwear, 1917-1919
Box 230, Folder 1  Arnold Shoes shoes, 1906-1922
Box 231, Folder 1  Hanes Knitting Company men's undergarments, 1920-1923
Box 232, Folder 1  Hanes Knitting Company men's undergarments, 1920-1924
Box 233, Folder 1  Chalfonte-Hadden Hall hotels, 1925-1929
Box 233, Folder 1  Carleton Hotel hotels, 1928-1930
Box 233, Folder 1  Estate of Stephen Girard, 1926-1927
Box 233, Folder 1  Wardman Park Hotel hotels, 1927
Box 233, Folder 2  Royal Hawaiian Hotel hotels, 1927
Box 233, Folder 2  Matson Line steamships, 1926-1927
Box 234, Folder 1  Chicago, Milwaukee and St. Paul Railway railroads, 1927
Box 235, Folder 1  French Line cruises, 1927
Box 235, Folder 1  Chicago, Milwaukee and St. Paul Railway railroads, 1930-1933
Box 236, Folder 1  National Biscuit Company biscuits, 1924-1926
Box 237, Folder 1  Jacques Mfg. Company baking powder, 1902-1916
Box 238, Folder 1  Jacques Mfg. Company baking powder, 1904-1906
Box 238, Folder 1  Royal Baking Powder bakeries, 1906-1907
Box 239, Folder 1  Simmons Hardware Company hardware, 1905
Box 240, Folder 1  Simmons Hardware Company hardware, 1915
Box 240, Folder 2  Simmons Hardware Company hardware, 1913
Box 241, Folder 1  Simmons Hardware Company hardware, 1912
Box 241, Folder 2  Simmons Hardware Company hardware, 1911
Box 242, Folder 1  Simmons Hardware Company hardware, 1910
Box 242, Folder 2  Simmons Hardware Company hardware, 1909
Box 243, Folder 1  Simmons Hardware Company hardware, 1908
Box 243, Folder 2  Simmons Hardware Company hardware, 1907
Box 244, Folder 1  Simmons Hardware Company hardware, 1905-1906
Box 244, Folder 2  Dennison Mfg. Company stationery, 1905
Box 245, Folder 1  Dennison Mfg. Company stationery, 1905-1907
Box 245, Folder 2  Dennison Mfg. Company stationery, 1908
Box 246, Folder 1  Heinz Company condiments, 1909

Image(s)

[Heinz Tomato Soup, black & white advertisement; tear sheet], Circa 1905
1 Item (Ink on paper.; 1.7" x 1.4").

Image(s): [Heinz Tomato Soup, black & white advertisement; tear sheet].

H. J. Heinz Company, Advertiser
English.
Only a section of the advertisement showing a can of tomato soup.

In Series ?, Box ? (Book 246), Folder Heinz Co.1905-08.

Local Numbers
AC0059-0000200 (AC Scan)

Topic: Canning and preserving
Food industry and trade advertising

Genre/ Form: Advertisements -- 1900-1910
Tear sheets

Box 247, Folder 1  Heinz Company condiments, 1905-1908
Image(s)

Good ketchup needs no drugs. [black & white advertisement; tear sheet], 1909
1 Item (Ink on paper.; 12.1" x 9.0").
Image(s): Good ketchup needs no drugs. [black & white advertisement; tear sheet].
H. J. Heinz Company, Advertiser
English.
Contains images of workers labeling bottles and tomatoes on the vine. Text discusses Benzoate of Soda and states that it isn't in Heinz Ketchup.

In Series ?, Box 247 (Book 446), Folder 1.

Local Numbers
AC0059-0000148 (AC Scan)

Topic:
Canning and preserving
Condiments
Tomatoes
advertising

Genre/ Form:
Advertisements -- 1910-1920
Tear sheets

Should Know about Soda in Foods! [black & white advertisement; tear sheet], 1909
1 Item (Ink on paper.; 16.7" x 11.5").
Image(s): Should Know about Soda in Foods! [black & white advertisement; tear sheet].
H. J. Heinz Company, Advertiser
English.
Text discusses Benzoate of Soda and states that it isn't in Heinz 57 varieties.

In Series ?, Box 247, Folder 1.

Local Numbers
AC0059-0000147 (AC Scan)

Topic:
Canning and preserving
Condiments
Food industry and trade
advertising

Genre/ Form:
Advertisements -- 1910-1920
Tear sheets

A Public Statement / The People's health or the Food manufacturer's Profit! [black & white advertisement; tear sheet], 1909
1 Item (ink on paper.; 14.6" x 11.1").
Image(s): A Public Statement / The People's health or the Food manufacturer's Profit! [black & white advertisement; tear sheet].
H. J. Heinz Company, Advertiser
English.
Text discusses the dangers of Benzoate of Soda in prepared foods.
In Series ?, Box 247, Folder 1

Local Numbers
AC0059-0000149 (AC Scan)

Topic: Canning and preserving
Condiments
Food industry and trade
advertising

Genre/ Advertisements -- 1900-1910
Form: Tear sheets

Nature's Best in HEINZ Ketchup. [black & white advertisement; tear sheet], 1910

1 Item (ink on paper.; 13.7" x 8.5").
Image(s): Nature's Best in HEINZ Ketchup. [black & white advertisement; tear sheet].
H. J. Heinz Company, Advertiser
English.
Contains image of workers picking tomatoes in the field. Text states there is no Benzoate of Soda or other drugs in Heinz Ketchup.
In Series ?, Box 247 (Book 446), Folder 1.

Local Numbers
AC0059-0000150 (AC Scan)

Topic: Canning and preserving
Condiments
Tomatoes
advertising

Genre/ Advertisements -- 1910-1920
Form: Tear sheets

The Origin of Heinz 57 Varieties, [black & white advertisement; tear sheet], 1910
1 Item (ink on paper.; 10.4" x 8.4")
Image(s): The Origin of Heinz 57 Varieties, [black & white advertisement; tear sheet].
H. J. Heinz Company, Advertiser
English.
Illustrated with packages of Heinz Mince Meat and a pie. Text tells of the beginning of Heinz and the ingredients of mince meat.

In Series ?, Box 247 (Book 446), Folder 1.

Local Numbers
AC0059-0000152 (AC Scan)

Topic: Canning and preserving
       Food industry and trade
       Advertising

Genre/ Form: Advertisements -- 1910-1920
           Tear sheets

There are good reasons why Campbell's Tomato Soup is the most delicious you ever tasted. [black & white advertisement; tear sheet], 1910

1 Item (ink on paper.; 10.5" x 8.5")
Image(s): There are good reasons why Campbell's Tomato Soup is the most delicious you ever tasted. [black & white advertisement; tear sheet].
Joseph Campbell Company (Camden, N.J.), Advertiser
English.
Illustrated with image of an upper class family being served soup by an African American waiter.

In Series ?, Box 247 (Book 446), Folder 1.

Local Numbers
AC0059-0000151 (AC Scan)

Topic: African American waiters
       Canning and preserving
       Food industry and trade
       Advertising

Genre/ Form: Advertisements -- 1900-1910
           Tear sheets

Box 248, Folder 1 Heinz Company condiments, 1909-1911
Image(s)

Box 250, Folder 1 Hollingshead polish, 1906

Box 250, Folder 1 Jesse Jones Paper Box Company paper, boxes, undated
Box 250, Folder 1  Table Talk bread, 1899-1911
Box 250, Folder 1  Sanitary Products Corporation forks, spoons, 1916
Box 250, Folder 2  Hyde and Sons textiles, 1920
Box 251, Folder 1  Hyde and Sons textiles, 1905-1907
Box 251, Folder 2  Hyde and Sons textiles, 1907-1908
Box 252, Folder 1  Hyde and Sons textiles, 1908-1909
Box 252, Folder 2  Hodgson Portable Houses houses, 1909-1911
Box 253, Folder 1  Hodgson Portable Houses houses, 1909-1922
Box 253, Folder 2  Hodgson Portable Houses houses, 1923-1924
Box 254, Folder 1  Caterpillar Tractor Company tractors, 1925-1929
Box 254, Folder 1  Erie Lithographing and Printing Company printing, 1928-1930
Box 254, Folder 1  Three Diamonds Fancy Crabmeat food, 1925
Box 254, Folder 1  David Lupton's Sons Company steel shelves, 1929
Box 254, Folder 2  Ocean Bathing Suit Company bathing suits, 1929
Box 255, Folder 1  Cluett, Peabody and Company shirts, collars, 1929
Box 255, Folder 2  United Neckwear Mfg. Company clothing, 1904-1906
Box 255, Folder 2  Cluett, Peabody and Company shirts, collars, 1917
Box 256, Folder 1  Onondaga Pottery Company ceramics, Syracuse China, 1906-1908
Box 257, Folder 1  Onondaga Pottery Company ceramics, 1917-1925
Box 257, Folder 2  Columbia Phonograph Company, Inc. music, records, recording, 1925-1929
Box 258, Folder 1  Columbia Phonograph Company, Inc. music, records, recording, 1924-1925
Box 258, Folder 1  Enterprise Mfg. Company appliances, 1923-1924
Box 258, Folder 2  Coffield Washer Company washers, 1898-1913
Box 258, Folder 2  Gladstone Hotel hotels, 1920-1926
Box 258, Folder 2  1900 Washer Company, 1920-1926
Box 258, Folder 2  Mardstone Hotel hotels, 1920-1926
Box 258, Folder 2  U.S. Chamber of Commerce/Nation's Business Chamber of Commerce, 1920-1926
Box 258, Folder 2  Rid-Jid Products Corp., 1920-1926
Box 258, Folder 2  Grand Rapids Refrigerator Company refrigerators, 1920-1926
Box 258, Folder 2  Leonard Refrigerator refrigerators, 1920-1926
Box 259, Folder 1  Florida Chair Factory furniture, 1920-1926
Box 259, Folder 1  Verbeck, Whybrow and Crossley Company household furnishings, 1902-1918
Box 259, Folder 1  Clifford M. Croosley household furnishings, 1902-1918
Box 259, Folder 1  Sanitray Mfg. Company household furnishings, 1902-1918
Box 259, Folder 1  Carlisle Carpet Mills carpet, 1902-1918
Box 259, Folder 1  Bigelow Carpet Company carpet, 1902-1918
Box 259, Folder 1  Moravian Wavers household furnishings, 1902-1918
Box 259, Folder 1  Duncan and Crossley household furnishings, 1902-1918
Box 259, Folder 1  Smith Edward and Company household furnishings, 1902-1918
Box 259, Folder 1  United Mills Mfg. household furnishings, 1902-1918
Box 259, Folder 1  Van Sciver Company household furnishings, 1902-1918
Box 259, Folder 1  White Mantel and Tile household furnishings, 1902-1918
Box 259, Folder 1  Wiggins, H.B. and Sons household furnishings, 1902-1918
Box 259, Folder 1  Coral Mfg. Company household furnishings, 1902-1918
Box 259, Folder 1  A.S. Boyle household furnishings, 1902-1918
Box 259, Folder 1  American Grass Twine Company twine, 1902-1918
Box 260, Folder 1  Sargeant and Company hardware, 1902-1918
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Box 263, Folder 1  Sargeant and Company hardware, 1926-1928
Box 264, Folder 1  Valley Mills mills, 1928-1930
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Box 265, Folder 2  Hills Bros. coffee, 1921-1929
Box 266, Folder 1  New England Confectionary Company candy, 1930-1939
Box 266, Folder 1  Veldoun Company Swanfleece, 1915-1917
Box 266, Folder 1  Faultless Nightwear Corp. underwear, 1928
Box 267, Folder 1  New England Confectionary Company candy, Necco Sweets, Lenox Chocolate, 1927-1929
Box 268, Folder 1  New England Confectionary Company candy, Necco Sweets, Lenox Chocolate, 1904-1908
Box 269, Folder 1  Hawes Von Gal Hats hats, 1909-1914
Box 269, Folder 1  Smith, Gray and Company hats, 1908-1913
Box 269, Folder 2  Hawes Von Gal Hats hats, 1911
Box 270, Folder 1  Mabie, Todd and Bard pens, Swan Pen Foundation, 1909-1910
Box 270, Folder 1  Conklin Pen Company pens, 1901-1902
Box 271, Folder 1  LaCross Manicure Implements and Sets manicure sets, 1905-1920
Box 272, Folder 1  LaCross Manicure Implements and Sets manicure sets, 1924-1925
Box 273, Folder 1  J. Curley and Brother razors, 1922-1924
Box 273, Folder 1  Durham-Duplex Razor Company razors, 1909-1921
Box 273, Folder 1  Korn, Ges W. Razor Company razors, 1909-1921
Box 273, Folder 1  Torrey J.R. Razor Company razors, 1909-1921
Box 273, Folder 1  Associated Railroads of Pennsylvania railroads, 1909-1921
Box 273, Folder 1  Department of Tours tourism, 1909-1921
Box 273, Folder 2  Hotel Champlain hotels, 1909-1921
Box 273, Folder 2  Southern Pacific Company railroads, California tourism, 1905-1922
Box 273, Folder 2  Board of Trade Santa Cruz, California, 1905-1922
Box 273, Folder 2  Public Service Commission, 1905-1922
Box 273, Folder 2  Associated Railroads of Pennsylvania railroads, 1905-1922
Box 273, Folder 2  Delaware and Hudson Company, 1905-1922
Box 273, Folder 2  Hotel Majestic hotels, 1905-1922
Box 273, Folder 2  Hotel Lorraine hotels, 1905-1922
Box 274, Folder 1  Lehigh Valley Railroad railroads, 1905-1922
Box 274, Folder 2  Lehigh Valley Railroad railroads, 1911-1912
Box 275, Folder 1  Oxford University Press publishing, 1912-1913
Box 275, Folder 1  United States Daily newspapers, 1926
Box 275, Folder 1  American Institute of Steel steel, undated
Box 275, Folder 2  Saturday Evening Post publications, 1927-1929
Box 275, Folder 2  Ladies Home Journal publications, 1926-1929
Box 275, Folder 2  Country Gentleman publications, 1926-1929
Box 275, Folder 2  Outlook publications, 1926-1929
Box 275, Folder 2  Viking Books publishing, 1926-1929
Box 275, Folder 2  Hedrick, Marts and Lundy publishing, 1926-1929
Box 275, Folder 2  Young Men's Christian Association YMCA, publications, 1926-1929
Box 275, Folder 2  Rev. U.A. Williams D.D. publishing, 1926-1929
Box 275, Folder 2  Nation's Business publications, 1926-1929
Box 275, Folder 2  Cosmopolitan publications, 1926-1929
Box 275, Folder 2  Scripp's-Howard Newspapers publishing, 1926-1929
Box 275, Folder 2  Farm Journal publications, 1926-1929

Image(s)

Box 275, Folder 2 Book 487  The Silent Revolution [black & white advertisement; tear sheet], 1929
1 Item (proof sheet; Ink on paper.)
Image(s): The Silent Revolution [black & white advertisement; tear sheet].
Farm Journal, The (periodical), Advertiser
English.
Advertising proof sheet with text describing advantages of advertising in The (National) Farm Journal because of its wide readership, as a market for many types of consumer products; with eight drawings of rural scenes, vehicles, and interiors.

Local Numbers
AC0059-0000093 (AC Scan)

Topic:  Agriculture -- Social aspects -- advertising
Farmers -- 1920-1930
Periodicals -- Marketing -- Advertisements

Genre:  Advertisements
Form:  Proofs (printed matter)
Box 276, Folder 1  Abingdon Press publishing, 1926-1929

Box 276, Folder 1  Century Magazine publications, 1924-1929

Box 276, Folder 1, book 488  Is our native stock slowly committing suicide? [black & white advertisement; tear sheet], 1924

1 Item (Ink on paper.; 8.5" x 5.9").

Image(s): Is our native stock slowly committing suicide? [black & white advertisement; tear sheet].

The Century Company, Advertiser

English.

Advertisement for a subscription to The Century Magazine illustrated with a large group of men. Text describes the articles included in the February 1924 issue.

Local Numbers

AC0059-0000251 (AC Scan)

Topic: Periodicals -- Marketing -- Advertisements

Genre/ Form: Advertisements -- 1920-1930

Tear sheets

Box 276, Folder 1  People's Home Journal publications, 1924-1929

Box 276, Folder 1  Forum Sunday School Times publications, 1924-1929

Box 276, Folder 1  Motion Picture Magazine publications, 1924-1929

Box 276, Folder 2  Chicago Daily News newspapers, 1924-1929

Box 276, Folder 2  New York Evening Journal newspapers, 1926

Box 277, Folder 1  Munsey Magazine publications, 1926-1929

Box 277, Folder 1  American Magazine publications, 1904-1921

Box 277, Folder 1  Jacobs, George W. publishing, 1904-1921

Box 277, Folder 1  Key Publishing Company publishing, 1904-1921

Box 277, Folder 1  Metropolitan publications, 1904-1921

Box 277, Folder 1  McClure Publishing Company publishing, 1904-1921
Box 277, Folder 1  Winston Company publishing, 1904-1921
Box 277, Folder 1  Pearson's Magazine publications, 1904-1921
Box 277, Folder 1  Robson and Adee publishing, 1904-1921
Box 277, Folder 1  Scott T. Redfield Company publishing, 1904-1921
Box 277, Folder 1  Scribner Magazine publications, 1904-1921
Box 277, Folder 1  Smith's Magazine publications, 1904-1921
Box 277, Folder 1  Stokes and Company publications, 1904-1921
Box 277, Folder 1  Universal Bible House publishing, 1904-1921
Box 277, Folder 1  Mum and Company publishing, 1904-1921
Box 277, Folder 2  Paris Modes publications, 1904-1921
Box 277, Folder 2  Zeltir Company publications, 1898-1918
Box 277, Folder 2  Colliers publications, 1898-1918
Box 277, Folder 2  Beacon Publishing Company publishing, 1898-1918
Box 277, Folder 2  Sunday New York Hearld newspapers, 1898-1918
Box 277, Folder 2  Presbyterian Board publications, 1898-1918
Box 277, Folder 2  Donnelly, Reuben H. publishing, 1898-1918
Box 277, Folder 2  Stuart Set Magazine publications, 1898-1918
Box 277, Folder 2  Chapple Publishing House publications, 1898-1918
Box 277, Folder 2  Commerce Publishing Company publishing, 1898-1918
Box 277, Folder 2  Chicago Daily News newspapers, 1898-1918
Box 277, Folder 2  Dood Mead Company publishing, 1898-1918
Box 277, Folder 2  Everybody publications, 1898-1918
Box 277, Folder 2  Eastern Publishing publishing, 1898-1918
Box 277, Folder 2  Business Book Bureau publishing, 1898-1918
Box 277, Folder 2  Egerton Press publishing, 1898-1918
Box 277, Folder 2  American Suny School Union publications, 1898-1918
Box 277, Folder 2  Book-Keeping and Business Man Magazine publications, 1898-1918
Box 277, Folder 2  Cook Publishing publications, 1898-1918
Box 277, Folder 2  Cosmopolitan publications, 1898-1918
Box 277, Folder 2  Cruist, Arthur H. publishing, 1898-1918
Box 277, Folder 2  Didge Publishing publishing, 1898-1918
Box 277, Folder 2  American Magazine publications, 1898-1918
Box 277, Folder 2  National Sportsman publications, 1898-1918
Box 277, Folder 2  Monthly Style Book publications, 1898-1918
Box 277, Folder 2  Vogue publications, 1898-1918
Box 277, Folder 2  Florence Publications publishing, 1898-1918
Box 277, Folder 2  Success Magazine publications, 1898-1918
Box 278, Folder 1  Hesterman Publishing Company publishing, 1898-1918
Box 278, Folder 1  Farm Journal publications, 1909-1916
Box 278, Folder 1  Orange Judd Farmer publications, 1909-1916
Box 278, Folder 1  Farm and Home publications, 1909-1916
Box 278, Folder 1  Phelps Publishing Company publishing, 1909-1916
Box 278, Folder 1  Knife Man publications, 1909-1916
Box 278, Folder 1  Up-To-Date Farming publications, 1909-1916
Box 278, Folder 1  Poultry Advocate Department publications, 1909-1916
Box 278, Folder 1  Rural New Yorker publications, 1909-1916
Box 278, Folder 1  Market Growers Journal publications, 1909-1916
Box 279, Folder 1  Abingdon Press publishing, 1909-1916
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Box 279, Folder 1  Century Magazine publications, 1916-1924
Box 279, Folder 1  Association Men/YMCA YMCA, publications, 1916-1924
Box 279, Folder 1  Atlantic Monthly publications, 1916-1924
Box 280, Folder 1  Armour and Company food, 1916-1924
Box 280, Folder 2  Armour and Company food, 1926-1927
Box 281, Folder 1  Armour and Company food, 1928
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Box 282, Folder 1  Morala Nut Margarine margarine, 1929-1930
Box 282, Folder 1  Morris Supreme Ham food, 1927-1928
Box 282, Folder 1  Schwahn A.F. and Sons margarine, 1927-1928
Box 282, Folder 1  Friedman Company margarine, 1928
Box 283, Folder 1  American Weekly publications, 1927-1928
Box 283, Folder 1  American Home publications, 1926
Box 284, Folder 1  Southern Mfg. Company baking powder, Good Luck Baking Powder, 1928
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<td>insurance, industrial coordination</td>
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Box 291, Folder 1  Fidelity Realty Syndicate real estate, 1904-1919
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Box 291, Folder 1  Hollomon, James A. publishing, 1904-1919
Box 291, Folder 1  Jacksonville Development Company real estate, 1904-1919
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Image(s)

Box 297, Folder 1  I'm telling you it was positively uncanny! [black & white advertisement; tear sheet], 1929
1 Item (ink on paper; 12.9" x 9.5").

Image(s): I'm telling you it was positively uncanny! [black & white advertisement; tear sheet].

Victor Talking Machine Company. (New York.), Advertiser
English.

Woman in flapper style dress loading a stack of records into a Victrola. The Orthophonic Victrola and Automatic Electrola are the models mentioned.

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Box 411, Folder 1  American Association for the Promotion of Purity in Food food purity, 1917 (ca.)
Box 411, Folder 1  Rameses Cigarettes tobacco, 1909

Image(s)

Rameses - the aristocrat of cigarettes [color advertisement; tear sheet], Circa 1915
1 Item (Ink on paper.; 10.7 x 8.2")
Image(s): Rameses - the aristocrat of cigarettes [color advertisement; tear sheet].
Stephano Bros. Inc., Advertiser
English.
"Nobody ever changes from Rameses." Illustration - Egyptian dessert scene with person riding a camel and pyramids in the background.

In Series ?, Box 411 (Book 669), Folder ?.  

Local Numbers
AC0059-0000162 (AC Scan)

Topic: Cigarettes 
Tobacco 
advertising

Genre/ Form: Advertisements -- 1910-1920 
Tear sheets

Box 411, Folder 1  Milo Cigarettes tobacco, 1917 (ca.)
Box 411, Folder 1  Bud Cigarettes tobacco, 1917 (ca.)

Box 411, Folder 1  Egyptian Deities Cigarettes tobacco, 1917 (ca.)

Box 411, Folder 1  Lucky Strike Cigarettes tobacco, 1917 (ca.)

Image(s)

Raw coffee? Never! "Toasted" coffee every time!. [black & white advertisement; tear sheet], 1917
1 Item (Ink on paper.; 10.7" x 7.4").

Image(s): Raw coffee? Never! "Toasted" coffee every time!. [black & white advertisement; tear sheet].

American Tobacco Company., Advertiser
English.
Illustration of Lucky Strike cigarette pack. Text discusses how toasting tobacco gives it more flavor.

In Series ?, Box 411 (Book 669), Folder ?

Local Numbers
AC0059-0000168 (AC Scan)

Topic: Cigarettes
Tobacco
advertising

Genre/ Advertisements -- 1910-1920
Form: Tear sheets

Box 411, Folder 1  United Cigar Stores tobacco, 1917 (ca.)

Box 411, Folder 1  Fatima Cigarettes tobacco, 1917 (ca.)

Image(s)

Fatima - A Sensible Cigarette [color advertisement; tear sheet], 1917
1 Item (Ink on paper.; 12.7 x 8.8").

Image(s): Fatima - A Sensible Cigarette [color advertisement; tear sheet].

Liggett & Myers Tobacco Company, Advertiser
English.
Illustration - a portrait of a seated man dressed in a three piece suit with watch chain holding a cigarette.

In Series ?, Box 411 (Book 669), Folder ?.

Local Numbers
AC0059-0000163 (AC Scan)

Topic: Cigarettes
Tobacco
Box 411, Folder 1  Helmar Cigarettes tobacco, 1917 (ca.)

Image(s)

Helmar Turkish Cigarettes [color advertisement; tear sheet], Circa 1915
1 Item (Ink on paper.; 9.9" x 6.5").

Image(s): Helmar Turkish Cigarettes [color advertisement; tear sheet].

P. Lorillard Company.. S. Anagyros, Advertiser

English.

Christmas packing for Christmas presents now on sale. Illustration - woman standing with arms wide under mistletoe, Christmas tree and presents to the side.

In Series ?, Box 411 (Book 669), Folder ?.

Local Numbers

AC0059-0000164 (AC Scan)

Topic: Cigarettes
Tobacco
advertising

Genre/ Advertisements -- 1910-1920
Form: Tear sheets

Helmar Turkish Cigarettes [color advertisement; tear sheet], Circa 1915
1 Item (Ink on paper.; 9.1" x 6.3").

Image(s): Helmar Turkish Cigarettes [color advertisement; tear sheet].

P. Lorillard Company.. S. Anagyros, Advertiser

English.

Woman looking out of frame, man in profile smoking a cigarette in background.

In Series ?, Box 411 (Book 669), Folder ?.

Local Numbers

AC0059-0000165 (AC Scan)

Topic: Cigarettes
Tobacco
advertising

Genre/ Advertisements -- 1910-1920
Form: Tear sheets

Helmar Turkish Cigarettes [color advertisement; tear sheet], Circa 1915
1 Item (Ink on paper.; 9.1" x 6.4").

Image(s): Helmar Turkish Cigarettes [color advertisement; tear sheet].

P. Lorillard Company. S. Anagyros, Advertiser

English.

Ten women popping out of a Helmar cigarette box.

In Series ?, Box 411 (Book 669), Folder ?.

Local Numbers

AC0059-0000166 (AC Scan)

Topic: Cigarettes
Tobacco
advertising

Genre/ Advertisements -- 1910-1920
Form: Tear sheets

Quality Superb Helmar Turkish Cigarettes [color advertisement; tear sheet], Circa 1915

1 Item (Ink on paper.; 8.4" x 5.9").

Image(s): Quality Superb Helmar Turkish Cigarettes [color advertisement; tear sheet].

P. Lorillard Company. S. Anagyros, Advertiser

English.

Man's face with fingers holding a lit match to the cigarette between his lips.

In Series ?, Box 411 (Book 669), Folder ?.

Local Numbers

AC0059-0000167 (AC Scan)

Topic: Cigarettes
Tobacco
advertising

Genre/ Advertisements -- 1910-1920
Form: Tear sheets

Box 411, Folder 1 Courtessis Cigarettes tobacco, 1917 (ca.)

Box 411, Folder 1 Craven A Cigarettes tobacco, 1917 (ca.)

Box 411, Folder 1 Marmay Cigarettes tobacco, 1917 (ca.)

Box 411, Folder 1 Lord Salisbury Cigarettes tobacco, 1917 (ca.)

Image(s)

An Open Letter to / Vincent Astor [black & white advertisement; newspaper clipping], Circa 1914
Image(s): An Open Letter to / Vincent Astor [black & white advertisement; newspaper clipping].

American Tobacco Company., Advertiser

English.

Illustration of a Lord Salisbury Turkish cigarette package. Text promotes the value of a good cigarette at a lower price.

In Series ?, Box 411 (Book 669), Folder ?

Local Numbers

AC0059-0000161 (AC Scan)

Names: Astor, Vincent, 1891-1959

Topic: Cigarettes
Tobacco
advertising

Genre/ Form: Advertisements -- 1910-1920
Clippings -- 1910-1920

Box 411, Folder 1

Image(s)

Richmond Straight Cut Cigarettes tobacco, 1917 (ca.)

Richmond Straight Cut cigarettes - plain or cork tip [black & white advertisement; tear sheet], Circa 1915

1 Item (ink on paper.; 14.6" x 7.0").

Image(s): Richmond Straight Cut cigarettes - plain or cork tip [black & white advertisement; tear sheet].

Liggett & Myers Tobacco Company, Advertiser

English.

Cartoon of a several young men in mid-19th Century clothing on the street. One says to two others "... even the sophomores treated me with some respect when I produced the Virginia cigarettes ... from Richmond."

In Series ?, Box 411 (Book 669), Folder ?.

Local Numbers

AC0059-0000159 (AC Scan)

Topic: Cigarettes
Tobacco
advertising

Genre/ Form: Advertisements -- 1910-1920
Tear sheets

Richmond Straight Cut cigarettes - plain or cork tip [black & white advertisement; tear sheet], Circa 1915
1 Item (ink on paper.; 7.9 x 5.0"

Image(s): Richmond Straight Cut cigarettes - plain or cork tip [black & white advertisement; tear sheet].

Liggett & Myers Tobacco Company, Advertiser

English.

Cartoon of a several gentlemen and laborers in mid-19th Century clothing on a wharf with a steamship in the background. One man says to two others "... thanks to Coleman Fairfax, just returned from Richmond, we had our first smoke of a genuine Virginia cigarette."

In Series ?, Box 411 (Book 669), Folder ?.

Local Numbers

AC0059-0000160 (AC Scan)

Topic: Cigarettes
Tobacco
advertising

Genre/ Advertisements -- 1910-1920
Form: Tear sheets

Box 411, Folder 1 Chesterfield Cigarettes tobacco, 1917 (ca.)
Box 411, Folder 1 Tareyton Cigarettes tobacco, 1917 (ca.)
Box 411, Folder 1 Sweet Caporal Cigarettes tobacco, 1917 (ca.)
Box 411, Folder 1 Natural Egyptian Cigarettes tobacco, 1917 (ca.)
Box 412, Folder 1 Koorbaste Turkish Cigarettes tobacco, 1917 (ca.)
Box 412, Folder 1 Mogul Cigarettes tobacco, 1917 (ca.)
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Box 412, Folder 1 Sweet Caporal Cigarettes tobacco, 1917 (ca.)
Box 412, Folder 1 Eutopia Tobacco tobacco, 1917 (ca.)
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Box 412, Folder 1  Pera Cigarettes tobacco, 1917 (ca.)
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Box 412, Folder 1  Zufedi Orientel Cigarettes tobacco, 1917 (ca.)
Box 412, Folder 1  Players Navy Cut Cigarettes tobacco, 1917 (ca.)
Box 412, Folder 1  Rameses Cigarettes tobacco, 1917 (ca.)
Box 412, Folder 1  Phillip Morris Cigarettes tobacco, 1917 (ca.)
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Box 412, Folder 1  Navy Long Cut Tobacco tobacco, 1917 (ca.)
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Box 412, Folder 1  Egyptian Oasis Cigarettes tobacco, 1917 (ca.)
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Box 412, Folder 1  Benson and Hedges Cigarettes tobacco, 1917 (ca.)
Box 412, Folder 1  Whip and Qued Tobacco tobacco, 1917 (ca.)
Box 412, Folder 1  London Life Cigarettes tobacco, 1917 (ca.)
Box 412, Folder 1  Milo Cigarettes tobacco, 1917 (ca.)
Box 412, Folder 1  London Gold Tip Cigarettes tobacco, 1917 (ca.)
Box 412, Folder 1  Bagley's Old Colony Cigarettes tobacco, 1917 (ca.)
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<td>Shadur Cigarettes tobacco, 1916 (ca.)</td>
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<td>Vafiadis Cigarettes tobacco, 1916 (ca.)</td>
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<td>Ivory Cigarettes tobacco, 1916 (ca.)</td>
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<td>Box 415, Folder 1</td>
<td>Schinasi Cigarettes tobacco, 1916 (ca.)</td>
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Box 416, Folder 1  Honeymoon Tobacco tobacco, 1916 (ca.)
Box 416, Folder 1  Canadian Club Tobacco tobacco, 1916 (ca.)
Box 416, Folder 1  Velvet Tobacco tobacco, 1916 (ca.)

Image(s)

Only Nature Can make Tobacco Friendly [black & white advertisement; tear sheet], Circa 1915
1 Item (ink on paper.; 10.8 x 8.4")
Image(s): Only Nature Can make Tobacco Friendly [black & white advertisement; tear sheet].
Liggett & Myers Tobacco Company, Advertiser
English.
Man smoking a pipe and holding a holiday humidor of Velvet Tobacco. Wall of holly in the background.

In Series ?, Box 416, Folder ?.

Local Numbers
AC0059-0000198 (AC Scan)

Topic: Cigarettes
Tobacco advertising

Genre/ Form: Advertisements -- 1910-1920
Tear sheets

Box 416, Folder 1  Bull Durham tobacco, 1916 (ca.)

Image(s)

The Lively Smoke for Lifely Times [color advertisement; tear sheet], Circa 1915
The Lively Smoke for Lifely Times [color advertisement; tear sheet].
American Tobacco Company., Advertiser
English.
"Bull" Durham smoking tobacco. Illustration of a two couples at a table in a crowded restaurant with guitarist in the background. Both men are smoking.

The Star Spangled Smoke! [black & white advertisement; tear sheet]. Circa 1915
1 Item (ink on paper.; 8.4" x 5.7").
Image(s): The Star Spangled Smoke! [black & white advertisement; tear sheet).
American Tobacco Company., Advertiser
English.
"Bull" Durham smoking tobacco. Illustration of a two men in uniform rolling and smoking cigarettes with oar powered launches full of sailors headed back to ship in the background.

Box 416, Folder 1  Tuxedo Tobacco tobacco, 1916 (ca.)
Box 416, Folder 1  M.M. Importing Company Tobacco tobacco, 1916 (ca.)
Box 416, Folder 1  Lucky Strike Cigarettes tobacco, 1916 (ca.)
Image(s)

Lucky Strike roll cut tobacco. [black & white advertisement; tear sheet], Circa 1916
1 Item (Ink on paper.; 8.9" x 5.8").

Image(s): Lucky Strike roll cut tobacco. [black & white advertisement; tear sheet].
American Tobacco Company., Advertiser
English.
Illustration of office setting, two men smoking pipes, woman taking dictation, man delivering books, Lucky Stike humidor sitting on the desk.

In Series ?, Box 416 (Book 674), Folder Lucky Strike.

Local Numbers
AC0059-0000157 (AC Scan)

Topic: Clerks
Tobacco
advertising

Genre/ Advertisements -- 1910-1920
Form: Tear sheets

Lucky Strike roll cut tobacco. [black & white advertisement; tear sheet], Circa 1916
1 Item (Ink on paper.; 8.7" x 5.9").

Image(s): Lucky Strike roll cut tobacco. [black & white advertisement; tear sheet].
American Tobacco Company., Advertiser
English.
Illustration of picnic setting, three men and one woman sitting in the grass round a cloth with food and vacuum flasks, one woman standing by a picnic basket passing out food, one woman eating while sitting in an open car in the backgroun. Two of the men are smoking pipes and sharing a pouch of Lucky Strike tobacco.

In Series ?, Box 416 (Book 674), Folder Lucky Strike.

Local Numbers
AC0059-0000158 (AC Scan)

Topic: Picnicking
Tobacco
advertising

Genre/ Advertisements -- 1910-1920
Form: Tear sheets

Lucky Strike roll cut tobacco [black & white; tear sheet], Circa 1915
1 Item (ink on paper.; 9.2" x 6.4").

Image(s): Lucky Strike roll cut tobacco [black & white; tear sheet].

American Tobacco Company., Advertiser
English.
Illustration of three women and two men in a bowling alley. One man, smoking a pipe, demonstrates bowling form while the other man fills cigarette paper from a Lucky Strike tobacco can.

In Series ?, Box 416, Folder ?

Local Numbers
AC0059-0000195 (AC Scan)

Topic:
Cigarettes
Tobacco
advertising

Genre/
Advertisements -- 1910-1920

Form:
Tear sheets

Box 416, Folder 1  Red Belt Tobacco tobacco, 1916 (ca.)
Box 416, Folder 1  Campbell's Shag Tobacco tobacco, 1916 (ca.)
Box 416, Folder 1  Lord Romeo Panetelas Tobacco tobacco, 1916 (ca.)
Box 416, Folder 1  Velvet Smokarols tobacco, 1916 (ca.)
Box 417, Folder 1  Welch's Grape Juice beverages, juice, 1916 (ca.)
Box 417, Folder 1  National Food Magazine publications, newspaper clippings, 1923-1924
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Box 417, Folder 1  Essex Fertilizer Company fertilizer, 1940-1943
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Box 418, Folder 1  Velvet Tobacco tobacco, 1914
Box 419, Folder 1  Rameses Cigarettes tobacco, 1914
Box 419, Folder 1  Bull Durham tobacco, 1918 (ca.)
Box 419, Folder 1

Omar Cigarettes tobacco, 1918 (ca.)

Lucky Strike Cigarettes tobacco, 1918 (ca.)

Image(s)

Use more eggs save meat! [color advertisement; tear sheet], Circa 1930
1 Item (Ink on paper.; 12.7" x 10.0").

Image(s): Use more eggs save meat! [color advertisement; tear sheet].
American Tobacco Company., Advertiser
English.
Illustration of plate with two poached eggs on toast. Lucky Strike cigarette pack. Text discusses how toasting tobacco gives it more flavor.

In Series ?, Box 419, Folder ?

Local Numbers
AC0059-0000186 (AC Scan)

Topic: Cigarettes
Tobacco advertising

Genre/ Form: Advertisements -- 1930-1940 Tear sheets

Potatoes are OK [color advertisement; tear sheet], Circa 1930
1 Item (Ink on paper.; 10.7" x 7.4").

Image(s): Potatoes are OK [color advertisement; tear sheet].
American Tobacco Company., Advertiser
English.
Illustration of plate with baked potato and butter. Lucky Strike cigarette pack. Text discusses how toasting tobacco gives it more flavor.

In Series ?, Box 419, Folder ?

Local Numbers
AC0059-0000187 (AC Scan)

Topic: Cigarettes
Tobacco advertising

Genre/ Form: Advertisements -- 1930-1940 Tear sheets

Milo Cigarettes tobacco, 1918 (ca.)

Image(s)

First among those exquisite luxuries ... [color advertisement; tear sheet], Circa 1918
1 Item (Ink on paper.; 12.8" x 8.8").

Image(s): First among those exquisite luxuries ... [color advertisement; tear sheet].

American Tobacco Company., Advertiser
English.
... which add to life's fragrance is the delicate scent of Milo Violets gold-tipped violet-scented cigarettes. Illustration of a woman undressing with the help of a maid at the edge of a sunken bath.

In Series ?, Box 419, Folder Milo Violets cigarettes.

Local Numbers
AC0059-0000184 (AC Scan)

Topic: Cigarettes
Tobacco advertising

Genre/ Form: Advertisements -- 1910-1920
Tear sheets

Milo Violets delicately scented, gold tipped cigarettes ... [black & white advertisement; tear sheet]. 1918
1 Item (Ink on paper.; 6.1" x 4.1").

Image(s): Milo Violets delicately scented, gold tipped cigarettes ... [black & white advertisement; tear sheet].

American Tobacco Company., Advertiser
English.
... their inimitable fragrance makes them the choice of the smoker who knows ... Illustration of a woman in a sheer harem costume blowing smoke rings.

In Series ?, Box 419, Folder Milo Violets cigarettes.

Local Numbers
AC0059-0000185 (AC Scan)

Topic: Cigarettes
Tobacco advertising

Genre/ Form: Advertisements -- 1910-1920
Tear sheets

Box 419, Folder 1 Egyptian Deities Cigarettes tobacco, 1918 (ca.)

Box 18, Folder 1 Pall Mall Cigarettes, 1918 (ca.)

Box 419, Folder 1 Murad Cigarettes tobacco, 1918 (ca.)
Image(s)

Murad Cigarettes / Remember Our Boys at the Front [color advertisement; tear sheet], 1918
1 Item (Ink on paper.; 8.6" x 5.5").
Image(s): Murad Cigarettes / Remember Our Boys at the Front [color advertisement; tear sheet].
P. Lorillard Company.. S. Anagyros, Advertiser
English.
Scenes of WWI soldier life illustrate boarder around a poem.
In Series ?, Box 419 (Book 677), Folder ?.

Local Numbers
AC0059-0000179 (AC Scan)

Topic: Cigarettes
Tobacco
advertising

Genre/ Advertisements -- 1910-1920
Form: Tear sheets

All for One - One for All / Murad Cigarettes [color advertisement; tear sheet], Circa 1917
1 Item (Ink on paper.; 9.8" x 6.2").
Image(s): All for One - One for All / Murad Cigarettes [color advertisement; tear sheet].
P. Lorillard Company.. S. Anagyros, Advertiser
English.
Heads of WWI soldiers smoking cigarettes represent United States, England, Italy, and France with a box of Murad cigarettes in the center.
In Series ?, Box 419, Folder ?.

Local Numbers
AC0059-0000180 (AC Scan)

Topic: Cigarettes
Tobacco
advertising

Genre/ Advertisements -- 1910-1920
Form: Tear sheets

Murad the Turkish Cigarette [color advertisement; tear sheet], Circa 1917
1 Item (ink on paper.; 12.9” x 9.6”.)
Image(s): Murad the Turkish Cigarette [color advertisement; tear sheet].
P. Lorillard Company.. S. Anagyros, Advertiser
English.
Man in WWI uniform stands closely behind a woman while holding a cigarette in a brightly colored room.

In Series ?, Box 419 (Book 677), Folder ?.

Local Numbers
   AC0059-0000181 (AC Scan)
   Topic: Cigarettes
          Tobacco
          advertising
   Genre/ Form: Advertisements -- 1910-1920
               Tear sheets

Murad the Turkish Cigarette [color advertisement; tear sheet], Circa 1917
1 Item (ink on paper.; 8.7” x 6.0”).
Image(s): Murad the Turkish Cigarette [color advertisement; tear sheet].
P. Lorillard Company.. S. Anagyros, Advertiser
English.
Men in WWI uniform and women walk along street with international flags flying overhead.

In Series ?, Box 419, Folder ?.

Local Numbers
   AC0059-0000183 (AC Scan)
   Topic: Cigarettes
          Tobacco
          advertising
   Genre/ Form: Advertisements -- 1910-1920
               Tear sheets

Box 419, Folder 1  Fatima Cigarettes tobacco, 1918 (ca.)
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Box 419, Folder 1  Helmar Cigarettes tobacco, 1918 (ca.)
Box 419, Folder 1  Duke's Mixture Cigarettes tobacco, 1918 (ca.)
Box 419, Folder 1  Windsor Castle Cigarettes tobacco, 1918 (ca.)
Box 419, Folder 1  Old Egypt Cigarettes tobacco, 1918 (ca.)
Box 419, Folder 1  Nebo Cigarettes tobacco, 1918 (ca.)
Box 419, Folder 1  Sweet Caporol Cigarettes tobacco, 1918 (ca.)
Box 420, Folder 1  Omar Cigarettes tobacco, 1918 (ca.)
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Box 421, Folder 1  Chesterfield Cigarettes tobacco, 1916 (ca.)
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Box 421, Folder 1  Milo Cigarettes tobacco, 1916 (ca.)
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Box 421, Folder 1  Lord Salisbury Cigarettes tobacco, 1916 (ca.)
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"Ancient Harbor," Jaffa, Port of Jerusalem [wood engraving, reproduction in advertising proof sheet], 1946
1 Sheet (Ink on paper, glued to paper page.; approx. 5.0” x 7.0” image in a 13.5” x 9.1” advertisement.)

Kent, Rockwell, 1882-1971, Artist
English.
Advertisement for American Export Lines with Rockwell Kent etching, "Ancient Harbor."

Neg. no. (NMAH) 91-3330. Copyrighted material. Permission to publish should be obtained from the advertiser or its successor.

Local Numbers
91-3330 (OPPS Neg.)

AC0059-0000085 (AC Scan)

Names: American Export Lines, Inc.
Topic: Harbors -- Palestine
Place: Jaffa (Palestine)
Jerusalem
Genre/ Form: Advertisements
Photomechanical prints
Print advertising
Tear sheets
Wood engravings -- Reproductions
Box 3, Folder 2  Cleaned out - by the Japs!, [black & white advertisement; tear sheet]. Circa 1944
1 Item (Ink on paper.; 10.6" x 7.6".)
Image(s): Cleaned out - by the Japs!, [black & white advertisement; tear sheet].
American Export Lines, Inc., Advertiser
English.
Woman looking in empty kitchen cabinet. Text discusses tin shortage for canned goods due to Japanese occupation of Singapore and the Netherlands East Indies.

Local Numbers
AC0059-0000022 (AC Scan)

Topic:
Merchant Marine
Tin
World War, 1939-1945
advertising

Genre/
Form:
Advertisements -- 1940-1950
Tear sheets

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Box 5, Folder 3  Domino Cane Sugar Products and Franklin Cane Sugar, sugar, 1929-1937

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<td>Domino Cane Sugar Products and Franklin Cane Sugar, sugar, 1944-1946</td>
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<td>Domino Cane Sugar Products and Franklin Cane Sugar, sugar, 1947-1948</td>
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Box 28, Folder 1  American Telephone and Telegraph Company, telephones, farmers, 1945-1946

Box 28, Folder 2  American Telephone and Telegraph Company, telephones, farmers, 1949-1950

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Box 28, Folder 4  American Telephone and Telegraph Company, telephones, farmers, 1951-1956

Box 29, Folder 1  American Telephone and Telegraph Company, telephones, farmers, 1957-1961

Image(s)

Box 29, Folder Farmers 1957-1961  Why you need a kitchen extension phone, [black & white advertisement; tear sheet], 1959

1 Item (Ink on paper.; 15.0" x 9.2").

Image(s): Why you need a kitchen extension phone, [black & white advertisement; tear sheet].

American Telephone and Telegraph Company, Advertiser

English.

Image of woman talking on the telephone in the kitchen with two children and farm yard in the back ground.

Local Numbers

AC0059-0000099 (AC Scan)

Topic: Communication
Farm life
advertising
telephone

Genre/ Form: Advertisements -- 1950-1960  Tear sheets

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Box 29, Folder 3  American Telephone and Telegraph Company, telephones, hotel/motel owners, 1950-1957

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Box 30, Folder 4  American Telephone and Telegraph Company, telephones, college students, 1958-1959

Box 31, Folder 1  American Telephone and Telegraph Company, telephones, long lines communication, 1931-1936

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Box 32, Folder 1  American Telephone and Telegraph Company, telephones, specialized markets, 1952-1962

Box 32, Folder 2  American Telephone and Telegraph Company, telephones, specialized markets, 1960-1961

Box 32, Folder 3  American Telephone and Telegraph Company, telephones, specialized markets, 1952-1959

Box 33, Folder 1  American Telephone and Telegraph Company, telephones, communications system, 1938-1944

Box 33, Folder 2  American Telephone and Telegraph Company, telephones, communications system, 1951-1954

Box 33, Folder 3  American Telephone and Telegraph Company, telephones, communications system, 1955-1957

Box 33, Folder 4  American Telephone and Telegraph Company, telephones, communications system, 1955-1957

Box 34, Folder 1  American Telephone and Telegraph Company, telephones, communications system, 1961-1964

Box 34, Folder 2  American Telephone and Telegraph Company, telephones, teletypewriter, 1938-1940
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<th>American Telephone and Telegraph Company, telephones, Bell communications, 1962-1963</th>
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<td>American Telephone and Telegraph Company, radios, television, radio and television shows, 1950-1955</td>
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<td>American Telephone and Telegraph Company, radios, television, radio and television shows, 1956-1957</td>
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<td>American Telephone and Telegraph Company, radios, television, radio and television shows, 1956-1957</td>
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<td>Box 35, Folder 3</td>
<td>American Telephone and Telegraph Company, radios, television, radio and television shows, 1957-1960</td>
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<td>Box 35, Folder 4</td>
<td>American Telephone and Telegraph Company, radios, television, radio and television shows, 1958-1960</td>
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<td>Box 35, Folder 5</td>
<td>American Telephone and Telegraph Company, radios, television, radio and television shows, 1960-1963</td>
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<td>Box 36, Folder 1</td>
<td>American Telephone and Telegraph Company, television, 1962-1963</td>
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<td>Box 36, Folder 2</td>
<td>American Telephone and Telegraph Company, advertising, Telephony Magazine, 1950-1957</td>
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<td>Box 36, Folder 3</td>
<td>American Telephone and Telegraph Company, advertising, Telephony Magazine, 1950-1957</td>
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<td>Box 36, Folder 4</td>
<td>American Telephone and Telegraph Company, advertising, Telephony Magazine, 1958</td>
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<td>Box 37, Folder 1</td>
<td>American Telephone and Telegraph Company, advertising, Telephony Magazine, 1959-1961</td>
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<td>Box 37, Folder 2</td>
<td>American Telephone and Telegraph Company, advertising, Telephony Magazine, 1959-1961</td>
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<td>Box 37, Folder 3</td>
<td>American Telephone and Telegraph Company, advertising, Telephony Magazine, 1950-1954</td>
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<td>Box 37, Folder 3</td>
<td>American Telephone and Telegraph Company, advertising, Telephony Magazine, 1947</td>
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<td>Box 38, Folder 1</td>
<td>American Viscose Company, rayon, yarn, Seraceta, 1929</td>
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Box 38, Folder 1  American Viscose Company, rayon, yarn, Seraceta, 1930-1931
Box 38, Folder 2  American Viscose Company, rayon, yarn, 1930-1931
Box 38, Folder 3  American Viscose Company, rayon, yarn, 1930-1931
Box 38, Folder 4  American Viscose Company, rayon, yarn, 1931-1933
Box 38, Folder 5  Arlette Inc., hair supplies, 1933-1934
Box 39, Folder 1  Anthracite Industries, coal, 1943-1945
Box 39, Folder 2  Anthracite Industries, coal, 1943-1945
Box 39, Folder 3  American Rolling Mill Corporation (ARMCO), stainless steel, iron, 1938-1939
Box 39, Folder 4  American Rolling Mill Corporation (ARMCO), stainless steel, iron, 1938-1939
Box 39, Folder 5  American Rolling Mill Corporation (ARMCO), stainless steel, iron, 1938-1939
Box 39, Folder 6  American Rolling Mill Corporation (ARMCO), stainless steel, iron, 1940-1942
Box 40, Folder 1  American Rolling Mill Corporation (ARMCO), stainless steel, iron, 1943-1944
Box 40, Folder 2  American Rolling Mill Corporation (ARMCO), stainless steel, iron, 1943-1944
Box 40, Folder 3  American Rolling Mill Corporation (ARMCO), stainless steel, iron, 1940-1942
Box 40, Folder 4  Yours for Victory [color advertisement; tear sheet], 1942
1 Item (Ink on paper.; 15.6” x 7.1”.)
Image(s): Yours for Victory [color advertisement; tear sheet].
American Rolling Mill Company, Advertiser
English.
WWII pilot with plane in background. Idealic home kitchen scene below with caption "A standard of living worth fighting for."

Local Numbers
AC0059-0000002 (AC Scan)

Topic:  Airplanes -- Design and construction
        Kitchen appliances
        Steel, Stainless -- 20th century
        World War, 1939-1945
        advertising
American Rolling Mill Corporation (ARMCO), stainless steel, iron, 1947-1950

American Rolling Mill Corporation (ARMCO), stainless steel, iron, 1947-1950

American Rolling Mill Corporation (ARMCO), stainless steel, iron, 1948-1951

American Rolling Mill Corporation (ARMCO), stainless steel, iron, 1948-1951

American Rolling Mill Corporation (ARMCO), stainless steel, iron, 1945-1946

American Rolling Mill Corporation (ARMCO), stainless steel, iron, 1951-1952

American Rolling Mill Corporation (ARMCO), stainless steel, iron, 1953-1956

American Rolling Mill Corporation (ARMCO), stainless steel, iron, 1953-1956

American Rolling Mill Corporation (ARMCO), stainless steel, iron, 1956-1960

American Rolling Mill Corporation (ARMCO), stainless steel, iron, 1956-1960

Armco markets range from rockets to tableware, [black & white advertisement; tear sheet], 1958

1 Item (Ink on paper.; 13.3” x 11.3”.)

Image(s): Armco markets range from rockets to tableware, [black & white advertisement; tear sheet].

American Rolling Mill Company, Advertiser

English.

Rocket and tableware.

Local Numbers

AC0059-0000003 (AC Scan)

Topic: Rockets (Aeronautics)

Steel, Stainless -- 20th century

Tableware advertising

Genre/ Advertisements -- 1950-1960

Form: Tear sheets -- 1940-1970

Armour and Company, food, 1930
Box 43, Folder 3  Armour and Company, food, 1930
Box 43, Folder 4  Armour and Company, food, 1930
Box 44, Folder 1  Armour and Company, food, 1930-1931
Box 44, Folder 2  Armour and Company, food, 1930-1931
Box 44, Folder 3  Armour and Company, food, 1931-1932
Box 44, Folder 4  Armour and Company, food, 1931-1932
Box 45, Folder 1  Armour and Company, food, 1931-1932
Box 45, Folder 2  Armour and Company, food, 1931-1932
Box 45, Folder 3  Armour and Company, food, 1932-1933
Box 45, Folder 4  Armour and Company, food, 1932-1933
Box 46, Folder 1  Armour and Company, food, 1932-1934
Box 46, Folder 2  Armour and Company, food, 1932-1934
Box 46, Folder 3  Armour and Company, food, 1956-1957
Box 46, Folder 4  Armour and Company, food, 1957
Box 47, Folder 1  Armour and Company, food, 1957-1961
Box 47, Folder 2  Armour and Company, food, 1959-1961
Box 47, Folder 3  Armour and Company, food, 1959-1961
Box 47, Folder 4  Armour and Company, food, 1959-1961
Box 48, Folder 1  Armour and Company, food, 1933-1935
Box 48, Folder 2  Armour and Company, food, Armour Star, 1956
Box 48, Folder 3  Armour and Company, food, 1958
Box 48, Folder 4  Armour and Company, food, Armour Star, 1958
Box 48, Folder 5  Armour and Company, food, Latin America, 1935-1936
Box 49, Folder 1  Armour and Company, food, 1958-1959
Box 49, Folder 2  Armour and Company, food, Armour Star, 1959
Box 49, Folder 3  Armour and Company, food, 1960
Box 49, Folder 4  Armour and Company, food, 1961
Box 50, Folder 1  Associated Enterprises Inc., marketing, management, 1967-1970
Box 50, Folder 2  Atlantic Refining Company, petroleum, 1929-1931
Box 50, Folder 3  Atlantic Refining Company, petroleum, 1929-1931
Box 50, Folder 4  Atlantic Refining Company, petroleum, 1930-1931
Box 50, Folder 5  Atlantic Refining Company, petroleum, 1930-1933
Box 51, Folder 1  Atlantic Refining Company, petroleum, White Flash, 1930-1933
Box 51, Folder 2  Atlantic Refining Company, petroleum, White Flash, 1930-1933
Box 51, Folder 3  Atlantic Refining Company, petroleum, White Flash, 1933-1935
Box 51, Folder 4  Atlantic Refining Company, petroleum, White Flash, 1933-1935
Box 52, Folder 1  Atlantic Refining Company, petroleum, 1935-1941
Box 52, Folder 2  Atlantic Refining Company, petroleum, 1935-1941
Box 52, Folder 3  Atlantic Refining Company, petroleum, 1935-1941
Box 52, Folder 4  Atlantic Refining Company, petroleum, 1935-1947
Box 53, Folder 1  Atlantic Refining Company, petroleum, 1935-1947
Box 53, Folder 2  Atlantic Refining Company, petroleum, 1937-1940
Box 53, Folder 3  Atlantic Refining Company, petroleum, 1937-1940
Box 53, Folder 4  Atlantic Refining Company, petroleum, 1945
Box 53, Folder 5  Atlantic Refining Company, petroleum, 1947-1953
Box 53, Folder 6  Atlantic Refining Company, petroleum, 1947-1953
Box 53, Folder 7  Atlantic Refining Company, petroleum, 1947-1953
Box 53, Folder 8  Atlantic Refining Company, petroleum, 1949-1951
Box 54, Folder 1  Atlantic Refining Company, petroleum, 1947-1953
Box 54, Folder 2  Atlantic Refining Company, petroleum, 1947-1953
Box 54, Folder 3  Atlantic Refining Company, petroleum, 1947-1953
Box 54, Folder 4  Atlantic Refining Company, petroleum, 1949-1951
Box 55, Folder 1  Atlantic Refining Company, petroleum, 1954
Box 55, Folder 2  Atlantic Refining Company, petroleum, 1955-1957
Box 55, Folder 3  Atlantic Refining Company, petroleum, 1955-1957
Box 55, Folder 4  Atlantic Refining Company, petroleum, 1958-1959
Box 56, Folder 1  Atlantic Refining Company, petroleum, 1960-1961
Box 56, Folder 2  Atlantic Refining Company, petroleum, 1964
Box 56, Folder 3  Atlantic Refining Company, petroleum, 1965
Box 57, Folder 1  Atlantic Refining Company, petroleum, 1935-1938
Box 57, Folder 2  Attapulgus Clay Company, clay, 1943-1946
Box 57, Folder 3  Avis, automobile rental, 1955
Box 58, Folder 1  Avis, automobile rental, 1956-1957
Box 58, Folder 2  Avisco, fabric, 1955-1956
Box 58, Folder 3  Avisco, fabric, 1955-1956
Box 58, Folder 4  Avisco, fabric, 1955-1956
Box 59, Folder 1  Avisco, fabric, 1956-1957
Box 59, Folder 2  Avisco, fabric, 1956-1957
Box 59, Folder 3  Avisco, fabric, 1956-1957
Box 59, Folder 4  Avisco, fabric, 1957
Box 60, Folder 1  Avisco, fabric, 1957-1958
Box 60, Folder 2  Avisco, fabric, 1957-1958
Box 60, Folder 3  Avondale, cotton fabrics, 1949-1952
Box 60, Folder 4  Avondale, cotton fabrics, 1950
Box 61, Folder 1  Avondale, cotton fabrics, 1953-1955
Box 61, Folder 2  Avondale, cotton fabrics, 1953-1955
Box 61, Folder 3  Avondale, cotton fabrics, 1955-1958
Box 61, Folder 4  Avondale, cotton fabrics, 1955-1958
Box 62, Folder 1  Avondale, cotton fabrics, 1958-1959
Box 62, Folder 2  Avondale, cotton fabrics, 1960-1963
Box 62, Folder 5  B.C. Remedy, pain relievers, 1950-1957
Box 63, Folder 1  E.B. Badger and Sons, engineering, 1946-1947
Box 63, Folder 2  E.B. Badger and Sons, engineering, 1947-1948
Box 63, Folder 3  Ballard and Ballard, flour, 1933
Box 63, Folder 4  Balto Dog and Cat Food, pet food, 1938
Box 64, Folder 1  Barber Asphalt Company, asphalt, 1937-1938
Box 64, Folder 2  Barber Asphalt Company, asphalt, 1938-1942
Box 64, Folder 3  Barber Asphalt Company, asphalt, 1938-1942
Box 64, Folder 4  Bass and Company, shoes, 1936-1938
Box 64, Folder 5  Bissell, carpet sweepers, 1953-1957
Box 65, Folder 1  Bayuk Cigars, tobacco, 1929-1934
Box 65, Folder 2  Bayuk Cigars, tobacco, 1929-1934
Box 66, Folder 1  Bell Aircraft, aircraft, 1946-1947
Box 66, Folder 2  Bellevue-Stratford, hotels, 1937
Box 66, Folder 3  Bell Telephone, telephones, 1946-1947
Box 66, Folder 4  Bell Telephone, telephones, 1946-1947
Box 67, Folder 1  Bermuda Trade Development, tourism, 1935-1937
Box 67, Folder 2  Bermuda Trade Development, tourism, 1938-1946
Box 67, Folder 3  Biro, pens, 1949
Box 68, Folder 1  Blue Bell, clothing, 1954-1957
Box 68, Folder 2  Blue Bell, clothing, 1956-1957
Box 68, Folder 3  Blue Bell, clothing, 1948-1953
Box 68, Folder 4  Call Blue Bell now for Walt Disney's official Mouseketeer playwear [black & white advertisement; tear sheet], Circa 1956

1 Item (Ink on paper.; 17.2" x 12.2").

Image(s): Call Blue Bell now for Walt Disney's official Mouseketeer playwear [black & white advertisement; tear sheet].

Blue Bell, Inc., Advertiser

English.

Illustrated with a variety of play clothes embroidered with the Mouseketeer emblem for boys and girls.
Local Numbers

AC0059-0000249 (AC Scan)

Names: Walt Disney Productions
Topic: Children's clothing advertising
Genre/ Form: Advertisements -- 1950-1960 Tear sheets

Box 68, Folder 4

Only Blue Bell makes Walt Disney's official Davy Crockett jeans, jackets, shirts [black & white advertisement; tear sheet], Circa 1955
1 Item (Ink on paper.; 17.2" x 12.2")

Image(s): Only Blue Bell makes Walt Disney's official Davy Crockett jeans, jackets, shirts [black & white advertisement; tear sheet].

Blue Bell, Inc., Advertiser
English.
Illustrated with a boy wearing the DAy Crockett outfit.

Local Numbers

AC0059-0000250 (AC Scan)

Names: Walt Disney Productions
Topic: Children's clothing advertising
Genre/ Form: Advertisements -- 1950-1960 Tear sheets

Box 68, Folder 4

Bissell, carpet sweeper, 1962-1964

Box 69, Folder 1

Blue Bell, clothing, 1957-1961

Box 69, Folder 2

Blue Bell, clothing, 1957-1961

Box 69, Folder 3

Blue Label Casters, food, 1930-1935

Box 69, Folder 4

Boeing, aircraft, 1942-1944

Box 70, Folder 1

Boeing, aircraft, 1945-1947

Box 70, Folder 2

Boeing, aircraft, 1945-1947

Box 70, Folder 3

Boeing, aircraft, 1948-1952

Box 70, Folder 4

Boeing, aircraft, 1948-1952
Box 71, Folder 1  Boeing, aircraft, 1953-1956
Box 71, Folder 2  Bostitch, staples, staplers, 1952-1954
Box 71, Folder 3  Bostitch, staples, staplers, 1954-1956
Box 72, Folder 1  Bostitch, staples, staplers, 1956-1959
Box 72, Folder 2  Bostitch, staples, staplers, 1958-1961
Box 72, Folder 3  Bostitch, staples, staplers, 1962-1963
Box 72, Folder 4  Bostitch, staples, staplers, 1962-1963
Box 73, Folder 1  Bostitch, staples, staplers, 1964
Box 73, Folder 2  Bostitch, staples, staplers, 1966-1967
Box 73, Folder 3  Bostitch, staples, staplers, 1967-1969
Box 73, Folder 4  Boston Herald Traveler, newspapers, 1930
Box 74, Folder 1  Boston Herald Traveler, newspapers, 1930-1938
Box 74, Folder 2  Boston Pencil Sharpener, pencil sharpeners, 1930
Box 74, Folder 3  Boston Sunday Globe, newspapers, 1935
Box 74, Folder 4  Bovril of America, food, 1936-1941
Box 74, Folder 5  Bradley Knitting Company, clothing, 1931-1932
Box 74, Folder 6  Bradley Knitting Company, clothing, 1935-1940
Box 75, Folder 1  Brazilian American Coffee Promotional Committee, coffee, 1929-1932
Box 75, Folder 2  Brazilian Nuts, food, nuts, 1937
Box 75, Folder 3  Breck, shampoo, 1957-1958
Box 75, Folder 4  Breck, shampoo, 1958-1963
Box 75, Folder Breck

Don't worry, Mommy - it doesn't sting. [color advertisement; tear sheet], 1959
1 Item (Ink on paper.; 17.0” x 11.1").

Image(s): Don't worry, Mommy - it doesn't sting. [color advertisement; tear sheet].

Breck Company., Advertiser

English.

A young girl washing her hair. Possibly Eileen McKenna.

Local Numbers

AC0059-0000030 (AC Scan)

Topic:
Child care
Hair preparations
Shampoos
advertising

Genre/ Form:
Advertisements -- 1950-1960
Tear sheets

Box 75, Folder Breck

Don't worry, Dolly -- it doesn't sting. [Color advertisement; tear sheet], 1960
1 Item (Ink on paper.; 14.3” x 11.1").

Image(s): Don't worry, Dolly -- it doesn't sting. [Color advertisement; tear sheet].

Breck Company., Advertiser

English.

A young girl washing her doll's hair. Possibly Eileen McKenna.

Local Numbers

AC0059-0000034 (AC Scan)

Topic:
Child care
Dolls
Hair preparations
Shampoos
advertising

Genre/ Form:
Advertisements -- 1950-1960
Tear sheets

Box 75, Folder Breck

Don't worry, Dolly - it doesn't sting. [color advertisement; tear sheet], 1959
1 Item (Ink on paper.; 14.3” x 11.1").

Image(s): Don't worry, Dolly - it doesn't sting. [color advertisement; tear sheet].

Breck Company., Advertiser

English.

A young girl washing her own and her doll's hair. Possibly Eileen McKenna.
Local Numbers
    AC0059-0000031 (AC Scan)

Topic:  Child care
       Dolls
       Hair preparations
       Shampoos
       advertising

Genre/  Advertisements -- 1950-1960
Form:   Tear sheets

Box 75, Folder Breck 2
Don't worry, Mommy - it doesn't sting. [color advertisement; tear sheet], 1959
1 Item (Ink on paper.; 17.1" x 11.3").

Image(s): Don't worry, Mommy - it doesn't sting. [color advertisement; tear sheet].
Breck Company., Advertiser
English.
A young girl having her hair washed. Possibly Eileen McKenna.

Local Numbers
    AC0059-0000032 (AC Scan)

Topic:  Child care
       Hair preparations
       Shampoos
       advertising

Genre/  Advertisements -- 1950-1960
Form:   Tear sheets

Box 75, Folder Breck 2
Don't worry, Mommy - it doesn't sting. [black & white advertisement; tear sheet], 1959
1 Item (Ink on paper.; 13.7" x 9.3").

Image(s): Don't worry, Mommy - it doesn't sting. [black & white advertisement; tear sheet].
Breck Company., Advertiser
English.
A young girl having her hair washed. Possibly Eileen McKenna.

Local Numbers
    AC0059-0000033 (AC Scan)

Topic:  Child care
       Hair preparations
       Shampoos
       advertising

Genre/  Advertisements -- 1950-1960
Form:   Tear sheets
Box 75, Folder Breck 2  

Don't worry, Mommy - it doesn't sting. [color advertisement; tear sheet], 1962  
1 Item (Ink on paper.; 12.3" x 10.7")  
Image(s): Don't worry, Mommy - it doesn't sting. [color advertisement; tear sheet].  
Breck Company., Advertiser  
English.  
A young girl having her hair washed. Possibly Eileen McKenna.  

Local Numbers  
AC0059-0000036 (AC Scan)  
Topic: Child care  
Hair preparations  
Shampoos  
advertising  
Genre/ Form: Advertisements -- 1960-1970  
Tear sheets  

Box 75, Folder Breck 2  

Don't worry, Laurie -- it doesn't sting. [Color advertisement; tear sheet], 1962  
1 Item (Ink on paper.; 14.6" x 10.4")  
Image(s): Don't worry, Laurie -- it doesn't sting. [Color advertisement; tear sheet].  
Breck Company., Advertiser  
English.  
A young girl washing another young girl's hair. Brunette possibly Eileen McKenna.  

Local Numbers  
AC0059-0000035 (AC Scan)  
Topic: Child care  
Hair preparations  
Shampoos  
advertising  
Genre/ Form: Advertisements -- 1960-1970  
Tear sheets  

Box 75, Folder 5  
Brocklehurst-Whitson Amalgamated Ltd., yarn, hosiery, 1936  

Box 75, Folder 6  
Brooklyn Union Gas Company, gas, 1943-1945  

Box 1, Folder 2  
A.C. Gilbert, 1936-1939  

Box 75, Folder 7  
Brooklyn Union Gas Company, gas, 1943-1945  

Box 76, Folder 1  
Brooklyn Union Gas Company, gas, 1946-1949
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<th>Brooklyn Union Gas Company, gas, 1946-1949</th>
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<td>Box 76, Folder 3</td>
<td>Brooklyn Union Gas Company, gas, 1951-1954</td>
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<td>Box 76, Folder 4</td>
<td>Brooklyn Union Gas Company, gas, 1951-1954</td>
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<td>Box 76, Folder 5</td>
<td>Brough, Nicholson and Hall Ltd., clothing, 1936</td>
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<tr>
<td>Box 76, Folder 5</td>
<td>Brough, Nicholson and Hall Ltd., clothing, 1933</td>
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<td>Box 77, Folder 1</td>
<td>Edward Budd Manufacturing Company, rail cars, 1934-1937</td>
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<td>Box 77, Folder 2</td>
<td>Philadelphia Bulletin, newspapers, 1944-1947</td>
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<td>Box 77, Folder 3</td>
<td>Philadelphia Bulletin, newspapers, 1944-1947</td>
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<td>Box 78, Folder 1</td>
<td>Philadelphia Bulletin, newspapers, 1958-1960</td>
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<tr>
<td>Box 78, Folder 2</td>
<td>Philadelphia Bulletin, newspapers, 1961-1964</td>
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<td>Box 78, Folder 3</td>
<td>Philadelphia Bulletin, newspapers, 1964-1967</td>
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<td>Box 78, Folder 4</td>
<td>Butcher's Wax, wax, 1954-1959</td>
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<td>Box 79, Folder 1</td>
<td>A.M. Byer's, wrought-iron, 1931-1932</td>
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<td>Box 79, Folder 2</td>
<td>A.M. Byer's, wrought-iron, 1931-1932</td>
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<td>Box 79, Folder 3</td>
<td>A.M. Byer's, wrought-iron, 1931-1932</td>
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<td>Box 80, Folder 1</td>
<td>Container Corporation of America, 1961-1963</td>
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<td>Box 80, Folder 2</td>
<td>C.F. Rump and Sons, leather, 1930-1931</td>
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<tr>
<td>Box 80, Folder 3</td>
<td>Calcium Chloride, 1933-1935</td>
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<td>Box 81, Folder 1</td>
<td>Callaway Mills, 1932-1933</td>
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<tr>
<td>Box 81, Folder 2</td>
<td>Campfire Corporation, food, marshmallows, 1930</td>
</tr>
<tr>
<td>Box 81, Folder 3</td>
<td>Canada Dry, beverages, 1929-1930</td>
</tr>
<tr>
<td>Box 81, Folder 4</td>
<td>Canada Dry, beverages, 1930</td>
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</table>
Box 82, Folder 1  Canada Dry, beverages, 1931-1932
Box 82, Folder 2  Canada Dry, beverages, 1930-1933
Box 82, Folder 3  Canada Dry, beverages, 1930-1932
Box 82, Folder 4  Canada Dry, beverages, 1930-1933
Box 83, Folder 1  Canadien Pharmaceuticals, pharmaceuticals, 1932
Box 83, Folder 2  Canadien Pharmaceuticals, pharmaceuticals, 1932
Box 83, Folder 3  Cannon Mills Inc., towels, sheets, 1931-1934
Box 83, Folder 4  Cannon Mills Inc., towels, sheets, 1931-1934
Box 84, Folder 1  Cannon Mills Inc., towels, sheets, 1930-1940
Box 84, Folder 2  Cannon Mills Inc., towels, sheets, 1930-1940
Box 84, Folder 3  Cannon Mills Inc., towels, sheets, 1935-1937
Box 84, Folder 4  Cannon Mills Inc., hosiery, 1937
Box 85, Folder 1  Cannon Mills Inc., towels, sheets, 1938-1946

Image(s)

Box 85, Folder Cannon Mills 1938, 1939, 1940

[Advertisement for Cannon Towels, "Go New with New Cannon Towels."] : photomechanical proof sheet, 1938
1 Sheet (Ink on paper.; 14.8" x 10.8")

Cannon Mills, Inc., Advertiser
English.
Advertisement for Cannon beach towels and for the Cannon poncho.
Published in Vogue, June 15, 1938 and Harper's Bazaar, June, 1938

Local Numbers
AC0059-0000095 (AC Scan No.)
91-3328 (OPPS Neg.)

Topic: Towels advertising
Genre/ Form: Advertisements -- 1930-1940
Photomechanical prints -- 1930-1950.
Proof sheets -- 1930-1940
Tear sheets -- 1930-1940

Box 85, Folder 2  Cannon Mills Inc., towels, sheets, 1940-1942
Box 85, Folder 3  Cannon Mills Inc., towels, sheets, 1944-1946
Box 86, Folder 1  Cannon Mills Inc., towels, sheets, 1950-1952
Box 86, Folder 2  Cannon Mills Inc., towels, sheets, 1948-1950
Box 86, Folder 3  Cannon Mills Inc., towels, sheets, 1948-1950
Box 87, Folder 1  Cannon Mills Inc., hoisery, 1954-1956
Box 87, Folder 2  Cannon Mills Inc., towels, sheets, 1963
Box 87, Folder 2  Cannon Mills Inc., towels, sheets, 1954-1958
Box 87, Folder 3  Cannon Mills Inc., towels, sheets, 1954-1962
Box 87, Folder 4  Cannon Mills Inc., towels, sheets, 1956-1958
Box 88, Folder 1  Cannon Mills Inc., towels, sheets, 1956-1958
Box 88, Folder 2  Cannon Mills Inc., towels, sheets, 1956-1958
Box 88, Folder 3  Cannon Mills Inc., towels, sheets, 1957-1958
Box 88, Folder 4  Cannon Mills Inc., towels, sheets, 1959-1961
Box 89, Folder 1  Cannon Mills Inc., towels, sheets, 1961-1962
Box 89, Folder 2  Cannon Mills Inc., towels, sheets, 1961-1963
Box 89, Folder 3  Cannon Mills Inc., towels, sheets, 1962
Box 89, Folder 4  Cannon Mills Inc., towels, sheets, 1953-1954
Box 89, Folder 5  Cannon Mills Inc., towels, sheets, 1954-1955
Box 90, Folder 1  Cannon Mills Inc., towels, sheets, 1956-1958
Box 90, Folder 2  Cannon Mills Inc., towels, sheets, 1959-1960
Box 90, Folder 3  Cannon Mills Inc., towels, sheets, 1964-1965
Box 90, Folder 4  Cannon Mills Inc., towels, sheets, 1964-1965
Box 91, Folder 1  Capitol Candy School, candy, 1930-1931
Box 91, Folder 2  Capitol Candy School, candy, 1930-1931
Box 91, Folder 3  Carbide and Carbon Chemicals Corporation, chemicals, 1931-1933
Box 91, Folder 4  Carbide and Carbon Chemicals Corporation, chemicals, 1931-1933
Box 91, Folder 5  Carbide and Carbon Chemicals Corporation, chemicals, 1931-1933
Box 92, Folder 1  Carrier Corporation, air conditioning, 1968-1970
Box 92, Folder 2  Carrier Corporation, air conditioning, 1968-1970
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Box 118, Folder 1  Cellulose Products Corporation, napkins, Tish Paper Napkins, 1931

Box 118, Folder 2  Chalfonte-Haddon Hall, hotels, 1929-1930

Box 118, Folder 3  Chalfonte-Haddon Hall, hotels, 1930-1932

Box 119, Folder 1  Chalfonte-Haddon Hall, hotels, 1930-1932

Box 119, Folder 2  Chalfonte-Haddon Hall, hotels, 1932-1935

Box 120, Folder 1  Chalfonte-Haddon Hall, hotels, 1938-1942

Image(s)

Chalfonte-Haddon Hall, Atlantic City [black & white advertisement; tear sheet], 1938
1 Item (ink on paper.; 4.3” x 5.5”).

Image(s): Chalfonte-Haddon Hall, Atlantic City [black & white advertisement; tear sheet].

Leeds and Lippincott Company, Advertiser

English.

Where guests enjoy a central beachfront location, fine food, friendly treatment, and a variety of entertainment. Restricted clientele.

In Series ?, Box OS 120, Folder Chalfonte Haddon Hall 1938-42.

Local Numbers

AC0059-0000246 (AC Scan)

Topic: Discrimination

Resorts advertising

Genre/ Form: Advertisements -- 1930-1940

Box 120, Folder 2 Chamberlain Weather Strips, weather stripping, 1931-1939

Box 120, Folder 3 Champ Hats, hats, 1956

Box 120, Folder 4 Charms, candy, 1948

Box 121, Folder 1 Chesapeake and Potomac Telephone Company, telephones, 1945-1946

Box 121, Folder 2 Chesapeake and Potomac Telephone Company, telephones, 1946-1949

Box 122, Folder 1 Chesapeake and Potomac Telephone Company, telephones, 1948-1949

Box 122, Folder 2 Chesapeake and Potomac Telephone Company, telephones, 1951-1952

Box 122, Folder 3 Chesapeake and Potomac Telephone Company, telephones, 1952

Box 123, Folder 1 Chesapeake and Potomac Telephone Company, telephones, 1953

Box 123, Folder 2 Chesapeake and Potomac Telephone Company, telephones, 1954

Box 123, Folder 3 Chesapeake and Potomac Telephone Company, telephones, 1960

Box 123, Folder 4 Chesapeake and Potomac Telephone Company, telephones, 1956-1957

Box 123, Folder 5 Chesapeake and Potomac Telephone Company, telephones, 1970
Box 124, Folder 1  Chesapeake and Potomac Telephone Company, telephones, 1955-1956
Box 124, Folder 2  Chesapeake and Potomac Telephone Company, telephones, Baltimore, MD, 1955-1957
Box 124, Folder 3  Chesapeake and Potomac Telephone Company, 1958
Box 124, Folder 4  Chesapeake and Potomac Telephone Company, 1958-1959
Box 125, Folder 1  Chesapeake and Potomac Telephone Company, telephones, Maryland, 1961
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Box 126, Folder 1  Chesapeake and Potomac Telephone Company, telephones, Maryland, 1967-1969
Box 126, Folder 2  Chesapeake and Potomac Telephone Company, telephones, Baltimore, Virginia, West Virginia, 1953
Box 127, Folder 1  Chesapeake and Potomac Telephone Company, telephones, Baltimore, Virginia, West Virginia, 1954-1955
Box 127, Folder 2  Chesapeake and Potomac Telephone Company, telephones, Baltimore, Virginia, West Virginia, 1954-1955
Box 127, Folder 3  Chesapeake and Potomac Telephone Company, telephones, Virginia, 1955-1956
Box 128, Folder 1  Chesapeake and Potomac Telephone Company, telephones, Washington, DC, 1955-1956
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Box 128, Folder 3  Chesapeake and Potomac Telephone Company, telephones, Washington, DC, 1958
Box 128, Folder 4  Chesapeake and Potomac Telephone Company, telephones, Washington, DC, 1959-1960

Box 129, Folder 1  Chesapeake and Potomac Telephone Company, telephones, Washington, DC, 1962-1963

Box 129, Folder 2  Chesapeake and Potomac Telephone Company, telephones, Washington, DC, 1964-1965

Box 129, Folder 3  Chesapeake and Potomac Telephone Company, telephones, Washington, DC, 1966

Box 130, Folder 1  Chesapeake and Potomac Telephone Company, telephones, West Virginia, 1955-1956

Box 130, Folder 2  Chesapeake and Potomac Telephone Company, telephones, West Virginia, 1957-1958

Box 130, Folder 3  Chesapeake and Potomac Telephone Company, telephones, West Virginia, 1957-1959

Box 131, Folder 1  General Motors Corporation, 1939-1941

Box 131, Folder 2  Chesapeake and Potomac Telephone Company, West Virginia, 1957-1959

Box 131, Folder 3  Chesapeake and Potomac Telephone Company, West Virginia, 1960-1962

Box 131, Folder 4  Chicago, Milwaukee and St. Paul Railway, railroads, 1927

Box 132, Folder 1  Chicago Daily News, newspapers, 1929-1931

Box 132, Folder 2  Chicago Tribune, newspapers, 1932-1934

Box 133, Folder 1  Chicago Tribune, newspapers, 1935-1938

Box 133, Folder 2  Chicago Tribune, newspapers, 1943-1945

Box 134, Folder 1  Chicago Tribune, newspapers, 1946

Box 134, Folder 2  Chicago Tribune, newspapers, 1947

Box 134, Folder 3  Chicago Tribune, newspapers, 1948-1949

Box 135, Folder 1  Chicago Tribune, newspapers, 1948-1949
Box 135, Folder 1  Chicago Tribune, newspapers, 1954

Box 135, Folder 2  Chilton Pens and Plastics, pens, 1936-1938

Box 135, Folder 3  Chrysler Corporation, automobiles, 1941-1949

Box 135, Folder 4  Chrysler Corporation, automobiles, 1944-1946

Image(s)

Atoms from Oak Ridge come to Detroit [color advertisement; tear sheet], 1951
1 Item (Ink on paper.; 13.3" x 10.1").
Image(s): Atoms from Oak Ridge come to Detroit [color advertisement; tear sheet].
Chrysler Corporation, Advertiser
English.
Illustration of men wearing lab coats, lead aprons, and gloves testing radioactive auto parts.

In Series ?, Box OS 135, Folder 1.

Local Numbers
AC0059-0000204 (AC Scan)

Topic: Automobile industry and trade advertising
Genre/ Form: Advertisements -- 1950-1960

Imagination and Enterprise [color advertisement; tear sheet], 1944
1 Item (Ink on paper.; 14.7" x 11.3").
Image(s): Imagination and Enterprise [color advertisement; tear sheet].
Chrysler Corporation, Advertiser
English.
Illustration of a man's head towering over roads leading to a city with mountains in the distance. Text discusses the need for freedom to make imagination and enterprise successful.

In Series ?, Box OS 135, Folder Chrysler Corporation 1944-1946.

Local Numbers
AC0059-0000205 (AC Scan)

Topic: Automobile industry and trade advertising
Genre/ Form: Advertisements -- 1940-1950 Tear sheets -- 1940-1970

Box 135, Folder 5  Chrysler Corporation, automobiles, 1946-1947
Box 135, Folder 6  Chrysler Corporation, automobiles, 1947-1952
Box 136, Folder 1  Chrysler Corporation, automobiles, 1947-1952
Box 136, Folder 2  Chrysler Corporation, automobiles, 1952-1953
Box 136, Folder 3  Chrysler Corporation, automobiles, 1953-1957
Box 136, Folder 4  Chrysler Corporation, automobiles, Mopar Division, 1956-1957
Box 136, Folder 5  Chrysler Corporation, automobiles, Mopar Division, 1957-1959
Box 137, Folder 1  Chrysler Corporation, automobiles, Mopar Division, 1960-1963
Box 137, Folder 2  Chrysler Corporation, automobiles, Mopar Division, 1963-1965
Box 137, Folder 3  Chrysler Corporation, automobiles, Mopar Division, 1965-1966
Box 138, Folder 1  City Farmers Bank Trust Company, banking, 1937-1941
Box 138, Folder 2  Clayton * Lambert Company, manufacturing, 1932-1936
Box 138, Folder 3  Cleveland Petroleum Products Company, petroleum, 1935
Box 138, Folder 4  Cliqout Club, beverages, 1934-1937
Box 139, Folder 1  Cliqout Club, beverages, 1934-1937
Box 139, Folder 2  Cliqout Club, beverages, 1938-1943
Box 139, Folder 3  Cliqout Club, beverages, 1945-1950
Box 139, Folder 4  Golden State Dairy Products, dairy, Clover Dairy, 1938-1940
Box 140, Folder 1  Cofffe (various), coffee, 1961-1964
Box 140, Folder 1  Cofffe (various), coffee, 1965
Box 140, Folder 1  Cofffe (various), coffee, 1959
Box 140, Folder 2  Coleman Company, heating, 1950-1951
Box 140, Folder 3  Coleman Company, heating, 1951-1954
Box 140, Folder 4  Collins and Aikman Corporation, upholstery, 1930-1934
Box 141, Folder 1  Container Corporation of America, containers, 1936-1937
Box 141, Folder 2  Container Corporation of America, containers, 1938-1940

Image(s)

Box 141, Folder 2  Responsibility [black & white advertisement; tear sheet], 1938
1 Item (Ink on paper.; 14.0" x 11.4").
Image(s): Responsibility [black & white advertisement; tear sheet].
Kepes, Gyorgy, 1906-2001, Artist
Container Corporation of America, Advertiser
English.
Advertisement for Container Corporation of America with illustration. Text:
"Stability, integrity and experience in the manufacture of paperboard products."

Local Numbers
AC0059-0000092 (AC Scan)
Topic: Containers
Genre/ Form: Advertisements -- 1930-1940
Print advertising
Proof sheets
Tear sheets

Box 142, Folder 1  Container Corporation of American, containers, 1939 - 1943

Concentration advertising proof sheet], [ca. 1940s :
1 Sheet (Ink on paper, glued to paper page.)
Container Corporation of America, Advertiser
English.
Advertisement for Container Corporation of America with reproduction of painting. From Box OS 142.

Neg. no. (NMAH) 90-16534. Copy prints available from Smithsonian Institution Office of Printing and Photographic Services. Copyright status unknown, but probably protected; reproduction permission for limited uses.

Local Numbers
90-16534 (OPPS Neg.)
Box 142, Folder 2

Container Corporation of America, containers, 1943 - 1945

Image(s)

U.S. Supplies, packed in paper, speed the liberation of The Netherlands and colonies, [reproduction of painting in advertising proof sheet], 1944
1 Sheet (Ink on paper, glued to paper page.; 8-5/8 x 7").

De Kooning, Willem, 1904-1997, Artist
Container Corporation of America, Advertiser
English.

Item located in chronologically arranged series.

Neg. no. (NMAH) 90-16536. Copy prints available from Smithsonian Institution Office of Printing and Photographic Services. Copyright status unknown, but probably protected; reproduction permission for limited uses.

Local Numbers
90-16536 (OPPS Neg.)

Topic: World War, 1939-1945
Place: Netherlands -- Illustrations -- 1940-1950
Genre/ Form: Advertisements -- 1940-1950
Photomechanical prints
Proof sheets -- 1940-1950
Reproductions
Tear sheets -- 1940-1950

Box 142, Folder 1343-1344

Aim High! [color advertisement; tear sheet], 1943
1 Item (Ink on paper.; 14.4" x 12.2").

Image(s): Aim High! [color advertisement; tear sheet].
Container Corporation of America, Advertiser
English.
"Military production sights are set high - because quantities of metals, plastics, wood are released by new packaging in paper." Illustration of planes flying toward the center of a target range finder by Herbert Bayer.

Local Numbers
AC0059-0000213 (AC Scan)

Artist: Bayer, Herbert, 1900-1985, Artist
Topic: Container industry -- Equipment and supplies -- 1940-2000
Containers
Packaging
advertising

Genre/ Form: Advertisements -- 1940-1950

Box 141, Folder 3  Collins and Aikman Corporation, upholstery, 1930-1934

Box 145, Folder 3  Container Corporation of America, containers, 1965-1967

Box 145, Folder 4  Corning Centura, dishware, corningware, 1959

Box 145, Folder 4  Corning Centura, dishware, corningware, 1963-1965

Box 145, Folder 4  Corning Centura, dishware, corningware, 1961

Box 145, Folder 5  Container Corporation of America, containers, 1960

Box 145, Folder 6  Corning Centura, dishware, corningware, undated

Box 146, Folder 1  Crane Paper Company, paper, 1960-1961

Box 146, Folder 2  Crane Paper Company, paper, 1963-1965

Box 146, Folder 3  Crane Paper Company, paper, 1967-1969

Box 146, Folder 4  Crosse, Blackwell Marmalade, food, marmalade, 1929

Box 146, Folder 5  Curtis Publication, publishing, 1942

Box 146, Folder 6  Daystrom, furniture, 1947-1949

Box 147, Folder 1  Daystrom, furniture, 1948-1950

Box 147, Folder 2  Daystrom, furniture, 1952-1956

Box 148, Folder 1  De Beers Consolidated Mines, Ltd., diamonds, 1939-1945

Box 148, Folder 1  O Time Too Swift [photomechanical reproduction of painting], 1940

Image(s)
Image(s): O Time Too Swift [photomechanical reproduction of painting], Picasso, Pablo, 1881-1973, Artist
N. W. Ayer and Son, Advertiser
English.
Advertisement for De Beers diamonds with reproduction of painting of woman and child.
NEG. NO. (NMAH) 91-3329. Permission to publish should be obtained from the advertiser or its successor.

Local Numbers
91-3329 (Neg. No.)

AC0059-0000084 (AC Scan)

Names: De Beers Consolidated Mines
Topic: Children -- 1940-1950
Diamond industry and trade -- 1940s
Diamonds -- 1940-1950 -- Advertisement
Genre/ Form: Advertisements -- 1940-1950
Photomechanical prints
Proofs (printed matter)
Tear sheets

Love in Bloom, [black & white advertisement; tear sheet], 1941
1 Item (Ink on paper.; 13.2" x 8.9").
Image(s): Love in Bloom, [black & white advertisement; tear sheet].
De Beers Consolidated Mines, Advertiser
English.
Text about weddings, diamond engagement rings, and advertising during World War II.

Local Numbers
AC0059-0000005 (AC Scan)

Topic: Diamonds -- 1940-1950 -- Advertisement
Wedding
World War, 1939-1945
advertising
Genre/ Form: Advertisements -- 1940-1950
Tear sheets -- 1940-1970
Box 148, Folder 1941, 1944-51, 1947-98

Bridal Ritual, [color advertisement; tear sheet], 1945
1 Item (Ink on paper.; 16.0" x 11.0").
Image(s): Bridal Ritual, [color advertisement; tear sheet].
De Beers Consolidated Mines, Advertiser
English.
Painting of Jewish wedding by Victor Tischler.

Local Numbers
AC0059-0000006 (AC Scan)

Artist: Tischler, Victor, 1890-1951, Artist
Topic: Diamonds -- 1940-1950 -- Advertisement
Jewish
Wedding
World War, 1939-1945
advertising
Genre/ Form: Advertisements -- 1940-1950
Tear sheets -- 1940-1970

Box 148, Folder 1941, 1944-51, 1947-98

My Most Precious Possession, [black & white advertisement; tear sheet], 1943
1 Item (Ink on paper.; 13.2" x 9.0").
Image(s): My Most Precious Possession, [black & white advertisement; tear sheet].
De Beers Consolidated Mines, Advertiser
English.
Text explains the difference between diamonds used for the World War II war effort and engagement rings.

Local Numbers
AC0059-0000007 (AC Scan)

Topic: Diamonds -- 1940-1950 -- Advertisement
Wedding
World War, 1939-1945
advertising
Genre/ Form: Advertisements -- 1940-1950
Tear sheets -- 1940-1970

Defense is in cahoots with Cupid! [black & white advertisement; tear sheet], 1941
1 Item (Ink on paper.; 13.1" x 11.2").
Image(s): Defense is in cahoots with Cupid! [black & white advertisement; tear sheet].
De Beers Consolidated Mines, Advertiser
English.
De Beers diamond ad aimed at retailers illustrated by Cupid with bow and arrow flying in front of staff sergeant military ensignia.
In Series ?, Box ?, Folder ?

Local Numbers

AC0059-0000177 (AC Scan)

Topic: Diamonds -- 1940-1950 -- Advertisement
Wedding
World War, 1939-1945
advertising

Genre/ Form: Advertisements -- 1940-1950
Tear sheets -- 1940-1970

Box 148, Folder 2 De Beers Consolidated Mines, Ltd., diamonds, 1947-1948

Box 148, Folder 2 De Beers Consolidated Mines, Ltd., diamonds, 1944-1951

Box 148, Folder 2 De Beers Consolidated Mines, Ltd., diamonds, 1941

Whate'er of Peace [wood engraving, reproduction in advertising proof sheet], [1944-45]
1 Sheet (ink on paper, glued to paper page.; approx. 5” x 7”.
Lamotte, Bernard, Artist
English.
Advertisement for De Beers Diamonds with reproduction of painting by Lamotte.


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Names: De Beers Diamonds
Topic: Churches -- 1940-1950
Diamonds -- advertising -- 1940-1950

Genre/ Form: Advertisements
Paintings -- Reproductions
Photomechanical prints
Print advertising
Proofs (printed matter)
Tear sheets

Box 148, Folder 3 De Beers Consolidated Mines, Ltd., diamonds, 1950-1959

Image(s)

Box 148, Folder 3 Treasures of the Heart [color advertisement; tear sheet], Circa 1947
1 Item (ink on paper.; 12.6" x 10.4").

Image(s): Treasures of the Heart [color advertisement; tear sheet].

De Beers Consolidated Mines, Advertiser
English.

An example of De Beers "A diamond is forever" ad campaign illustrated with artist Pierre Ino's painting "Love Scene."

Local Numbers
AC0059-0000238 (AC Scan)

Artist: Ino, Pierre, Artist
Topic: Diamonds -- 1940-1950 -- Advertisement
Wedding advertising

Genre/ Form: Advertisements -- 1940-1950
Tear sheets -- 1940-1970

Box 148, Folder 3

Magic messenger ... to tell your love [color advertisement; tear sheet], Circa 1958
1 Item (ink on paper.; 14.0" x 11.4").

Image(s): Magic messenger ... to tell your love [color advertisement; tear sheet].

De Beers Consolidated Mines, Advertiser
English.

De Beers diamond ad with photograph by Bert Stern of a man and woman under an apple tree. Part of "a diamond is forever" campaign.

Local Numbers
AC0059-0000239 (AC Scan)

Names: Stern, Bert
Topic: Diamonds -- 1940-1950 -- Advertisement
Wedding advertising

Genre/ Form: Advertisements -- 1950-1960
Tear sheets -- 1940-1970

Box 148, Folder 3

A Diamond is Forever [color advertisement; tear sheet], Circa 1958
1 Item (ink on paper.; 14.4" x 11.8").

Image(s): A Diamond is Forever [color advertisement; tear sheet].

De Beers Consolidated Mines, Advertiser
English.

De Beers diamond ad with photograph by Irving Penn of a man and woman picnicing under trees. Part of "a diamond is forever" campaign.

Local Numbers
AC0059-0000212 (AC Scan)
Names: Penn, Irving

Topic: Diamonds -- 1950-1960 -- Advertisement
Wedding advertising

Genre/ Form: Advertisements -- 1950-1960
Tear sheets -- 1940-1970

Box 149, Folder 1
William Demuth and Company, pipes, lighters, 1929-1930

Box 149, Folder 2

Box 149, Folder 3

Box 149, Folder 4

Image(s)

Box 149, Folder 1964-1966
Diamonds bespeak an ever-growing love [black-and-white advertisement], [ca. 1964-1966]
1 Item (ink on paper.; 11.5" x 8.5").
Image(s): Diamonds bespeak an ever-growing love [black-and-white advertisement].
De Beers Consolidated Mines, Advertiser
English.
Black and white advertisement showing photograph of couple with a display of diamond jewelry; photographer unidentified.

Local Numbers

AC0059-0000202 (AC Scan)

Topic: Diamonds?
Gifts. -- 1960-1970
Marriage. -- 1960-1970
advertising -- Jewelry -- 1960-1970

Genre/ Form: Advertisements -- 1960-1970
Photographs -- 1960-1970 -- Reproductions

Box 150, Folder 1
Dethol Manufacturing, tailoring, 1933

Box 150, Folder 2
Detroit, Cleveland Navigation Company, cruises, D and C Lake Lines, 1936-1940

Box 150, Folder 3
Detroit News, newspapers, 1931-1937

Box 151, Folder 1
Detroit News, newspapers, 1937-1945

Box 151, Folder 2
Diaparene, ointment, 1965-1966
Box 151, Folder 3  Diebold Safe and Lock Company, keys and locks, 1930-1931
Box 151, Folder 4  Dipsy Dooddle Pecan, candy, 1939
Box 151, Folder 5  Sitto, facsimile machines, 1933
Box 152, Folder 1  Individual Drinking Cup Company, cups, 1935-1940
Box 152, Folder 2  Joseph Dixion Crucible Company, pencils, erasers, 1929-1933
Box 152, Folder 3  Joseph Dixion Crucible Company, pencils, erasers, 1929-1933
Box 153, Folder 1  Dole Pineapple, pineapples, 1947
Box 153, Folder 2  Dole Pineapple, pineapples, 1944-1945
Box 153, Folder 3  Douglas Shoes, shoes, 1933-1935
Box 154, Folder 1  Douglas Shoes, shoes, 1936-1940
Box 155, Folder 1  Price Flavoring Extract Company, flavorings, 1930-1944
Box 1, Folder 3  Abingdon Press, publishing, 1931
Box 155, Folder 2  Dreer’s Seeds, seed companies, nurseries, 1934-1939
Box 155, Folder 3  Dr. Hess and Clark Inc., pesticides, 1930-1936
Box 156, Folder 1  E.I. Dupont de Nemours and Company, Incorporated, synthetic rubbers, fabric, 1960
Box 158A, Folder 1  General Plastics Inc., plastics, Durez, 1929
Box 158A, Folder 1  General Plastics Inc., plastics, Durez, 1931-1933
Box 158A, Folder 2  E.I. Dupont de Nemours and Company, Incorporated, motion pictures, undated
Box 159, Folder 1  E.I. Dupont de Nemours and Company, Incorporated, carpet, 1964
Box 159, Folder 2  E.I. Dupont de Nemours and Company, Incorporated, carpet, 1964
Box 159, Folder 3  E.I. Dupont de Nemours and Company, Incorporated, carpet, 1961-1963
Box 161, Folder 3  E.I. Dupont de Nemours and Company, Incorporated, dyes and chemicals, 1961-1964
Box 162, Folder 1  E.I. Dupont de Nemours and Company, Incorporated, elastomers, 1957
Box 162, Folder 2  E.I. Dupont de Nemours and Company, Incorporated, elastomers, 1957
Box 162, Folder 3  E.I. Dupont de Nemours and Company, Incorporated, elastomers, 1958
Box 162, Folder 4  E.I. Dupont de Nemours and Company, Incorporated, elastomers, 1959
Box 163, Folder 1  E.I. Dupont de Nemours and Company, Incorporated, elastomers, 1961
Box 163, Folder 2  E.I. Dupont de Nemours and Company, Incorporated, elastomers, 1962
Box 163, Folder 3  E.I. Dupont de Nemours and Company, Incorporated, elastomers, 1963
Box 163, Folder 3  E.I. Dupont de Nemours and Company, Incorporated, elastomers, 1962
Box 164, Folder 1  E.I. Dupont de Nemours and Company, Incorporated, elastomers, 1963-1964
Box 164, Folder 4  E.I. Dupont de Nemours and Company, Incorporated, employee relations, 1957-1960
Box 164, Folder 5  E.I. Dupont de Nemours and Company, Incorporated, employee relations, 1964
Box 165, Folder 1  E.I. Dupont de Nemours and Company, Incorporated, industrial finishes, 1962-1964
Box 165, Folder 2  E.I. Dupont de Nemours and Company, Incorporated, industrial finishes, 1963
Box 165, Folder 3  E.I. Dupont de Nemours and Company, Incorporated, paints and finishes, 1958-1959
Box 165, Folder 4  E.I. Dupont de Nemours and Company, Incorporated, paints and finishes, 1960
Box 166, Folder 1  E.I. Dupont de Nemours and Company, Incorporated, paints and finishes, 1961-1962
Box 166, Folder 2  E.I. Dupont de Nemours and Company, Incorporated, paints and finishes, 1963-1964
Box 166, Folder 3  E.I. Dupont de Nemours and Company, Incorporated, paints and finishes, 1965
Box 166, Folder 4  E.I. Dupont de Nemours and Company, Incorporated, photo products, 1957-1958
Box 167, Folder 1  E.I. Dupont de Nemours and Company, Incorporated, photo products, 1959
Box 167, Folder 3  E.I. Dupont de Nemours and Company, Incorporated, photo products, 1961-1964
Box 168, Folder 1  E.I. Dupont de Nemours and Company, Incorporated, automobile paints, 1965
Box 169, Folder 3  E.I. Dupont de Nemours and Company, Incorporated, 1967
Box 170, Folder 1  Eagle Papers, stationery, 1931
Box 170, Folder 2  Eastern Steamships Lines, steamships, 1932-1935
Box 170, Folder 3  Eastern Steamships Lines, steamships, 1932-1935
Box 171, Folder 1  Eastern Steamships Lines, steamships, 1935-1937
Box 171, Folder 2  Eastern Steamships Lines, steamships, 1935-1937
Box 171, Folder 3  Eastern Steamships Lines, steamships, 1935-1941
Box 172, Folder 1  Eastern Steamships Lines, steamships, 1935-1941
Box 172, Folder 2  Eastern Steamships Lines, steamships, 1937-1940
Box 173, Folder 1  Eastern Steamships Lines, steamships, 1937-1940
Box 173, Folder 2  Eastern Steamships Lines, steamships, 1941
Box 173, Folder 3  Eaton, Crane and Pike Company, stationery, 1930-1937
Box 174, Folder 1  Eggo Milling Company, waffle flour, 1937
Box 174, Folder 2  American Electric Company, advertising, radio shows, 1941-1946
Box 174, Folder 3  American Electric Company, advertising, radio shows, 1943
Box 175, Folder 1  American Electric Company, advertising, radio shows, 1944-1945
Box 175, Folder 2  American Electric Company, advertising, radio shows, 1946
Box 175, Folder 2  American Electric Company, advertising, radio shows, 1949
Box 175, Folder 2  American Electric Company, advertising, radio shows, 1947
Box 175, Folder 3  American Electric Company, advertising, radio shows, 1947-1950
Box 175, Folder 4  American Electric Company, advertising, radio shows, 1948
Box 175, Folder 5  American Electric Company, advertising, radio shows, 1950-1951
Box 175, Folder 6  American Electric Company, advertising, radio shows, 1951-1955
Box 176, Folder 1  American Electric Company, advertising, radio shows, 1951-1955
Box 176, Folder 3  American Electric Company, advertising, radio show, MAT Service, 1952-1954
Box 177, Folder 1  American Electric Company, advertising, radio show, MAT Service, 1954-1956
Box 177, Folder 2  American Electric Company, advertising, radio show, MAT Service, 1954-1956
Box 177, Folder 3  American Electric Company, advertising, radio show, MAT Service, 1956
Box 178, Folder 1  American Electric Company, advertising, radio show, MAT Service, 1961
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Box 178, Folder 4  American Electric Company, advertising, radio show, MAT Service, 1956-1957
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Box 180, Folder 1  American Electric Company, advertising, radio show, 1967-1968
Box 180, Folder 2  Elizabeth Arden, cosmetics, 1932-1935
Box 180, Folder 3  Emigrant Industry Savings Bank, banking, 1930-1936
Box 181, Folder 1  Emigrant Industry Savings Bank, banking, 1944
Box 181, Folder 2  Encyclopaedia Britannica Company Ltd., encyclopedias, 1934-1938
Box 181, Folder 3  Encyclopaedia Britannica Company Ltd., encyclopedias, 1934-1935
Box 181, Folder 4  Encyclopaedia Britannica Company Ltd., encyclopedias, 1936

**Image(s)**

Box 181, Folder 4  Encyclopaedia Britannica

Are you preparing your children for Fame or Failure? [black & white advertisement; tear sheet], 1935

*1 Item (Ink on paper.; 15.0" x 5.5").*

Image(s): Are you preparing your children for Fame or Failure? [black & white advertisement; tear sheet].

Encyclopaedia Britannica, Inc., Advertiser

English.

Advertisement for Britannica Junior illustrated with a woman pushing two children toward a set of encyclopedia.

Local Numbers

AC0059-0000252 (AC Scan)

**Topic:** Encyclopedias and dictionaries

**Genre/Form:** Advertisements -- 1920-1930

**Tear sheets**
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Endocreme, cosmetics, 1938

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J.C. Eno Ltd., medicine, salt and laxatives, 1929-1935

Box 182, Folder 3  
J.C. Eno Ltd., medicine, salt and laxatives, 1929-1935

Box 182, Folder 4  
J.C. Eno Ltd., medicine, salt and laxatives, 1936-1937

Box 182, Folder 5  

Box 183, Folder 1  

Box 183, Folder 2  

Box 183, Folder 3  

Box 183, Folder 4  

Box 184, Folder 1  

Box 184, Folder 2  
National Carbon Company, batteries, Eveready Batteries, 1929-1933

Box 184, Folder 3  
National Carbon Company, batteries, Eveready Batteries, 1929-1933

Box 185, Folder 1  
National Carbon Company, batteries, Eveready Batteries, 1930-1931

Box 185, Folder 2  
National Carbon Company, batteries, Eveready Batteries, 1929-1933

Box 185, Folder 3  
National Carbon Company, batteries, Eveready Batteries, 1930-1933

Box 186, Folder 1  
National Carbon Company, batteries, Eveready Radio Program, undated

Box 186, Folder 2  
National Carbon Company, batteries, Eveready Raytheon Tubes, 1930

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National Carbon Company, batteries, Eveready Raytheon Tubes, 1930-1933

Box 187, Folder 1  
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Box 189, Folder 5  Farrington Manufacturing Company, optical scanners, 1959-1961
Box 190, Folder 1  Fashion Park, clothing, men's clothing, 1936-1945
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Box 190, Folder 2  Fatima, fingernail polish, undated
Box 190, Folder 3  Felt and Tarrant Manufacturing, adding machines, 1931-1943
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Box 191, Folder 3  Felt and Tarrant Manufacturing, adding machines, 1955-1956
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Box 192, Folder 1  D.M. Ferry and Company, seed companies, nurseries, 1930-1937
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Box 194, Folder 1  First Pennsylvania Banking and Trust Company, banking, First California Bank, 1964-1966
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<td>Box 209, Folder 1</td>
<td>Ford Motor Company, automobiles, Lincoln Cars, 1935-1939</td>
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<td>Ford Motor Company, automobiles, Lincoln Cars, 1935-1939</td>
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<td>Box 209, Folder 3</td>
<td>Ford Motor Company, automobiles, Lincoln Cars, 1934</td>
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<td>Ford Motor Company, automobiles, Lincoln Cars, 1936-1940</td>
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<td>Ford Motor Company, automobiles, Lincoln Cars, 1938-1939</td>
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<td>Box 210, Folder 2</td>
<td>Ford Motor Company, automobiles, Lincoln Cars, 1939-1940</td>
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<td>Ford Motor Company, automobiles, Lincoln Cars, 1936-1940</td>
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<td>Box 211, Folder 1</td>
<td>Ford Motor Company, automobiles, trucks, 1933-1937</td>
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<td>Ford Motor Company, automobiles, trucks, 1933-1937</td>
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<td>Ford Motor Company, automobiles, trucks, 1937-1939</td>
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<td>Ford Motor Company, automobiles, new and used, 1938-1939</td>
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<td>Box 232, Folder 2</td>
<td>Ford Motor Company, automobiles, new and used, 1938-1939</td>
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<td>Box 232E, Folder 1</td>
<td>Ford Motor Company Canada, trucks, vans, parts, Fordson Tractor, 1931-1940</td>
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<td>Fostoria Glass Company, glass, 1929-1931</td>
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<td>Box 233, Folder 4</td>
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<td>French Line, cruises, 1932-1960</td>
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<td>Box 235, Folder 1</td>
<td>French Line, cruises, 1930-1933</td>
</tr>
</tbody>
</table>
Image(s)

Box 235, Folder French Lines 1933-1938  
"To a Lady of Quality" : [advertisement with reproduction of a painting.], 1933  
1 Item (Ink on paper.; 15.7" x 11.4")

Image(s)
Laurencin, Marie, 1883-1956, Artist  
French Line, Advertiser  
English.  
Advertisement for French Line.

Local Numbers
AC0059-0000094 (AC Scan)

Genre/ Form:  
Advertisements -- 1930-1940  
Photomechanical prints -- 1930-1950.  
Proof sheets -- 1930-1940  
Tear sheets -- 1930-1940

Box 235, Folder 2  French Line, cruises, 1933-1937

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Box 236, Folder 3  French Line, cruises, 1958

Box 237, Folder 1  French Line, cruises, 1959-1960

Box 237, Folder 2  Fruehauf Trailer Company, trailers, 1939

Box 237, Folder 2  Fruehauf Trailer Company, trailers, 1936-1937

Box 238, Folder 1  G.H. Bass Company, shoes, 1933-1935

Box 238, Folder 2  Gas Company of Greater Boston, gas, 1933

Box 239, Folder 1  General Electric, radios, 1941-1943

Box 239, Folder 2  General Electric, radios, tubes, blankets, 1941-1943

Box 239, Folder 3  General Electric, radios, capacitometer, 1944
Box 239, Folder 4  General Electric, radio tube tester, 1944
Box 240, Folder 1  General Electric, clocks, radios, irons, 1960
Box 240, Folder 2  General Electric, 1961-1962
Box 240, Folder 3  General Electric, 1963-1964
Box 241, Folder 1  General Electric, 1942-1943

Image(s)

Box 241, Folder 1  Hurry up, Mother! Here come the elephants! [color advertisement; tear sheet], Circa 1950
1 Item (Ink on paper.; 13.8" x 11.0").
Image(s): Hurry up, Mother! Here come the elephants! [color advertisement; tear sheet].
General Electric Company, Advertiser
English.
Young girl pointing to clown and elephant on television.

Local Numbers
AC0059-0000001 (AC Scan)

Topic:  Clowns
Elephants
Television advertising
advertising

Genre/ Form:  Advertisements -- 1950-1960
Tear sheets -- 1940-1970

Box 241, Folder 2  General Electric, 1943-1944
Box 242, Folder 1  General Electric Latin America, 1921-1934
Box 242, Folder 2  General Electric Latin America, 1935-1937
Box 242, Folder 3  General Electric, 1948-1949
Box 242, Folder 4  General Electric Telechron, 1930, 1936-1946
Box 243, Folder 1  General Electric Telechron, 1930-1946
Box 243, Folder 2  General Electric Telechron, 1954-1961
Box 243, Folder 3  General Electric Telechron, 1954-1961

Box 243, Folder 4  General Electric Telechron, 1954-1961

Box 244, Folder 1  General Electric Telechron, 1955-1959

Box 244, Folder 2  General Electric Telechron, 1955-1959

Box 245, Folder 1  General Electric, 1943-1947

Image(s)

Box 245, Folder GE 1943-1947  Thngs my Bill has a fight to after it's over [color advertisement; tear sheet], 1944

1 Item (Ink on paper.; 17.2" x 11.9").

Image(s): Thngs my Bill has a fight to after it's over [color advertisement; tear sheet].

General Electric Company, Advertiser

English.

A seated soldier with text listing things he can have when World War II is over - a job, all the cups of coffee he wants, ice-cubes, no more KP - all because of War Bonds.

Local Numbers

AC0059-0000019 (AC Scan)

Topic:  Household appliances

Savings bonds

World War, 1939-1945

advertising

Genre/ Form:  Advertisements -- 1940-1950

Tear sheets -- 1940-1970

Box 245, Folder 2  General Electric Telechron, 1963-1965

Box 245, Folder 3  General Electric, 1930-1932

Box 246, Folder 1  General Dental Crème, 1933

Box 246, Folder 2  General Paint Corporation, 1930-1932

Box 246, Folder 3  General Mills, 1952-1954

Box 246, Folder 4  National Dairy Products Corp., 1937-1940

Box 246, Folder 5  Gimbel's, 1935

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Box 246, Folder 5  Gimbel's, 1932-1933
Box 247, Folder 1  Gino's, 1970
Box 247, Folder 2  Girard Perregaux, 1950-1951
Box 247, Folder 3  Glass Container Association of America, 1929-1930
Box 247, Folder 4  Golden Guernsey Milk, 1935-1942
Box 247, Folder 5  Goodyear Tire and Rubber Company, 1938-1939
Box 247, Folder 6  Goodyear Tire and Rubber Company, 1938-1939
Box 248, Folder 1  Goodyear Tire and Rubber Company, 1939-1941
Box 248, Folder 2  Goodyear Tire and Rubber Company, 1939-1941
Box 249, Folder 1  Goodyear Tire and Rubber Company, 1943
Box 249, Folder 2  Goodyear Tire and Rubber Company, 1941-1942
Box 250, Folder 1  Goodyear Tire and Rubber Company, 1944
Box 250, Folder 2  Goodyear Tire and Rubber Company, 1944
Box 250, Folder 3  Goodyear Tire and Rubber Company, 1945
Box 251, Folder 1  Goodyear Tire and Rubber Company, 1945-1947
Box 251, Folder 2  Gore Mutual Insurance Company, 1940-1941
Box 251, Folder 3  Granat Mountings, 1942-1944
Box 251, Folder 4  Great Lakes Steel Corporation, 1937
Box 251, Folder 5  Greenwood Mills Inc., 1964-1965
Box 252, Folder 1  Greenwood Mills Inc., 1965-1966
Box 252, Folder 2  Guiterman Brothers, 1930
Box 253, Folder 1  H.A. Smith, Ltd., 1934-1945
Box 253, Folder 2  Halo, 1937

Box 254, Folder 1  Hamilton Beach, 1930-1933

Image(s)

These Hamilton Beach helpers think only of You!. [black & white advertisement; tear sheet], Circa 1930
1 Item (ink on paper.; 13.5" x 7.4").

Image(s): There's only one Teflon. And now it's improved. [color advertisement; tear sheet].

Scovill Manufacturing Company, Advertiser

English.

Advertisement for three Hamilton Beach appliances; vibrator, aerator [hair dryer], and home motor attachment.

In Series ?, Box OS 254, Folder 1.

Local Numbers

AC0059-0000211 (AC Scan)

Topic: Chemical industry
Electric apparatus and appliances
advertising

Genre/ Form: Advertisements -- 1930-1940
Tear sheets

Box 254, Folder 2  Hamilton Watch, 1955-1964

Box 254, Folder 3  Hamilton Watch, 1958-1959

Box 255, Folder 1  Hamilton Watch, 1960-1964

Box 255, Folder 2  P.H. Hanes Knitting Company, 1929-1941

Box 256, Folder 1  P.H. Hanes Knitting Company, 1942-1951

Box 256, Folder 2  P.H. Hanes Knitting Company, 1942-1951

Box 256, Folder 3  P.H. Hanes Knitting Company, 1951-1952

Box 256, Folder 4  P.H. Hanes Knitting Company, 1942-1951

Box 256, Folder 5  P.H. Hanes Knitting Company, 1953-1954

Box 257, Folder 1  P.H. Hanes Knitting Company, 1953-1954

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Box 257, Folder 2  P.H. Hanes Knitting Company, 1954-1955
Box 257, Folder 3  P.H. Hanes Knitting Company, 1954-1955
Box 257, Folder 4  P.H. Hanes Knitting Company, 1956-1957
Box 257, Folder 5  P.H. Hanes Knitting Company, 1956-1957
Box 258, Folder 1  P.H. Hanes Knitting Company, 1957-1959
Box 258, Folder 2  P.H. Hanes Knitting Company, 1952-1959
Box 258, Folder 3  P.H. Hanes Knitting Company, 1957-1959
Box 258, Folder 4  P.H. Hanes Knitting Company, 1960-1962
Box 258, Folder 5  P.H. Hanes Knitting Company, 1960-1962
Box 258, Folder 6  P.H. Hanes Knitting Company, 1960-1963
Box 259, Folder 1  P.H. Hanes Knitting Company, 1960-1963
Box 259, Folder 2  P.H. Hanes Knitting Company, 1962-1967
Box 259, Folder 3  P.H. Hanes Knitting Company, 1962-1967
Box 259, Folder 4  P.H. Hanes Knitting Company, 1966-1968
Box 259, Folder 5  Hartford Steam Boiler and Insurance Company, 1931
Box 259, Folder 5  Hartford Steam Boiler and Insurance Company, 1934-1937
Box 260, Folder 1  Hawaiian Pineapple Company, 1933-1941
  Image(s)
Box 260, Folder Dole  [Dole pineapple juice advertisement, "recaptured with photograph by Bruehl-Burgess : photomechanical proof sheet], 1937

Page 277 of 531
1 Sheet (Ink on paper.)
Bruehl, Anton, Photographer
Dole Pineapple, Advertiser
English.

Neg. no. (NMAH) 90-16539. Copy prints available from Smithsonian Institution Office of Printing and Photographic Services. Copyright status unknown, but probably protected; reproduction permission for limited uses.

Local Numbers
90-16539 (OPPS Neg.)

Genre/ Form: Advertisements -- 1930-1940
Photomechanical prints -- 1930-1950.
Proof sheets -- 1930-1940
Tear sheets -- 1930-1940

Box 260, Folder Folder 1933-1941
In the Modern Tempo, [color advertisement; tear sheet], 1936
1 Item (Ink on paper.; 15.1" x 11.5").

Image(s): In the Modern Tempo, [color advertisement; tear sheet].
Hawaiian Pineapple Co., Advertiser
English.

Dole Pineapple Juice from Hawaii. Mural painted by Buk Ulreich, for the Hawaiian Pineapple Company, symbolizes the rhythm, color, and tempo of Hawaii.

Local Numbers
AC0059-0000087 (AC Scan)

Names: Dole Food Company.
Ulreich, Eduard Buk, 1889-

Topic: Pineapples -- Hawaii advertising

Genre/ Form: Advertisements -- 1930-1940
Tear sheets

Place: Hawaii

Box 260, Folder 2 Hartford Steam Boiler and Insurance Company, 1945-1950
Box 260, Folder 3 Hartford Steam Boiler and Insurance Company, 1943-1945
Box 260, Folder 4 Hartford Steam Boiler and Insurance Company, 1938-1942
Box 261, Folder 1 Hawaiian Pineapple Company, 1940-1942
Image(s)

Box 261, Folder 2 Hawaiian Pineapple Company, 1953-1955
Five-flavor harmony! [color advertisement; tear sheet], 1953

*Image(s):* Five-flavor harmony! [color advertisement; tear sheet].

Hawaiian Pineapple Co., Advertiser

English.

Illustrated by still life of grapes, ukulele, pineapple, pear, cherries, peach, sheet of music, and a can of Dole fruit cocktail.

Local Numbers

AC0059-0000091m (AC Scan)

Names: Dole Food Company.

Topic: Pineapples -- Hawaii advertising

Genre/Form: Advertisements -- 1950-1960

Form: Tear sheets

Place: Hawaii

Two appetites that Beat as One [color advertisement; tear sheet], 1939

*Image(s):* Two appetites that Beat as One [color advertisement; tear sheet].

Hawaiian Pineapple Co., Advertiser

English.

Illustrated by bowl of Dole pineapple chunks, a girl in lei and grass skirt holding a spoon, and a pineapple strumming a spoon and singing.

Local Numbers

AC0059-0000090 (AC Scan)

Names: Dole Food Company.

Topic: Pineapples -- Hawaii advertising

Genre/Form: Advertisements -- 1930-1940

Form: Tear sheets

Place: Hawaii
Image(s)

[Dole pineapple juice advertisement with illustration of guitar and glass, photomechanical proof sheet], 1938
1 Sheet (Ink on paper.; 15.2" x 11.5")

Image(s)
Cassandre, A.M., Artist
Hawaiian Pineapple Co., Advertiser
English.
In Series ?, Box OS 260, Folder Hawaiian Pineapple 1933-1941

Neg. no. (NMAH) 90-16537. Copyright status unknown, but probably protected; reproduction permission for limited uses.

Local Numbers
AC0059-0000088.tif (AC Scan)
90-16537 (OPPS Neg.)

Names: Dole Food Company.
Topic: Pineapples -- Hawaii
Genre/ Form: Advertisements -- 1930-1940
Photomechanical prints -- 1930-1950.
Proof sheets -- 1930-1940.
Tear sheets -- 1930-1940

May Day is Lei Day ..., [black & white advertisement; tear sheet], 1935
1 Item (Ink on paper.; 14.6" x 6.7").

Image(s): May Day is Lei Day ..., [black & white advertisement; tear sheet].
Hawaiian Pineapple Co., Advertiser
English.
... (and every day is a day for Dole Pineapple Juice). Illustration of woman wearing grass skirt putting a lei around the neck of a man playing a guitar.

In Series ?, Box OS 260, Folder Hawaiian Pineapple.

Local Numbers
AC0059-0000086 (AC Scan)

Names: Dole Food Company.
Topic: Flowers -- Hawaii
Pineapples -- Hawaii advertising
Genre/ Form: Advertisements -- 1930-1940
Tear sheets
Place: Hawaii
Box 262, Folder Hawaiian Pineapple 1950-1953

Be sure it's Hawaiian - Be sure it's Dole [color advertisement; tear sheet], 1952

1 Item (Ink on paper.; 17.5" x 14.2").

Image(s): Be sure it's Hawaiian - Be sure it's Dole [color advertisement; tear sheet].

Hawaiian Pineapple Co., Advertiser

English.

Still life of lei's, pineapple, ukulele, and can of Dole sliced pineapple.

Local Numbers

AC0059-0000089m (AC Scan)

Names: Dole Food Company.

Topic: Flowers -- Hawaii

Pineapples -- Hawaii

Ukulele advertising

Genre/ Form: Advertisements -- 1950-1960

Place: Hawaii

Box 263, Folder 1 Hawaiian Pineapple Company, 1956-1957

Box 263, Folder 2 Hawaiian Trust Company, 1940-1946

Image(s)

Box 263, Folder Hawaiian Pineapple (Dole) 1956-1957

See the difference DOLE makes! [color advertisement; tear sheet], circa 1956

1 Item (Ink on paper.; 16.2" x 12.2").

Image(s): See the difference DOLE makes! [color advertisement; tear sheet].

Hawaiian Pineapple Co., Advertiser

English.

"Enjoy a DOLE Hawaiian Pineapple Barbeque!" Scene of a table filled with pineapple foods and a young boy peering at the table.

Local Numbers

AC0059-0000268 (AC Scan)

Names: Dole Food Company.

Topic: Cookery (Pineapples)

Pineapples -- Hawaii advertising

Genre/ Form: Advertisements -- 1950-1960

Place: Hawaii
Box 263, Folder 3  Dr. Hess and Clark Inc., 1936-1942

Box 264, Folder 1  Dr. Hess and Clark Inc., 1942-1944

Box 264, Folder 2  Dr. Hess and Clark Inc., 1945-1946

Box 264, Folder 3  Dr. Hess and Clark Inc., 1946-1948

Box 265, Folder 1  Dr. Hess and Clark Inc., 1948-1951

Box 265, Folder 2  Hills Bros., 1930-1939

Image(s)

I never realized how important the coffee-tester is! [black & white advertisement; tear sheet], 1939

1 Item (Ink on paper.; 16.5" x 12.2").

Image(s): I never realized how important the coffee-tester is! [black & white advertisement; tear sheet].

Hills Bros. Coffee, Inc., Advertiser

English.

Illustrations of a coffee-tester at work, five methods of making coffee and a small inset about the film "Behind the Cup" showing at the Hills Bros. Exposition Theatre, Golden Gate International Exposition.

In Series 3?, Box O/S 265, Folder Hills Bros 1930-1939.

Local Numbers

AC0059-0000020 (AC Scan)

Names:  Golden Gate International Exposition (1939-1940 : San Francisco, Calif.)

Topic:  Beverages -- advertising
        Coffee
        World expositions
        advertising

Genre/ Form:  Advertisements -- 1930-1940
              Tear sheets

Box 266, Folder 1  Hills Bros., 1941-1942

Box 266, Folder 2  Hills Bros., 1945-1947

Box 266, Folder 3  Hills Bros., 1940-1944

Box 266, Folder 4  Hills Bros., 1948-1950
Box 267, Folder 1  Hills Bros., 1951-1952

Box 267, Folder 2  Hills Bros., 1953-1954

Box 267, Folder 3  Hills Bros., 1955-1959

Box 268, Folder 1  Hills Bros., 1956-1959

Image(s)

Introducing the first instant coffee that smells like coffee [color advertisement; tear sheet], 1957

1 Item (ink on paper.; approximately 13.9" x 10.0").

Image(s): Introducing the first instant coffee that smells like coffee [color advertisement; tear sheet].

Hills Bros. Coffee, Inc., Advertiser

English.

Illustrated with an open jar of Hills Bros instant coffee.

In Series 3?, Box O/S 268, Folder 1956-1959.

Local Numbers

AC0059-0000176 (AC Scan)

Topic: Beverages -- advertising

Coffee advertising

Genre/ Form: Advertisements -- 1950-1960

Tear sheets

Box 268, Folder 2  Hills Bros., 1959-1965

Image(s)

We’re mailing you 25 [cents] worth of extra rich and deeply satisfying coffee [color advertisement; tear sheet], 1961

1 Item (ink on paper.; 17.2" x 11.2").

Image(s): We’re mailing you 25 [cents] worth of extra rich and deeply satisfying coffee [color advertisement; tear sheet].

Hills Bros. Coffee, Inc., Advertiser

English.

Illustration of a cup and saucer with coupon inside a mailbox.

In Series 3?, Box O/S 268, Folder 1960-1964.

Local Numbers

AC0059-0000169 (AC Scan)

Topic: Beverages -- advertising

Coffee
advertising

Genre/ Form: Advertisements -- 1960-1970 Tear sheets

NOT NEW! [color advertisement; tear sheet], Circa 1961
1 Item (Ink on paper.; approximately 17.2" x 12.1").
Image(s): NOT NEW! [color advertisement; tear sheet].
Hills Bros. Coffee, Inc., Advertiser
English.
Illustration of the Hills Bros Coffee can.

In Series 3?, Box O/S 268, Folder 1960-1964.

Local Numbers
AC0059-0000170 (AC Scan)

Topic: Beverages -- advertising
Coffee advertising
Genre/ Form: Advertisements -- 1960-1970 Tear sheets

After the game is over, head for the Hills! [color advertisement; tear sheet], 1963
1 Item (Ink on paper.; approximately 16.2" x 11.1").
Image(s): After the game is over, head for the Hills! [color advertisement; tear sheet].
Hills Bros. Coffee, Inc., Advertiser
English.
Illustrated text about having Hills Bros Coffee after a football game, at breakfast, lunch, and dinner, or for coffee breaks.

In Series 3?, Box O/S 268, Folder 1960-1964.

Local Numbers
AC0059-0000171 (AC Scan)

Topic: Beverages -- advertising
Coffee advertising
Genre/ Form: Advertisements -- 1960-1970 Tear sheets

Looking for Business? Head for the Hills! [color advertisement; tear sheet], Circa 1963
1 Item (ink on paper; approximately 20.7" x 13.0").
Image(s): Looking for Business? Head for the Hills! [color advertisement; tear sheet].
Hills Bros. Coffee, Inc., Advertiser
English.
Eight reasons for store owners to "spotlight" Hills Bros coffee illustrated by cartoons.

In Series 3?, Box O/S 268, Folder 1960-1964.

Local Numbers
AC0059-0000173m (AC Scan)

Topic: Beverages -- advertising
       Coffee advertising
Genre/ Form: Advertisements -- 1960-1970
          Tear sheets

Rich, Strong Coffee this instant [color advertisement; tear sheet], 1957
1 Item (ink on paper; approximately 18.2" x 14.4").
Image(s): Rich, Strong Coffee this instant [color advertisement; tear sheet].
Hills Bros. Coffee, Inc., Advertiser
English.
Illustrated with an open jar of Hills Bros instant coffee and a filled cup and saucer sitting on an open bag of coffee beans.

In Series 3?, Box O/S 268, Folder 1959-1965.

Local Numbers
AC0059-0000178m (AC Scan)

Topic: Beverages -- advertising
       Coffee advertising
Genre/ Form: Advertisements -- 1950-1960
          Tear sheets

Box 269, Folder 1 Hires, 1946-1949
Box 269, Folder 2 Hilton Carte Blanche, 1959-1960
Box 269, Folder 3 Hills Bros., 1961-1964

Image(s)

Gourmet cooking is Child's play when ... [black & white advertisement; tear sheet], Circa 1963
Gourmet cooking is Child's play when ... [black & white advertisement; tear sheet].

Hills Bros. Coffee, Inc., Advertiser

English.

...Julia Child, The French Chef, shows you how starting tonight.

In Series 3?, Box O/S 268, Folder 1960-1964.

Local Numbers

AC0059-0000174 (AC Scan)

Names: Child, Julia

Topic: Beverages -- advertising

Coffee

advertising

Genre/ Form: Advertisements -- 1960-1970

Tear sheets

Gourmet cooking is Child's play. [color advertisement; tear sheet], Circa 1963

1 Item (ink on paper.; approximately 11.6" x 12.7").

Image(s): Gourmet cooking is Child's play. [color advertisement; tear sheet].

Hills Bros. Coffee, Inc., Advertiser

English.


recipe for Boeuf Bourguignon is included in the ad.

In Series 3?, Box O/S 268, Folder 1960-1964.

Local Numbers

AC0059-0000175 (AC Scan)

Names: Child, Julia

Topic: Beverages -- advertising

Coffee

Recipes

advertising

Genre/ Form: Advertisements -- 1960-1970

Tear sheets

Box 269, Folder 4 Hinds Cream, 1940-1941

Box 270, Folder 1 Hires, 1949-1957

Box 270, Folder 2 E.F. Hodgson, 1930-1937

Box 270, Folder 3 E.F. Hodgson, 1938-1945
Box 271, Folder 1

Howard Johnson's, 1950-1958

Put away the skillet, Mom, tonight it's Howard Johnson's [black and white advertisement; tear sheet], 1957

1 Item (Ink on paper; 13.5" x 9.5").

Image(s): Put away the skillet, Mom, tonight it's Howard Johnson's [black and white advertisement; tear sheet].

Howard Johnson's, Advertiser

English.

Mother, son and daughter being served ice cream by a waitress; photographer unidentified.

Local Numbers

AC0059-0000247 (AC Scan)

Topic: Ice cream, ices, etc.
Restaurants
Waitresses
advertising

Genre/ Form: Advertisements -- 1950-1960
Photographs -- 1950-1960 -- Reproductions
Tear sheets -- 1940-1970

Box 271, Folder Howard Johnson's

Put away the skillet, Mom, tonight it's Howard Johnson's [color advertisement; tear sheet], 1955

1 Item (Ink on paper; 14.7" x 10.5").

Image(s): Put away the skillet, Mom, tonight it's Howard Johnson's [color advertisement; tear sheet].

Howard Johnson's, Advertiser

English.

Mother, son and daughter being served ice cream by a waitress; photographer unidentified.

Local Numbers

AC0059-0000219 (AC Scan)

Topic: Ice cream, ices, etc.
Restaurants
Waitresses
advertising

Genre/ Form: Advertisements -- 1950-1960
Photographs -- 1950-1960 -- Reproductions
Tear sheets -- 1940-1970

Box 271, Folder 2

Honeywell Inc., 1968-1970

Box 271, Folder 3

Honolulu Star Bulletin, 1944-1946
Box 271, Folder 4  Honor Brand Frosted Foods, 1937-1938
Box 272, Folder 1  Howard Johnson's, 1959-1963
Box 272, Folder 2  Hydrox, 1931
Box 273, Folder 1  Illinois Bell Telephone Company (IBT), 1936-1939
Box 273, Folder 2  Illinois Bell Telephone Company (IBT), 1940
Box 273, Folder 3  Illinois Bell Telephone Company (IBT), 1941
Box 273, Folder 4  Illinois Bell Telephone Company (IBT), 1942
Box 274, Folder 1  Illinois Bell Telephone Company (IBT), 1943
Box 274, Folder 2  Illinois Bell Telephone Company (IBT), 1943-1944
Box 275, Folder 1  Illinois Bell Telephone Company (IBT), 1945-1946
Box 275, Folder 2  Illinois Bell Telephone Company (IBT), 1946-1949
Box 276, Folder 1  Illinois Bell Telephone Company (IBT), 1952
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Box 277, Folder 1  Illinois Bell Telephone Company (IBT), 1953-1954
Box 277, Folder 2  Illinois Bell Telephone Company (IBT), 1955-1956
Box 277, Folder 3  Illinois Bell Telephone Company (IBT), 1955-1956
Box 278, Folder 1  Illinois Bell Telephone Company (IBT), 1956-1957
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Box 281, Folder 3  Illinois Bell Telephone Company (IBT), 1961
Box 281, Folder 4  Illinois Bell Telephone Company (IBT), 1962
Box 282, Folder 1  Illinois Bell Telephone Company (IBT), 1963-1964
Box 282, Folder 2  Illinois Bell Telephone Company (IBT), 1965
Box 283, Folder 1  Illinois Bell Telephone Company (IBT), 1966
Box 283, Folder 2  Illinois Bell Telephone Company (IBT), 1967
Box 284, Folder 1  Illinois Bell Telephone Company (IBT), 1968-1969
Box 284, Folder 2  Imperial Rayon, 1939-1940
Box 284, Folder 3  Insurance Company of North America, 1950-1952
Box 284, Folder 4  Insurance Company of North America, 1950-1952
Box 285, Folder 1  Insurance Company of North America, 1953
Box 285, Folder 2  Insurance Company of North America, 1951-1955
Box 285, Folder 3  Insurance Company of North America, 1955-1956
Box 285, Folder 4  Insurance Company of North America, 1956-1957
Box 286, Folder 1  Insurance Company of North America, 1958
Box 286, Folder 2  Insurance Company of North America, 1958-1959
Box 286, Folder 3  Insurance Company of North America, 1960
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<th>Box:Folder</th>
<th>Description</th>
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<td>Insurance Company of North America, 1962-1963</td>
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<td>Box 293, Folder 4</td>
<td>Investor Owned Electric, Light and Power Company, 1965-1966</td>
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<td>Box 293, Folder 5</td>
<td>Ivanhoe Mayonaise, 1933-1934</td>
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<td>Box 294, Folder 1</td>
<td>Johnson and Johnson, 1944-1947</td>
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<td>Jeddo Coal, 1933</td>
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<td>Jersey Ice Cream, 1936-1942</td>
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<td>Box 294, Folder 4</td>
<td>Robert A. Johnson, 1941-1943</td>
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Image(s)

Box 298, Folder 1
Watch the children smile! [black & white advertisement; tear sheet], 1930
1 Item (Ink on paper.; 14.0" x 10.0").

Image(s): Watch the children smile! [black & white advertisement; tear sheet].
Kellogg Company, Advertiser
English.
Advertisement for Kellogg's Rice Krispies cereal with a boy and girl listening for "snap! Crackle! pop!"

Local Numbers
AC0059-0000104 (AC Scan)
Topic: Breakfast cereals advertising
Genre/ Form: Advertisements -- 1930-1940 Tear sheets

Box 298, Folder 1
Grandmother put on linsey woolsey and ate beefsteak for breakfast [black & white advertisement; tear sheet], 1934
1 Item (Ink on paper.; 13.8" x 11.5").

Image(s): Grandmother put on linsey woolsey and ate beefsteak for breakfast [black & white advertisement; tear sheet].
Kellogg Company, Advertiser
English.
Advertisement for Kellogg's Corn Flakes cereal with woman in 1890's dress eating steak. Text says times have changed; "today, the call is all for crispness."

Local Numbers
AC0059-0000105 (AC Scan)
Topic: Breakfast cereals advertising
Genre/ Form: Advertisements -- 1930-1940 Tear sheets

Box 298, Folder 1
Suppose a child should tell Mother she was Old-Fashioned [black & white advertisement; tear sheet], 1934
1 Item (Ink on paper.; 15.2" x 12.1").

Image(s): Suppose a child should tell Mother she was Old-Fashioned [black & white advertisement; tear sheet].
Kellogg Company, Advertiser
English.
Advertisement for Kellogg's Corn Flakes cereal illustrated with mother and daughter in kitchen.
Local Numbers
AC0059-0000106 (AC Scan)
Topic: Breakfast cereals advertising
Genre/ Form: Advertisements -- 1930-1940 Tear sheets

Box 298, Folder 2 "Mother listen! It talks out loud!" [color advertisement; tear sheet], Circa 1934
1 Item (Ink on paper.; 15.8" x 12.1")
Image(s): "Mother listen! It talks out loud!" [color advertisement; tear sheet].
Kellogg Company, Advertiser
English.
Kellogg's Rice Krispies ad Illustrated with mother and daughter listening for "snap! crackle! and pop!.

Local Numbers
AC0059-0000110 (AC Scan)
Topic: Breakfast cereals advertising
Genre/ Form: Advertisements -- 1930-1940 Tear sheets

Box 298, Folder 1 Watch the children smile! [Black & white advertisement; tear sheet.], 1930
1 Item (Ink on paper.; 13.3" x 9.1")
Image(s)
Kellogg Company, Advertiser
English.
Kellogg's Rice Krispies ad Illustrated with two children listening for "snap! crackle! and pop!.

Local Numbers
AC0059-0000240 (AC Scan)
Topic: Breakfast cereals Children in advertising advertising
Genre/ Form: Advertisements -- 1930-1940 Photographs -- 1930-1940 -- Black-and-white photoprints -- Reproductions Tear sheets

Box 298, Folder 2 W.H. Kellogg Company, 1934
Image(s)

Box 298, Folder 2 Wonderful stories of adventure and romance ... [black & white advertisement; tear sheet], 1934
1 Item (Ink on paper.; 13.9" x 11.6").

Image(s): Wonderful stories of adventure and romance ... [black & white advertisement; tear sheet].

Kellogg Company, Advertiser

English.

Advertisement for Kellogg's Corn Flakes cereal illustrated with knight in armor on a horse. Text talks about story printed on the back of cereal box.

Local Numbers

AC0059-0000107 (AC Scan)

Topic: Breakfast cereals advertising

Genre/ Form: Advertisements -- 1930-1940 Tear sheets

Box 298, Folder 2

Facts For You [black & white advertisement; tear sheet], 1934

1 Item (Ink on paper.; 13.6" x 9.6").

Image(s): Facts For You [black & white advertisement; tear sheet].

Kellogg Company, Advertiser

English.

Facts about the Kellogg Company and corn flakes. Illustration of the manufacturing plant at the bottom.

Local Numbers

AC0059-0000108 (AC Scan)

Topic: Breakfast cereals Food industry and trade advertising

Genre/ Form: Advertisements -- 1930-1940 Tear sheets

The Lost Falcon [color advertisement; tear sheet], 1934

1 Item (Ink on paper.; 12.2" x 17.2").

Image(s): The Lost Falcon [color advertisement; tear sheet].

Kellogg Company, Advertiser

English.

Cartoon strip of The Lost Falcon. Advertisement for the stories printed on the back of Corn Flakes boxes and box top premium.

In Series 3, Box OS 298, Folder ?.

Local Numbers

AC0059-0000109 (AC Scan)

Topic: Breakfast cereals advertising
Genre/ Form: Advertisements -- 1930-1940 Tear sheets

Box 299, Folder 1 W.H. Kellogg Company, 1945-1948

Box 299, Folder 2 W.H. Kellogg Company, 1948-1949

Image(s)

Box 299, Folder 1948-1949 The Big Push is on! [black & white advertisement; tear sheet], 1949
1 Item (Ink on paper.; 12.8” x 9.5”.)
Image(s): The Big Push is on! [black & white advertisement; tear sheet].
Kellogg Company, Advertiser
English.
Marketing advertisement for Kellogg's Corn Soya cereal.

Local Numbers
AC0059-0000101 (AC Scan)

Topic: Breakfast cereals advertising

Genre/ Form: Advertisements -- 1940-1950 Tear sheets

Box 299, Folder 1948-1949 There's no other cereal like it! [color advertisement; tear sheet], 1949
1 Item (Ink on paper.; 15.7” x 7.9”).
Image(s): There's no other cereal like it! [color advertisement; tear sheet].
Kellogg Company, Advertiser
English.
Advertisement for Kellogg's Corn Soya cereal with twin boys and a bowl of cereal with sliced bananas.

Local Numbers
AC0059-0000102 (AC Scan)

Topic: Breakfast cereals advertising

Genre/ Form: Advertisements -- 1940-1950 Tear sheets

Box 299, Folder 1948-1949 There's no other cereal like it! [color advertisement; tear sheet], 1949
1 Item (Ink on paper.; 15.5” x 7.8”).
Image(s): There's no other cereal like it! [color advertisement; tear sheet].
Kellogg Company, Advertiser
English.
Advertisement for Kellogg's Corn Soya cereal with twin girls and a bowl of cereal with strawberries.
Local Numbers
AC0059-0000103 (AC Scan)

Topic: Breakfast cereals advertising
Genre/Form: Advertisements -- 1940-1950 Tear sheets

Box 299, Folder 3  General Mills, 1952-1954
Box 300, Folder 1  Kelly-Springfield Tire Company, 1931-1935
Box 300, Folder 2  Kelly-Springfield Tire Company, 1931-1935
Box 300, Folder 3  Kelly-Springfield Tire Company, 1932
Box 301, Folder 1  Kerr Chickeries, Inc., 1930-1933
Box 301, Folder 2  Kirkman's Soap, 1936-1942
Box 302, Folder 1  Knouse Foods, 1953-1959
Box 302, Folder 2  Boston Varnish Company, 1931-1932
Box 302, Folder 3  Kiwi Polish Company, 1953
Box 302, Folder 4  Kirkman's Soap, 1936-1942
Box 303, Folder 1  Kohler, 1930-1931
Box 303, Folder 2  Kohler, 1931-1934
Box 303, Folder 3  Kohler, 1931-1934
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Box 307, Folder 2 Koppers Coke, 1934-1940
Box 308, Folder 1 Koppers Coke, 1934-1940
Box 308, Folder 2 Korman Corp., 1969-1971
Box 308, Folder 3 Kraft Inc., 1933-1935
Box 309, Folder 1 Kundred, 1930-1937
Box 309, Folder 2 Kurlash Company, 1933-1939
Box 310, Folder 1 LaChoy Food Products, Inc., food, chinese foods, 1932-1936

Image(s)

Box 310, Folder La Choy Food Products

Here is the only complete line of Chinese Foods ... [black & white advertisement; tear sheet], 1932

1 Item (Ink on paper.; 14.9" x 11.2").

Image(s): Here is the only complete line of Chinese Foods ... [black & white advertisement; tear sheet].

La Choy Food Products, Inc., Advertiser

English.

... packed by American men and methods. Illustrated with a line of La Choy cans.

Local Numbers

AC0059-0000079 (AC Scan)

Topic: Food -- Chinese
Food industry and trade advertising

Genre/ Form: Advertisements -- 1960-1970
Tear sheets

Box 311, Folder 1 Ladies Home Journal, publications, 1938-1939
Box 311, Folder 1  
Things Happen when the Griffins Come Our! [color advertisement; tear sheet], 1940
1 Item (Ink on paper.; 11.0" x 9.5").
Image(s): Things Happen when the Griffins Come Our! [color advertisement; tear sheet].
Ladies’ Home Journal, Advertiser
English.
Advertisement to sell advertising space in Ladies’ Home Journal to take advantage of the successful series "How America Lives."

Local Numbers
AC0059-0000017 (AC Scan)

Topic: American experience
Periodicals -- Marketing -- Advertisements

Genre/ Form: Advertisements -- 1940-1950
Tear sheets

Box 311, Folder 2  
Ladies Home Journal, publications, 1939-1941

Box 311, Folder 2  
X Marks the Spot, [black & white advertisement; tear sheet], 1939
1 Item (Ink on paper.; 11.0" x 11.2").
Image(s): X Marks the Spot, [black & white advertisement; tear sheet].
Ladies’ Home Journal, Advertiser
English.
Promotion for a new story series about "How America Lives" includes a map of the United States labeled with various upcoming family stories and locations.

Local Numbers
AC0059-0000016 (AC Scan)

Topic: American experience
Periodicals -- Marketing -- Advertisements

Genre/ Form: Advertisements -- 1930-1940
Tear sheets

Box 311, Folder 2  
Never Underestimate the Power of a Woman! [color advertisement; tear sheet], 1941
1 Item (ink on paper.; 10.6" x 14.5").

Image(s): Never Underestimate the Power of a Woman! [color advertisement; tear sheet].

Ladies' Home Journal, Advertiser

English.

Advertisement to sell advertising space in Ladies' Home Journal. Illustrated with a man and woman car shopping but looking at two different models. They drive off with the model she looked at.

Local Numbers
  AC0059-0000241 (AC Scan)

  Topic: Periodicals -- Marketing -- Advertisements
  Genre/ Form: Advertisements -- 1940-1950 Tear sheets

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Box 317, Folder 4    Lederle Labs, 1952-1953
Box 317, Folder 5    James Lees and Sons Company, carpet, Lees Carpets, 1957-1960
Box 317, Folder 6    James Lees and Sons Company, carpet, Lees Carpets, 1960-1963
Box 318, Folder 1    Lever Brothers Company, detergent, 1949-1950
                   [Image(s)]
Box 318, Folder 1    I tried it - and it works! [black & white advertisement; tear sheet], 1938
                   1 Item (Ink on paper.; 10.3" x 4.5").
                   Image(s): I tried it - and it works! [black & white advertisement; tear sheet].
                   Lever Brothers Company, Advertiser
                   English.
                   Testimonial from Mrs. Emily Reaum of Chicago for Surf, No Rinse detergent.

Local Numbers
                   AC0059-0000097 (AC Scan)

Topic: Detergents advertising
Genre/ Form: Advertisements -- 1930-1940 Tear sheets

Box 318, Folder 2    Lennox Furnace Company, steel furnaces, 1930-1931
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<td>Michigan Bell Company, telephones, 1964-1965</td>
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Box 343, Folder 2  National Cash Register Company, cash registers, 1942-1944
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Box 355, Folder 1  National Dairy Products Corp., dairy, Sealtest, 1951-1957
Box 355, Folder 2  National Dairy Products Corp., dairy, Sealtest, 1957

Image(s)

Keep the curves where they count [color advertisement; tear sheet], 1957
1 Item (Ink on paper; 11.4" x 15.9").

Image(s): Keep the curves where they count [color advertisement; tear sheet].
Sealtest, Inc., Advertiser
English.
Sealtest skim milk advertisement illustrated by a reclining shapely young woman.

In Series ?, Box OS 355, Folder ?

Local Numbers
AC0059-0000208 (AC Scan)

Topic: Dairy products
               Milk
               advertising
| Box 355, Folder 3 | National Dairy Products Corp., dairy, Sealtest, 1951-1957 |
| Box 356, Folder 1 | National Dairy Products Corp., dairy, Sealtest, 1953-1956 |
| Box 356, Folder 2 | National Dairy Products Corp., dairy, Sealtest, 1953-1956 |
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Box 364, Folder 2  New England Mutual Insurance Company, insurance, 1943-1945
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Image(s)

Plymouth has it! [color advertisement; tear sheet], Circa 1948
1 Item (Ink on paper.; 17.7" x 14.7").

Image(s): Plymouth has it! [color advertisement; tear sheet].

Chrysler Corporation, Advertiser

Illustration of blue Plymouth in by a swimming pool in summer. Mom and three children are in the car while a young boy with a towel runs up to the car,

In Series ?, Box OS 393, Folder Plymouth 1947-1949.

Local Numbers

AC0059-0000201m (AC Scan)

Topic:  Automobile industry and trade advertising

Genre/ Form:  Advertisements -- 1940-1950 Tear sheets -- 1940-1970

Here they come, Mom! And Jim won't need the wish-bone -- they've got their Plymouth! [color advertisement; tear sheet], Circa 1948
1 Item (Ink on paper.; 15.3" x 12.4").

Image(s): Here they come, Mom! And Jim won't need the wish-bone -- they've got their Plymouth! [color advertisement; tear sheet].

Chrysler Corporation, Advertiser

Illustration of Grandma basting the Christmas turkey while Grampa looks out the window at a red car filled with people.

In Series ?, Box OS 393, Folder Plymouth 1947-1949.

Local Numbers

AC0059-0000203m (AC Scan)

Topic:  Automobile industry and trade
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Image(s)

The steinway, "instrument of the immortals," is quite within reach of the modest income [black & white advertisement; tear sheet], 1930
1 Item (Ink on paper.; 16.7" x 17.3").

Image(s): The steinway, "instrument of the immortals," is quite within reach of the modest income [black & white advertisement; tear sheet].
Steinway & Sons, Advertiser
English.
Contains photographic reproductions of George Gershwin's hands on piano keys, Gershwin seated with music manuscript, and a baby grand piano in a living room.

In Series ?, Box OS 441, Folder 1929.

Local Numbers
AC0059-0000048m (AC Scan)

Names: Gershwin, George, 1898-1937
Topic: Piano
Piano makers
advertising
Genre/ Form: Advertisements -- 1930-1940
Tear sheets

A civilizing treasure within reach of the modest income. [black & white advertisement; tear sheet], 1930
1 Item (Ink on paper.; 22.9" x 16.7").

Image(s): A civilizing treasure within reach of the modest income. [black & white advertisement; tear sheet].
Steinway & Sons, Advertiser
English.
Contains photographic reproductions of Sergei Rachmaninoff's hands on piano keys, Rachmaninoff standing next to a piano, and a baby grand piano in a living room.

In Series ?, Box OS 441, Folder 1929.
Local Numbers
AC0059-0000049m (AC Scan)

Names: Rachmaninoff, Sergei, 1873-1943
Topic: Piano
Piano makers
advertising
Genre/ Form: Advertisements -- 1930-1940
Tear sheets

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<td>Sun-Up Shaving Cream, barbering, 1956-1963</td>
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<td>Box 452, Folder 3</td>
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<td>Box 453, Folder 2</td>
<td>Teflon II for Two, [color advertisement; tear sheet], 1971</td>
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Image(s): Teflon II for Two, [color advertisement; tear sheet].
DuPont (E. I.) de Nemours & Company, Advertiser
English.
Teflon advertisement illustrated by a young couple preparing breakfast on the floor using a teflon coated electric skillet amid the clutter of moving into a new residence.

Local Numbers
AC0059-0000209 (AC Scan)

Topic: Chemical industry
Cookery -- Equipment and supplies advertising

Genre/ Form: Advertisements -- 1970-1980 Tear sheets

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Box 464, Folder 5  John Wanamaker, clothing, 1907
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Box 517  Women’s Institute, correspondence courses, sewing, undated
Box 517  Lane Company, cedar chests, undated
Box 517  Orinoka Mills, fabric, undated
Box 517  Great-West Coal and Lumber Company, undated
Box 517  Ferris Bros. Company, corsets, undated
Box 517  Armand Beauty Aids, cosmetics, undated
Box 517  William G. Bell Company, spices, undated
Box 517  E.R. Squibb and Sons, pharmaceuticals, undated
Box 517  Grafton and Knight Mfg. Company, leather belting, undated
Box 517  Swarthmore Prep, schools, undated
Box 517  American Telephone and Telegraph Company, telephones, advertising, undated
Box 517  Price Flavoring Extract Company, flavorings, undated
Box 517  Cannon Mills Inc., towels, undated
Box 517  N. Erlanger, Blumgart and Company, Inc., fabric, undated
Box 517  Mengel Company, toys, undated
Box 517  Spencerian Pen Company, pens, undated
Box 517  Onondaga Pottery Company, ceramics, undated
Box 517  Fifth Avenue Building, office building, undated
Box 517  International Correspondence School, correspondence courses, undated
Box 517  Schnefel Bros., Inc., nail files, undated
Box 517  Phoenix Mutual Life Insurance Company, insurance, undated
Box 517  Encyclopaedia Britannica Company Ltd., encyclopedias, undated
Box 517  Aetna Life Insurance Company, undated
Box 517  Western Electric Hair Curler Company, undated
Box 517  R.F. Simmons Company, necklaces, undated
Box 517  Pittsburgh Plate Glass Company, glass, paint, undated
Box 517  American Insulation Company, asbestos, undated
Box 517  Armstrong Manufacturing Co., stoves, undated
Box 517  American Sugar Refining Company, sugar, undated
Box 517  Columbia Phonograph Company, Inc., music, records, recording, undated
Box 517  Steinway and Sons, pianos, undated
Box 517  National Carbon Company, batteries, undated
Box 517  American Ironing Machine Company, irons, undated
Box 517  Atlas Underwear Company, underwear, undated
Box 517, Folder 1  Atlas Underwear Company, underwear, 1920s-1930s
Box 517, Folder 1  Great-West Coal and Lumber Company, coal and lumber, 1920s-1930s
Box 517, Folder 1  William G. Bell Company, spices, 1920s-1930s
Box 517, Folder 1  Ferris Bros. Company, corsets, 1920s-1930s
Box 517, Folder 1  Armand Beauty Aids, cosmetics, 1920s-1930s
Box 517, Folder 1  Orinoka Mills, fabric, 1920s-1930s
Box 517, Folder 1  Plate Glass Manufacturer of America, glass, 1920s-1930s
Box 517, Folder 1  Joseph Dixon Crucible Company, pencils, 1920s-1930s
Box 517, Folder 1  No Toil Product Corp., cleansers, 1920s-1930s
Box 517, Folder 1  Women's Institute, correspondence courses, 1920s-1930s
Box 517, Folder 1  International Correspondence Schools, business courses, 1920s-1930s
Box 517, Folder 1  N. Erlanger, Blumgart and Company, Inc., fabric, 1920s-1930s
Box 517, Folder 1  International Silver Company, silverware, 1920s-1930s
Box 517, Folder 1  American Insulation Company, asbestos, 1920s-1930s
Box 517, Folder 1  E.R. Squibb and Sons, pharmaceuticals, 1920s-1930s
Box 517, Folder 1  Scranton Lace Company, lace, 1920s-1930s
Box 517, Folder 1  National Carbon Company, batteries, 1920s-1930s
Box 517, Folder 1  Steinway and Sons, pianos, 1920s-1930s
Box 517, Folder 1  Columbia Phonograph Company, Inc., music, records, recording, 1920s-1930s
Box 517, Folder 1  American Sugar Refining Company, 1920s-1930s
Box 517, Folder 1  American Ironing Machine Company, irons, 1920s-1930s
Box 517, Folder 1  Spencerian Pen Company, pens, 1920s-1930s
Box 517, Folder 1  Clavert School, schools, 1920s-1930s
Box 517, Folder 1  Lane Company, cedar chests, 1920s-1930s
Box 517, Folder 1  Onodoga Pottery Company, ceramics, 1920s-1930s
Box 517, Folder 1  Pittsburgh Plate Glass Company, paints and finishes, 1920s-1930s
Box 517, Folder 1  Swarthmore Prep, schools, 1920s-1930s
Box 517, Folder 1  American Telephone and Telegraph Company, advertising, 1920s-1930s
Box 517, Folder 1  Price Flavoring Extract Company, flavorings, 1920s-1930s
Box 517, Folder 1  Cannon Mills Inc., towels, 1920s-1930s
Box 517, Folder 1  Sargeant and Company, hardware, 1920s-1930s
Box 517, Folder 1  Mengel Company, children's toys, 1920s-1930s
Box 517, Folder 1  Armstrong Manufacturing Co., stoves, 1920s-1930s
Box 517, Folder 1  Fifth Avenue Building, office building, 1920s-1930s
Box 517, Folder 1  Grafton and Knight Mfg. Company, leather belting, 1920s-1930s
Box 517, Folder 1  Schnefel Brothers, nail files, 1920s-1930s
Box 517, Folder 1  Phoenix Mutual Life Insurance Company, insurance, 1920s-1930s
Box 1, Folder 6  Air France, airlines, 1946-1947
Box 517, Folder 1  Encyclopaedia Britannica Company Ltd., encyclopedias, 1920s-1930s
Box 517, Folder 1  Aetna Life Insurance Company, insurance, 1920s-1930s
Box 517, Folder 1  Western Electric Hair Curler Company, hair curling device, 1920s-1930s
Box 517, Folder 1  R.F. Simmons Company, necklaces, 1920s-1930s
Box 517, Folder 1  Sprague Publishing Company, publishing, 1920s-1930s
Box 518, Folder 1  Ford Motor Company, automobiles, 1935-1937
Box 519, Folder 1  Lincoln Motor Company, automobiles, 1930-1933
Box 520, Folder 1  Ford Motor Company, automobiles, 1930-1932
Box 521, Folder 1  Ford Motor Company, automobiles, 1932-1936
Box 522, Folder 1  Armour-Franks, food, 1958-1961
Box 523, Folder 1  Chalfonte-Haddon Hall, hotels, 1934-1937
Box 524, Folder 1  Koppers Coke, coal, 1932-1933
Box 525, Folder 1  Ford Motor Company, automobiles, 1935-1939
Box 526, Folder 1  Dole Pineapple, pineapples, 1954-1958
Box 526, Folder 2  Chrysler Corporation, 1950
Box 526, Folder 3  Chrysler Corporation, automobiles, 1950
Box 527  Canada Dry, beverages, scrapbook, 1923-1927
Box 528  Ford Motor Company, automobiles, scrapbook, 1927-1928
Box 528        Ford Motor Company, automobiles, scrapbook, 1930s

Box 529        Victor Talking Machine Company, phonographs, scrapbook, 1925-1926

Box 1, Folder 1  
A.H. Robins Company, 1974

Box 1, Folder 2  
American Broadcasting Company (ABC), television programs 20/20, 1983-1985

Box 1, Folder 3  
American Broadcasting Company ABC), television programs 20/20, 1983-1985

Box 1, Folder 4  
American Cyanamid Company, chemicals, 1957

Box 1, Folder 5  
American Cyanamid Company, chemicals, 1958

Box 1, Folder 6  
American Cyanamid Company, chemicals, 1959

Box 1, Folder 7  
American Cyanamid Company, chemicals, 1960

Box 1, Folder 8  
American Cyanamid Company, chemicals, 1960

Box 1, Folder 9  
American Cyanamid Company, chemicals, 1961

Box 1, Folder 10  
American Cyanamid Company, chemicals, 1961

Box 1, Folder 11  
American Cyanamid Company, chemicals, 1962

Box 1, Folder 12  
Archdiocese of Detroit, religion, 1983

Box 1, Folder 13  
United States Army, recruiting, 1940s (circa)

Box 1, Folder 14  
United States Army, recruiting, 1941

Box 1, Folder 15  
United States Army, recruiting, 1942

Box 1, Folder 16  
United States Army, recruiting, 1945

Box 2, Folder 1  
United States Army, recruiting, 1946

Box 2, Folder 2  
United States Army, recruiting, 1947

Box 2, Folder 3  
United States Army, recruiting, 1948

Box 2, Folder 3  
I need you again [black & white advertisement; tear sheet], 1948
1 Item (Ink on paper.; 15.9" x 11.4").
Image(s): I need you again [black & white advertisement; tear sheet].
United States. Army, Advertiser
English.
Uncle Sam with soldier, jet plane, and pilot in the background.

Local Numbers
AC0059-0000023 (AC Scan)

Names: United States. Air Force
Topic: Recruiting and enlistment
Uncle Sam (Symbolic character)
advertising

Genre/ Form: Advertisements -- 1940-1950
Tear sheets

Box 2, Folder 4 United States Army, recruiting, 1967
Image(s)

Box 2, Folder 5 United States Army, recruiting, 1968

Box 2, Folder 6 United States Army, recruiting, 1969

Box 3, Folder 1 United States Army, recruiting, 1970s (circa)

Box 3, Folder 2 United States Army, recruiting, 1970
Image(s)

Box 3, Folder 2 Today's Army wants to join you, [color advertisement; tear sheet], 1970
1 Item (Ink on paper.; 11.4" x 17.2").
Image(s): Today's Army wants to join you, [color advertisement; tear sheet].
United States. Army, Advertiser
English.
Nine yearbook type photographs of young men.

Local Numbers
AC0059-0000024 (AC Scan)

Topic: Recruiting and enlistment
advertising

Genre/ Form: Advertisements -- 1970-1980
Tear sheets

Box 3, Folder 2 Great myths about the Women's Army Corps. [black & white advertisement; tear sheet], 1970
1 Item (ink on paper.; 15.4" x 12.2").
Image(s): Great myths about the Women's Army Corps. [black & white advertisement; tear sheet].
United States. Army, Advertiser
English.
Four points with cartoon illustrations.

Local Numbers
AC0059-0000069 (AC Scan)

Topic: Recruiting and enlistment
Women soldiers
advertising

Genre/ Form: Advertisements -- 1970-1980
Tear sheets

Box 3, Folder 2
The Army needs girls as well as generals. [color advertisement; tear sheet], 1969
1 Item (ink on paper.; 15.0" x 11.8").
Image(s): The Army needs girls as well as generals. [color advertisement; tear sheet].
United States. Army, Advertiser
English.
Woman soldier conferring with a two star general over a file folder.

Local Numbers
AC0059-0000071 (AC Scan)

Topic: Recruiting and enlistment
Women soldiers
advertising

Genre/ Form: Advertisements -- 1960-1970
Tear sheets

Box 3, Folder 3
United States Army, recruiting, 1971

Image(s)

Box 3, Folder 3
If you think you'll miss the guys, bring them along. [color advertisement; tear sheet], 1971
1 Item (ink on paper.; 16.4" x 22.1").
Image(s): If you think you'll miss the guys, bring them along. [color advertisement; tear sheet].
United States. Army, Advertiser
English.
Four young men playing touch football on a beach. Army recruiting information.
Take the Army's 16-month tour of Europe. [color advertisement; tear sheet], 1971
1 Item (Ink on paper.; 10.3" x 12.6").
Image(s): Take the Army's 16-month tour of Europe. [color advertisement; tear sheet].
United States. Army, Advertiser
English.
A young man and woman sitting in a European sidewalk cafe. Army recruiting information.

We care more about how you think, than how you cut your hair. [color advertisement; tear sheet], 1971
1 Item (Ink on paper.; 17.1" x 22.2").
Image(s): We care more about how you think, than how you cut your hair. [color advertisement; tear sheet].
United States. Army, Advertiser
English.
A young man getting a haircut. Army recruiting information.

United States Army, recruiting, 1972
United States Army, recruiting, 1973
We've got over 300 good, steady jobs. [color advertisement: tear sheet], 1971
1 Item (Ink on paper.; 16.2" x 23.2").
Image(s): We've got over 300 good, steady jobs. [color advertisement: tear sheet].
United States. Army, Advertiser
English.
Color advertisement with reproduction of photograph of men and women in various Army uniforms; photographer unidentified.

When was the last time you got promoted? [color advertisement; tear sheet], 1971
1 Item (Ink on paper.; 17.1" x 12.0").
Image(s): When was the last time you got promoted? [color advertisement; tear sheet].
United States. Army, Advertiser
English.
A young woman standing in an office. Army recruiting information.

When was the last time you got promoted? [color advertisement; tear sheet], 1971
1 Item (Ink on paper.; 14.3" x 10.9").
Image(s): When was the last time you got promoted? [color advertisement; tear sheet].
United States. Army, Advertiser
English.
A young woman standing in an office. Army recruiting information.
Local Numbers

AC0059-0000029 (AC Scan)

Topic: African American
Clerks
Recruiting and enlistment
advertising

Genre/ Form: Advertisements -- 1970-1980
Tear sheets

Box 3, Folder 5

When was the last time you got promoted? [color advertisement; tear sheet], 1972
1 Item (Ink on paper.; 17.1" x 20.8").
Image(s): When was the last time you got promoted? [color advertisement; tear sheet].
United States. Army, Advertiser
English.
Four men taking a break on a loading dock. Army recruiting information.

Local Numbers

AC0059-0000046m (AC Scan)

Topic: African American
Blue collar workers
Recruiting and enlistment
advertising

Genre/ Form: Advertisements -- 1970-1980
Tear sheets

Box 3, Folder 5

You get 12 matches, a knife, some twine, and 3 days to enjoy yourself. [color advertisement; tear sheet], 1973
1 Item (Ink on paper.; 12.0" x 14.7").
Image(s): You get 12 matches, a knife, some twine, and 3 days to enjoy yourself. [color advertisement; tear sheet].
United States. Army, Advertiser
English.
Mountainous arid landscape. Army recruiting information.

Local Numbers

AC0059-0000047 (AC Scan)

Topic: Recruiting and enlistment
advertising

Genre/ Form: Advertisements -- 1970-1980
Tear sheets

Box 3, Folder 6

United States Army, recruiting, 1974
Box 4, Folder 1  United States Army, recruiting, 1975

Box 4, Folder 2  United States Army, recruiting, 1976

Box 4, Folder 3  United States Army, recruiting, 1977

Box 4, Folder 4  United States Army, recruiting, 1978

1 Item (Ink on paper.; 11" x 16.8").
Image(s): Some of Our Best Men Are Women. Join the People Who've Joined the Army [color advertisement].
United States. Army, Advertiser
English.
Color advertisement with six photographic reproductions of women in the Army; photographer unidentified.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Local Numbers
AC0059-0000040.tif (AC Scan)
Topic: Recruiting and enlistment
Women in advertising
Women soldiers
advertising -- 1980-1990

Genre/ Form: Advertisements -- 1980-1990
Photographs -- 1980-1990 -- Color -- Reproductions

Box 4, Folder 5  This is the Army, [color advertisement; tear sheet], 1979
1 Item (Ink on paper.; 15.3" x 10.5").
Image(s): This is the Army, [color advertisement; tear sheet].
United States. Army, Advertiser
English.
Includes photographic reproductions of a men in camouflage, man repelling from helicopter, men in a tank, (all in military uniform) and four men next to kayaks.

Local Numbers
AC0059-0000045 (AC Scan)
Topic: Recruiting and enlistment
advertising
Box 4, Folder 5
United States Army, recruiting, 1979

Image(s)

Box 4, Folder 5
This is the Army, [color advertisement; tear sheet], 1979
1 Item (Ink on paper.; 16.0" x 11.3").

Image(s): This is the Army, [color advertisement; tear sheet].
United States. Army, Advertiser
English.
Includes photographic reproductions of a woman leading physical training, woman mechanic, woman camera person, (all in military uniform) and woman holding a horse by bridle.

Local Numbers
AC0059-0000041 (AC Scan)

Topic:
Recruiting and enlistment
Women soldiers
advertising

Genre/Form:
Advertisements -- 1970-1980
Tear sheets

Box 4, Folder 6
United States Army, recruiting, 1980 (circa)

Image(s)

Box 4, Folder 6
Country Music, [color advertisement; tear sheet], Circa 1980
1 Item (Ink on paper.; 11.4" x 8.4").

Image(s): Country Music, [color advertisement; tear sheet].
United States. Army, Advertiser
English.
Army band playing and marching toward the camera taking the photograph.
Photographer unknown.

Local Numbers
AC0059-0000044 (AC Scan)

Topic:
African American
Bands (Music)
Recruiting and enlistment
advertising

Genre/Form:
Advertisements -- 1980-1990
Tear sheets

Box 4, Folder 6
pride (prid), n. [definition]. [color advertisement; tear sheet], circa 1985
1 Item (Ink on paper.; 11.1" x 8.5").

Image(s): pride (prid), n. [definition]. [color advertisement; tear sheet].
United States. Army, Advertiser
English.
Profile of snow covered soldier at left shoulder arms.

Local Numbers
AC0059-0000070 (AC Scan)

Topic: Recruiting and enlistment advertising
Genre/ Form: Advertisements -- 1980-1990 Tear sheets

Box 4, Folder 7 United States Army, recruiting, 1980 (circa)

Box 5, Folder 1 United States Army, recruiting, 1980

Box 5, Folder 2 United States Army, recruiting, 1981

Just two years in the Army can help pay for college. [black & white advertisement; tear sheet], 1981

1 Item (Ink on paper.; 12.3" x 8.5").

Image(s): Just two years in the Army can help pay for college. [black & white advertisement; tear sheet].
United States. Army, Advertiser
English.
Part of the "Army. Be all you can be." campaign.

Local Numbers
AC0059-0000242 (AC Scan)

Topic: Recruiting and enlistment advertising
Genre/ Form: Advertisements -- 1980-1990 Tear sheets

Box 5, Folder 2 Army. Be all you can be. [black & white advertisement; tear sheet], 1981

1 Item (Ink on paper.; 11.7" x 10.2".)

Image(s): Army. Be all you can be. [black & white advertisement; tear sheet].
United States. Army, Advertiser
English.
Part of the "Army. Be all you can be." campaign.

Local Numbers
AC0059-0000243 (AC Scan)
Topic: Recruiting and enlistment advertising
Genre/ Form: Advertisements -- 1980-1990 Tear sheets

Box 5, Folder 2
You might be perfect for a job you never heard of [color advertisement; tear sheet], Circa 1981
1 Item (Ink on paper.; 14.3" x 10.4").
Image(s): You might be perfect for a job you never heard of [color advertisement; tear sheet].
United States. Army, Advertiser English.
Part of the "Army. Be all you can be." campaign. Image of woman in a flight helmet.

Local Numbers
AC0059-0000244 (AC Scan)

Topic: Recruiting and enlistment Women soldiers advertising
Genre/ Form: Advertisements -- 1980-1990 Tear sheets

Box 5, Folder 2
You might be perfect for a job you never heard of [color advertisement; tear sheet], Circa 1981
1 Item (Ink on paper.; 14.0" x 10.4").
Image(s): You might be perfect for a job you never heard of [color advertisement; tear sheet].
United States. Army, Advertiser English.
Part of the "Army. Be all you can be." campaign. Image of woman in a flight helmet.

Local Numbers
AC0059-0000245 (AC Scan)

Topic: African American Recruiting and enlistment Women soldiers advertising
Genre/ Form: Advertisements -- 1980-1990 Tear sheets

Box 5, Folder 3 United States Army, recruiting, 1982

Box 5, Folder 4 United States Army, recruiting, 1983
Box 6, Folder 1  United States Army, recruiting, 1984

Image(s)

Box 6, Folder 1  One kind of higher education can lead to another. [color advertisement; tear sheet], 1984
1 Item (Ink on paper.; 12.2" x 17.2").

Image(s): One kind of higher education can lead to another. [color advertisement; tear sheet].

United States. Army, Advertiser
English.
Four men rappelling from a helicopter. Army recruiting and college fund information.

Local Numbers
AC0059-0000068 (AC Scan)

Topic:  Helicopters
        Recruiting and enlistment
        Soldiers
        advertising

Genre/ Form:  Advertisements -- 1970-1980
              Tear sheets

Box 6, Folder 2  United States Army, recruiting, 1985

Box 6, Folder 3  United States Army, recruiting, 1985

Box 6, Folder 4  United States Army, recruiting, 1986

Box 7, Folder 1  United States Army, recruiting, 1986

Box 7, Folder 2  United States Army, recruiting, 1986

Box 7, Folder 3  United States Army, recruiting, 1986

Box 7, Folder 4  United States Army, recruiting, 1986

Box 7, Folder 5  United States Army, recruiting, 1987

Box 7, Folder 6  Asprey, 1983

Box 8, Folder 1  American Telephone and Telegraph Company, telephones, 1920

Box 8, Folder 2  American Telephone and Telegraph Company, telephones, 1932 (circa)
Box 8, Folder 3  American Telephone and Telegraph Company, telephones, 1935
Box 8, Folder 3  American Telephone and Telegraph Company, telephones, 1934
Box 8, Folder 4  American Telephone and Telegraph Company, telephones, 1938
Box 8, Folder 4  American Telephone and Telegraph Company, telephones, 1937
Box 8, Folder 5  American Telephone and Telegraph Company, telephones, 1944
Box 8, Folder 5  American Telephone and Telegraph Company, telephones, 1943
Box 8, Folder 5  American Telephone and Telegraph Company, telephones, 1945
Box 8, Folder 5  American Telephone and Telegraph Company, telephones, 1946
Box 8, Folder 5  American Telephone and Telegraph Company, telephones, 1941
Box 8, Folder 6  American Telephone and Telegraph Company, telephones, 1949
Box 8, Folder 7  American Telephone and Telegraph Company, telephones, 1951
Box 8, Folder 7  American Telephone and Telegraph Company, telephones, 1952
Box 8, Folder 7  American Telephone and Telegraph Company, telephones, 1950
Box 8, Folder 8  American Telephone and Telegraph Company, telephones, 1953
Box 8, Folder 9  American Telephone and Telegraph Company, telephones, 1953
Box 8, Folder 10 American Telephone and Telegraph Company, telephones, 1954
Box 8, Folder 11 American Telephone and Telegraph Company, telephones, 1955
Box 8, Folder 12 American Telephone and Telegraph Company, telephones, 1955
Box 9, Folder 1  American Telephone and Telegraph Company, telephones, 1955
Box 9, Folder 2  American Telephone and Telegraph Company, telephones, 1955
Box 9, Folder 3  American Telephone and Telegraph Company, telephones, 1955
Box 9, Folder 4  American Telephone and Telegraph Company, telephones, 1956
Box 9, Folder 5  American Telephone and Telegraph Company, telephones, 1956
Box 9, Folder 6  American Telephone and Telegraph Company, telephones, 1956
Box 9, Folder 7  American Telephone and Telegraph Company, telephones, 1957
Box 9, Folder 8  American Telephone and Telegraph Company, telephones, 1957
Box 9, Folder 9  American Telephone and Telegraph Company, telephones, 1957
Box 10, Folder 1  American Telephone and Telegraph Company, telephones, consumer long distance, 1958
Box 10, Folder 2  American Telephone and Telegraph Company, telephones, consumer long distance, 1958
Box 10, Folder 3  American Telephone and Telegraph Company, telephones, general information, 1958
Box 10, Folder 4  American Telephone and Telegraph Company, telephones, trade ads, 1958
Box 11, Folder 1  American Telephone and Telegraph Company, telephones, Bell labs, 1958
Box 11, Folder 2  American Telephone and Telegraph Company, telephones, business long distance, 1958
Box 11, Folder 3  American Telephone and Telegraph Company, telephones, business long distance, 1958
Box 11, Folder 4  American Telephone and Telegraph Company, telephones, business long distance, 1958
Box 11, Folder 5  American Telephone and Telegraph Company, telephones, 1959
Box 11, Folder 6  American Telephone and Telegraph Company, telephones, 1959
Box 12, Folder 1  American Telephone and Telegraph Company, telephones, business long distance, 1959
Box 12, Folder 2  American Telephone and Telegraph Company, telephones, consumer, 1959
Box 12, Folder 3  American Telephone and Telegraph Company, telephones, consumer long distance, 1959
| Box 12, Folder 4 | American Telephone and Telegraph Company, telephones, consumer long distance, 1959 |
| Box 12, Folder 5 | American Telephone and Telegraph Company, telephones, extension sales and telephone planning, 1959 |
| Box 12, Folder 6 | American Telephone and Telegraph Company, telephones, trade ads, 1959 |
| Box 12, Folder 7 | American Telephone and Telegraph Company, telephones, business equipment, 1959 |
| Box 13, Folder 1 | American Telephone and Telegraph Company, telephones, business equipment, 1960 |
| Box 13, Folder 2 | American Telephone and Telegraph Company, telephones, business long distance, 1960 |
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| Box 13, Folder 4 | American Telephone and Telegraph Company, telephones, consumer long distance, 1960 |
| Box 14, Folder 1 | American Telephone and Telegraph Company, telephones, consumer long distance, 1960 |
| Box 14, Folder 2 | American Telephone and Telegraph Company, telephones, consumer long distance, 1960 |
| Box 14, Folder 3 | American Telephone and Telegraph Company, telephones, consumer products, 1960 |
| Box 14, Folder 4 | American Telephone and Telegraph Company, telephones, employee recruiting, 1960 |
| Box 14, Folder 5 | American Telephone and Telegraph Company, telephones, 1960 |
| Box 14, Folder 6 | American Telephone and Telegraph Company, telephones, public phones, 1960 |
| Box 15, Folder 1 | American Telephone and Telegraph Company, telephones, Bell labs, extension phones, 1961 |
| Box 15, Folder 2 | American Telephone and Telegraph Company, telephones, business long distance, 1961 |
Box 15, Folder 3  American Telephone and Telegraph Company, telephones, consumer services, 1961
Box 15, Folder 4  American Telephone and Telegraph Company, telephones, business long distance, 1961
Box 15, Folder 5  American Telephone and Telegraph Company, telephones, consumer long distance, 1961
Box 15, Folder 6  American Telephone and Telegraph Company, telephones, recruiting, colleges, 1961
Box 16, Folder 1  American Telephone and Telegraph Company, telephones, Bell labs, 1962
Box 16, Folder 2  American Telephone and Telegraph Company, telephones, Business equipment-banking, brokerage, college, farm, 1962
Box 16, Folder 3  American Telephone and Telegraph Company, telephones, business equipment-general, 1962
Box 16, Folder 4  American Telephone and Telegraph Company, telephones, business equipment-hotels, motels, police, 1962
Box 16, Folder 5  American Telephone and Telegraph Company, telephones, business equipment-military, public phones, 1962
Box 16, Folder 6  American Telephone and Telegraph Company, telephones, consumer service and equipment- miscellaneous, 1962
Box 16, Folder 7  American Telephone and Telegraph Company, telephones, data service-emergency system, 1962
Box 16, Folder 8  American Telephone and Telegraph Company, telephones, extension sales and telephone planning, 1962
Box 16, Folder 9  American Telephone and Telegraph Company, telephones, educational TV, general information ads, 1962
Box 16, Folder 10 American Telephone and Telegraph Company, telephones, long distance, business, 1962
Box 16, Folder 11 American Telephone and Telegraph Company, telephones, long distance, consumer, 1962
Box 16, Folder 12 American Telephone and Telegraph Company, telephones, recruiting- ads, college publications, 1962
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<tr>
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<td>American Telephone and Telegraph Company, telephones, telephone shopping, telephone trade ads, 1962</td>
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<td>American Telephone and Telegraph Company, telephones, Bell labs, educational tv, military, 1963</td>
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<td>American Telephone and Telegraph Company, telephones, business equipment and services-brokerage, department store, farm, 1963</td>
</tr>
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<td>American Telephone and Telegraph Company, telephones, business equipment services-fire, police, public phones, 1963</td>
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Image(s)

Reach out. Reach out and touch someone [color advertisement with reproduction photograph], ca. 1970-1980

1 Item (11" x 8.5").

Image(s): Reach out. Reach out and touch someone [color advertisement with reproduction photograph].

American Telephone and Telegraph Company, Advertiser English.

Color advertisement (reproduction of photographs) for Bell System of African American boy on telephone saying "Tooth fairy's been here three times!"

Photographer unidentified.

In Series 4, Box ?, Folder ?.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Ink on paper.

Local Numbers

AC0059-0000236 (AC Scan)
In Series 4.

**Topic:** Children in advertising
Tooth Fairy (Legendary character) advertising -- Telephone companies

**Genre/Form:** Advertisements -- 1970-1980
Photographs -- Reproductions
Tear sheets

**Culture:** African Americans -- 1970-1980

**Box 27, Folder 5**
Reach out and touch someone, [color advertisement; tear sheet], 1980

1 Item (Ink on paper.; 15.0" x 10.7").

*Image(s): Reach out and touch someone, [color advertisement; tear sheet].*
American Telephone and Telegraph Company, Advertiser

English.
Mother calling the grandparents to report baby's first steps while father gives the baby a helping hand.

**Local Numbers**

AC0059-0000021 (AC Scan)

**Topic:** Child development
Communication advertising telephone

**Genre/Form:** Advertisements -- 1980-1990
Tear sheets

Reach out and touch someone [color advertisement; tear sheet], Circa 1980

1 Item (Ink on paper.; 11.2" x 8.7").

*Image(s): Reach out and touch someone [color advertisement; tear sheet].*
American Telephone and Telegraph Company, Advertiser

English.
Woman doing a yoga headstand and talking on the telephone to another woman (inset) in the same pose.

In Series 4, Box ?, Folder ?.

**Local Numbers**

AC0059-0000237 (AC Scan)

**Topic:** Communication
Women in advertising Yoga advertising telephone

**Genre/Form:** Advertisements -- 1970-1980
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Box 28, Folder 6  American Telephone and Telegraph Company, telephones, domestic long distance and international, 1982
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<td>De Beers Consolidated Mines, Ltd., diamonds, 1945</td>
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Box 46, Folder 7  De Beers Consolidated Mines, Ltd., diamonds, 1992
Box 46, Folder 8  De Beers Consolidated Mines, Ltd., diamonds, 1992
Box 47, Folder 1  De Beers Consolidated Mines, Ltd., diamonds, 1992
Box 47, Folder 2  De Beers Consolidated Mines, Ltd., diamonds, diamond promotion service, 1993
Box 47, Folder 3  De Beers Consolidated Mines, Ltd., diamonds, 1994
Box 47, Folder 4  Decca Records, music, 1946

Image(s)

Coming your way ... in 1946 [color advertisement; tear sheet], 1946
1 Item (Ink on paper.; 14.1" x 10.8").

Image(s): Coming your way ... in 1946 [color advertisement; tear sheet].
Decca Records (Firm), Advertiser
English.
Text ending with "Listen to America on Decca records" surrounded by images of 31 musical performers or groups.

In Series ?, Box 47, Folder 4

Local Numbers
AC0059-0000199 (AC Scan)

Topic: Musicians
Singers -- 1940-1950
Sound recording industry advertising

Genre/ Form:
Advertisements -- 1940-1950
Tear sheets -- 1940-1970

Box 47, Folder 5 Dixon's Ticonderoga Pencils, pencils, 1929-1930

Box 47, Folder 6 Dole Pineapple, pineapples, 1936
Image(s)

Box 47, Folder 7 Dole Pineapple, pineapples, 1944

Box 47, Folder 8 E.I. Dupont de Nemours and Company, Incorporated, chemicals, marine finishes, 1960

Box 47, Folder 9 E.I. Dupont de Nemours and Company, Incorporated, chemicals, marine finishes, 1961

Box 47, Folder 10 E.I. Dupont de Nemours and Company, Incorporated, chemicals, nylon and orlon carpet fiber, 1961


Box 47, Folder 12 E.I. Dupont de Nemours and Company, Incorporated, carpet, "501" nylon carpet fiber, 1963

Box 47, Folder 13 E.I. Dupont de Nemours and Company, Incorporated, chemicals, marine finishes, 1963

Box 47, Folder 14 E.I. Dupont de Nemours and Company, Incorporated, chemicals, paint and varnish, 1964

Box 47, Folder 15 E.I. Dupont de Nemours and Company, Incorporated, chemicals, zepel, 1964

Box 47, Folder 16 E.I. Dupont de Nemours and Company, Incorporated, chemicals, miscellaneous products, 1965

Box 47, Folder 17 E.I. Dupont de Nemours and Company, Incorporated, chemicals, miscellaneous products, 1966

Box 47, Folder 18 E.I. Dupont de Nemours and Company, Incorporated, chemicals, miscellaneous products, 1967

Box 48, Folder 1 E.I. Dupont de Nemours and Company, Incorporated, chemicals, fabrics, 1968
Box 48, Folder 2  E.I. Dupont de Nemours and Company, Incorporated, chemicals, fabrics, 1968
Box 48, Folder 3  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1968
Box 48, Folder 4  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1968
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Box 48, Folder 6  E.I. Dupont de Nemours and Company, Incorporated, chemicals, chemicus, 1969
Box 48, Folder 7  E.I. Dupont de Nemours and Company, Incorporated, chemicals, zepel, 1969
Box 49, Folder 1  E.I. Dupont de Nemours and Company, Incorporated, chemicals, equipment and instruments, 1970
Box 49, Folder 3  E.I. Dupont de Nemours and Company, Incorporated, chemicals, teflon, 1970
Box 49, Folder 4  E.I. Dupont de Nemours and Company, Incorporated, chemicals, miscellaneous products, 1970
Box 49, Folder 5  E.I. Dupont de Nemours and Company, Incorporated, chemicals, chemicals and resins, 1971
Box 49, Folder 7  E.I. Dupont de Nemours and Company, Incorporated, chemicals, hupalon, neoprene and nordel elastomers, 1971
Box 49, Folder 8  E.I. Dupont de Nemours and Company, Incorporated, chemicals, paints and finishes, 1971
Box 49, Folder 9  E.I. Dupont de Nemours and Company, Incorporated, chemicals, teflon, 1971
Box 49, Folder 10 E.I. Dupont de Nemours and Company, Incorporated, chemicals, viton elastomer, 1971
Box 50, Folder 1  E.I. Dupont de Nemours and Company, Incorporated, chemicals, teflon, 1971
Box 50, Folder 2  E.I. Dupont de Nemours and Company, Incorporated, chemicals, teflon, 1972
Box 50, Folder 3  E.I. Dupont de Nemours and Company, Incorporated, chemicals, elastomers, 1973
Box 50, Folder 4  E.I. Dupont de Nemours and Company, Incorporated, chemicals, equipment and instruments, 1973
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Box 50, Folder 6  E.I. Dupont de Nemours and Company, Incorporated, chemicals, freon, finishes, dyes, chemicals, 1973
Box 50, Folder 7  E.I. Dupont de Nemours and Company, Incorporated, chemicals, plating products, 1973
Box 50, Folder 8  E.I. Dupont de Nemours and Company, Incorporated, chemicals, teflon, 1973
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Box 51, Folder 6  E.I. Dupont de Nemours and Company, Incorporated, chemicals, paints and finishes, 1974
Box 51, Folder 7  E.I. Dupont de Nemours and Company, Incorporated, chemicals, teflon cleaner, elastomers, paint, 1974
Box 51, Folder 8  E.I. Dupont de Nemours and Company, Incorporated, chemicals, equipment and instruments, 1975
Box 51, Folder 9  E.I. Dupont de Nemours and Company, Incorporated, chemicals, fabrics and fibers, 1975
Box 51, Folder 10  E.I. Dupont de Nemours and Company, Incorporated, chemicals, teflon, 1975

Box 51, Folder 11  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1975

Image(s)

Box 51, Folder 11  There's only one Teflon. And now it's improved. [color advertisement; tear sheet], 19714

1 Item (Ink on paper.; 13.6" x 9.6").

Image(s): There's only one Teflon. And now it's improved. [color advertisement; tear sheet].

DuPont (E. I.) de Nemours & Company, Advertiser

English.

Teflon advertisement illustrated by a group of twelve women holding Teflon coated test pans.

Local Numbers

AC0059-0000210 (AC Scan)

Topic: Chemical industry

Cookery -- Equipment and supplies

advertising

Genre/ Advertisements -- 1970-1980

Form: Tear sheets

Box 51, Folder 12  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1976

Box 51, Folder 13  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1976

Box 51, Folder 14  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1976

Box 52, Folder 1  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1976

Box 52, Folder 2  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1976

Box 52, Folder 3  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1976

Box 52, Folder 4  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1976

Box 52, Folder 5  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1976

Box 52, Folder 6  E.I. Dupont de Nemours and Company, Incorporated, chemicals, recruitment, 1976

Box 52, Folder 7  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1977
Box 52, Folder 8  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1977
Box 52, Folder 9  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1977
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Box 52, Folder 11  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1977
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Box 52, Folder 14  E.I. Dupont de Nemours and Company, Incorporated, chemicals, recruitment, 1977
Box 52, Folder 15  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1978
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Box 53, Folder 6  E.I. Dupont de Nemours and Company, Incorporated, chemicals, consumer products, miscellaneous, 1979
Box 53, Folder 7  E.I. Dupont de Nemours and Company, Incorporated, chemicals, crelyn II, cronex, cronalar, 1979
Box 53, Folder 8  E.I. Dupont de Nemours and Company, Incorporated, chemicals, equipment and instruments, 1979
Box 53, Folder 9  E.I. Dupont de Nemours and Company, Incorporated, chemicals, equipment and instruments, 1979
Box 53, Folder 10  E.I. Dupont de Nemours and Company, Incorporated, chemicals, elvaloy, fasloc, hyponal, hytrel, 1979
Box 53, Folder 11  E.I. Dupont de Nemours and Company, Incorporated, chemicals, kalrez, kevlar, mylar, microfoam, 1979

Box 53, Folder 12  E.I. Dupont de Nemours and Company, Incorporated, chemicals, neoprene, nomex, nordel, 1979

Box 53, Folder 13  E.I. Dupont de Nemours and Company, Incorporated, chemicals, paints and finishes, 1979

Box 54, Folder 1  E.I. Dupont de Nemours and Company, Incorporated, chemicals, runite, surlun, 1979

Box 54, Folder 2  E.I. Dupont de Nemours and Company, Incorporated, chemicals, stren fishing line, 1979

Box 54, Folder 3  E.I. Dupont de Nemours and Company, Incorporated, chemicals, teflon, 1979

Box 54, Folder 4  E.I. Dupont de Nemours and Company, Incorporated, chemicals, ti-pure, tovex, typar, tyvek, torvex, 1979

Box 54, Folder 5  E.I. Dupont de Nemours and Company, Incorporated, chemicals, vamac, viton, vextar, vudax, 1979

Box 54, Folder 6  E.I. Dupont de Nemours and Company, Incorporated, chemicals, miscellaneous products, recruitment ads, 1979

Box 54, Folder 7  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1979

Box 54, Folder 8  E.I. Dupont de Nemours and Company, Incorporated, chemicals, adiprene, clusar, corian, 1980

Box 54, Folder 9  E.I. Dupont de Nemours and Company, Incorporated, chemicals, automotive, 1980

Box 54, Folder 10  E.I. Dupont de Nemours and Company, Incorporated, chemicals, chemicals and solvents, 1980

Box 54, Folder 11  E.I. Dupont de Nemours and Company, Incorporated, chemicals, equipment and instruments, 1980

Box 55, Folder 1  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1980s (circa)

Box 55, Folder 2  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1980
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<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, Industrial fibers (kevlar, teflon, tyvek),</td>
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<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, recruiting ads,</td>
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<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1991</td>
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<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1992</td>
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<td>Edison Electric Institute, 1980</td>
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<td>Farnsworth Television and Radio Corporation, television, radio, undated</td>
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Box 68, Folder 7  Pharmaceutical Manufacturing Association, pharmaceuticals, undated

Image(s)

Box 68, Folder 7  This capsule cost 2,500,000 dollars [color advertisement; tear sheet], 1962
1 Item (Ink on paper.; 13.7" x 10.4").

Image(s): This capsule cost 2,500,000 dollars [color advertisement; tear sheet].
Pharmaceutical Manufacturers Association, Advertiser
English.
Red capsule held between index finger and thumb. Text describes the costs to develop a new drug.

Local Numbers
AC0059-0000067 (AC Scan)

Topic: Drugs
Pharmaceutical industry advertising

Genre/ Form: Advertisements -- 1960-1970
Tear sheets

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Box 68, Folder 9  Ralston Purina Company, 1980

Box 68, Folder 9  Ralston Purina Company, 1979

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Box 82, Folder 9  United States Army, recruiting, 1980

Box 82, Folder 9  [Army helicopters and "Be all that you can be" song lyrics], [color advertisement; tear sheet], Circa 1980
1 Item (Ink on paper.; 23.8" x 16.7").

Image(s): [Army helicopters and "Be all that you can be" song lyrics], [color advertisement; tear sheet].

United States. Army, Advertiser
English.
Three Army helicopters flying in line. "Be all that you can Be" music and lyrics by Jake Holmes.

Local Numbers
AC0059-0000042m (AC Scan)

Names: Holmes, Jake

Topic: Helicopters
Recruiting and enlistment advertising

Genre/ Form: Advertisements -- 1970-1980
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Box 2
Texas Company, petroleum, "Great-Going, Texaco Fire Chief Gasoline"

Map-folder 18
Texas Company, petroleum, "Great-Going, Texaco Fire Chief Gasoline", 1959
1 Paintings (visual works) (21 1/4" x 39")

Map-folder 18
Texas Company, petroleum, "Great-Going, Texaco Fire Chief Gasoline", 1954
1 Paintings (visual works) (23 7/16" x 39")

Map-folder 19; Map-folder 25
Texaco. Great New Source of Power! Sky Chief Gasoline with PETROX, undated
2 Paintings (visual works) (21 1/4" x 37 1/2" and 24 1/2 " x 44 1/2")

Box 3; Map-folder 27
Texas Company, petroleum, Pull Up and Check Up...It's Spring See Your Texaco, undated
1 Paintings (visual works) (25" x 44 3/4")

Box 4; Map-folder 30
Texas Company, petroleum, "First Sound of Spring...Get a Texaco Check-Up, undated
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Box 5
Texas Company, petroleum, "Beat Winter to the Punch...Texaco PT Antifreeze"

Box 6
Texas Company, petroleum, "Texaco Sky Chief Packs Punch All Over the Map"

Box 7; Map-folder 29
Texas Company, petroleum, "Best Run for the Money", undated
1 Paintings (visual works) (25 3/4" x 45")

Box 11
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Box 8; Map-folder 28
Texas Company, petroleum, "Sky Chief Packs Punch", undated
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Map-folder 32
Texaco Sky Chief Packs Punch! Sky Chief Gasoline all over the map!
1 Paintings (visual works) (24' x 44")

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Texas Company, petroleum, "Something A Lady Appreciates--Texaco Registered

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Texas Company, petroleum, "Something A Lady Appreciates--Texaco Registered, undated  
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Beat Winter to the Punch, Anti-Freeze Stays Put
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Box 22

"Texas Company, petroleum, Something We Ladies Appreciate"

Map-folder 21

Mother in a car with three girls
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Dupont-Historical Reel 2  
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Box 5, Item AC0059-0V0044  
Energy Commission-Historical Reel 1  
1 Videocassettes (U-matic)

Box 5, Item AC0059-0V0045  
Folgers-Historical Reel 1, 1973-1976  
1 Videocassettes (U-matic)

Box 5, Item AC0059-0V0046  
Folgers-Historical Reel 2, 1977-1979  
1 Videocassettes (U-matic)

Box 5, Item AC0059-0V0047  
Folgers-Historical Reel 3, 1980-1987  
1 Videocassettes (U-matic)

Box 11, Item AC0059-0V0106  
Folgers-Mrs. Olsen Historical 1  
1 Videocassettes (U-matic)

Box 11, Item AC0059-0V0107  
Folgers-Mrs. Olsen Historical 2, 1972-1980  
1 Videocassettes (U-matic)

Box 11, Item AC0059-0V0107  
Folgers-Mrs. Olsen Historical 3, 1980-1984  
1 Videocassettes (U-matic)

Box 5, Item AC0059-0V0048  
General Motors-Historical Reel 1

Box 5, Item AC0059-0V0049  
General Motors-Historical Reel 2

Box 5, Item AC0059-0V0050  
General Motors-Historical Reel 3  
1 Videocassettes (U-matic)

Box 5, Item AC0059-0V0051  
General Motors-Historical Reel 4, 1989-1990  
1 Videocassettes (U-matic)

Box 5, Item AC0059-0V0052  
General Motors-Historical Reel 5, 1990  
1 Videocassettes (U-matic)

Box 5, Item AC0059-0V0053  
Gillette-Historical Reel 1  
1 Videocassettes (U-matic)

Box 5, Item AC0059-0V0054  
Gillette-Historical Reel 2  
1 Videocassettes (U-matic)
Box 11, Item
AC0059-0V0111  Hires Root Beer-Historical Reel 1
1 Videocassettes (U-matic)

Box 6, Item
AC0059-0V0055  Illinois Bell-Historical Reel 1
1 Videocassettes (U-matic)

Box 6, Item
AC0059-0V0056  JC Penny-Historical Reel 1, 1983-1985
1 Videocassettes (U-matic)

Box 6, Item
AC0059-0V0057  JC Penny-Historical Reel 2, 1986
1 Videocassettes (U-matic)

Box 6, Item
AC0059-0V0058  JC Penny-Historical Reel 3, 1984-1987
1 Videocassettes (U-matic)

Box 6, Item
AC0059-0V0059  JC Penny-Historical Reel 4, 1988-1989
1 Videocassettes (U-matic)

Box 6, Item
AC0059-0V0060  JC Penny-Historical Reel 5, 1990
1 Videocassettes (U-matic)

Box 6, Item
AC0059-0V0061  JC Penny-Historical Reel 6, 1991
1 Videocassettes (U-matic)

Box 6, Item
AC0059-0V0062  Kitchenaid-Historical Reel 1
1 Videocassettes (U-matic)

Box 6, Item
AC0059-0V0063  Kraft-Historical Reel 1
1 Videocassettes (U-matic)

Box 11, Item
AC0059-0V0112  Kraft-Historical Reel 2
1 Videocassettes (U-matic)

Box 6, Item
AC0059-0V0064  MEM-Historical Reel 1
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Box 6, Item
AC0059-0V0065  Mitsubishi-Historical Reel 1
1 Videocassettes (U-matic)

Box 7, Item
AC0059-0V0066  National Coffee Association-Historical Reel 1
1 Videocassettes (U-matic)

Box 7, Item
AC0059-0V0067  NBC-Historical Reel 1
1 Videocassettes (U-matic)
Box 7, Item  
AC0059-0V0068  
Old Milwaukee Beer, 1967-1979  
1 Videocassettes (U-matic)  

Box 11, Item  
AC0059-0V0113  
Orange Crush-Historical Reel 1  
1 Videocassettes (U-matic)

Box 7, Item  
AC0059-0V0070  
Ponderosa-Historical Reel 1, 1991-1992  
1 Videocassettes (U-matic)

Box 7, Item  
AC0059-0V0069  
Pan Am-Historical Reel 1  
1 Videocassettes (U-matic)

Box 7, Item  
AC0059-0V0109  
Pan Am-Historical Reel 2  
1 Videocassettes (U-matic)

Box 7, Item  
AC0059-0V0071  
Ponderosa-Historical Reel 2, 1991-1992  
1 Videocassettes (U-matic)  

Box 7, Item  
AC0059-0V0072  
Procter & Gamble-Historical Reel 1  
1 Videocassettes (U-matic)

Box 7, Item  
AC0059-0V0073  
Procter & Gamble-Historical Reel 2, 1987  
1 Videocassettes (U-matic)

Box 7, Item  
AC0059-0V0074  
Procter & Gamble-Historical Reel 3  
1 Videocassettes (U-matic)

Box 11, Item  
AC0059-0V0114  
Procter & Gamble-Historical Reel 4  
1 Videocassettes (U-matic)

Box 11, Item  
AC0059-0V0115  
Procter & Gamble-Historical Reel 5  
1 Videocassettes (U-matic)

Box 11, Item  
AC0059-0V0116  
Procter & Gamble-Historical Reel 6  
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Box 12, Item  
AC0059-0V0117  
Procter & Gamble-Historical Reel 7  
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Box 10, Item AC0059-0V0103  Los Angeles-Historical Reel 4  
1 Videocassettes (U-matic)

Box 10, Item AC0059-0V0104  Los Angeles-Historical Reel 5  
1 Videocassettes (U-matic)

Box 10, Item AC0059-0V0105  Nederland-Historical Reel 1  
1 Videocassettes (U-matic)
Series 2: Motion Pictures

Reel AC0059-0F0001  AT&T-Client Reel 1, 1957-1960
  1 Reel

Reel AC0059-0F0002  AT&T-Client Reel 2, 1960-1964
  1 Reel
  "Disneyland #3" "Disneyland" "Spring Phone Fair" "Saving Time" "Bell System Ringiner(?)"

Reel AC0059-0F0003  AT&T-Client Reel 2/ File 21, 1963-1965
  1 Reel
  "Keep In Touch, Call Home, Long Distance... The Next Best Thing To Being There"
  "Conversation"
  "Golf Course"
  "Roving Vacations"
  "Words"
  "Good Planning"
  "Big City"
  "Keeping In Touch"
  "Thoughtful Way"
  "First Words"
  "Father"
  "Weekend"
  "Uncle"
  "Super, Super"
  "College"
  "Sea Shells"
  "Smart Husband"
  "Right Way"
  "Right Husband"
  "Telepathy"
  "Family Time Calling"
"Isn't There Someone"
"Adult Birthday"
"Leadership"
"Sunday Calling"
"Never Cower"
"All Day Sunday"
"Family Time"

Box AC0059-0F0004
AT&T-Client Reel 3, 1961-1963
1 Reel
"Cooks Best Friend"
"Telle-Future"
"A Call to Young Scientists"
"Wonderful Invention"
"To Each Her Own"
"Phone Land"
"Comm Consultant"
"Perfect Day"

Reel AC0059-0F0005
AT&T-Client Reel 3/ File 22, 1964-1968
1 Reel
"Leadership"
"College Man"
"Radio"
"Sunday Morning w/ Bell Seal"
"Appointment"
"Your Lane"
"Adult Birthday"
"Isn't There Someone"
"Telepathy"
"Family Time Calling"
"Piano"
"Kids"
"Room For The Night"
"Tips"
"Crying Man"
"Long Lines Interview"
"Magician"
"Daytime"
"Midnite"
Saturday"

"Anniversary"

"Big Sulley"

Reel AC0059-0F0006  AT&T-Client Reel 4, 1961-1963
1 Reel
"Western Electric" rocket launch footage "Call Your Bell Telephone Business Office" "Telstar"

Reel AC0059-0F0007  AT&T-Client Reel 5, 1962-1963
1 Reel

Reel AC0059-0F0008  AT&T-Client Reel 5/24, 1969-1973
1 Reel
"Pianist ($1.35 any weekday)" "Rings (.35 late any night)" "Boxer (.70 Any Weekend)" "Gloves (.85 Evenings)" "Traveling Salesman" "Merchant" "College Pal" "Trouble" "Uncle Howard" "Uncle Howard" "Old Flame" "Operator" "Sharing" "Did You Know (James Coco-Broadway Star)" "Animated Dial" "Mother's Worry" "Weekend Animation" "Secrets" "I'll Miss You" "Building Block" "Talking Phone" "Dont Get Involved" "Sandy Duncan" "Dandelions" "Bill Russell" "Brothers" "Father/Son" "Mother/Daughter" "Sister" "Grandma" "Casciari" "Bacon" "Helpful Operator" "Friends" "Merchant/Girl/Uncle" "Sometimes Letters" "Lemon Pie" "Dont Get Around" "Russell III" "Operator" "Longlines Xmas"

Reel AC0059-0F0043  AT&T Client Reel 6

Reel AC0059-0F0009  AT&T-Client Reel 7, 1964-1965
1 Reel
"Hidden Problems" "Make Someone Happy" "Dial That Comes To You"

Box AC0059-0F0010  AT&T-Client Reel 8, 1964-1966
1 Reel

Reel AC0059-0F0011  AT&T-Client Reel 9, 1961-1966
1 Reel
"College Man" "Telepathy" "Isn't There Someone" "Adult Birthday" "Familytime Calling" "Cheaply As One"(in color and b+w) "Double Your Convience" (as spelled) "Where to put it"

Reel AC0059-OF0044
AT&T Client Reel 10, circa 1965

Reel AC0059-0F0012
AT&T-Client Reel 11, 1964-1966
1 Reel
Includes Animations "Chicken Or Egg" "Doors"

Reel AC0059-OF0045
AT&T Client Reel 12, circa 1967

Reel AC0059-0F0013
AT&T-Client Reel 13, 1967-1969
1 Reel
"Locations" "Palms" "Animated Phone" "Cow" "Simply Beautiful" "Sterling Moss" "Impulse (as spelled)" "Mary Quant" "Dog" "Flamenco" "Box"
"Operators" "Little Stinker" "Georgia Installer" "Girls"

Reel AC0059-0F0035
AT&T-Client Reel 14, 1968-1974
1 Reel
"Opening Billboard" "Closing Billboard" "Ice Capades Opening" "Theatre I.D. Cir." "Red Pony" "DBB P. Flemming" "GLBB P. Flemming" "OBB Bing Crosby" "CBB Bing Crosby" "CBB Circus" "CBB Married is Better" "OBB Circus"
"Married is Better" "Education Omnibus" "36 Services/Football" "Maintenance"
"Lambrind" "5 Million, Billion" "Dots" "PBX" "Savings" "Puzzle" "7 Million, Billion" "Closing Billboard" "Dots-Informative" "Traffic Control" "Picture Phone Ser." "Dialtone First" "Five Billion" "Operator Rates" "Mobile ERMG. Phone"
"Wes. Elec. Installer" "113A" "Stale Data" "5 Billion"

Reel AC0059-0F0014
AT&T-Client Reel 15, 1969-1973
1 Reel
"Football" "Buried Cable" "40 Firemen" "EKG" "Tape Recorder" "Installer Training" "Competition"(as spelled) "Cross Arms" "Lambard" "ID Card"
"Savings" "Buzz Pause (We hear you)" "Traf. Con./ Oper. Rates" "Educational Omnibus" "Servis Reprisent" "Billing"

Reel AC0059-0F0024
AT&T-Client Reel, 1959
1 Reel
"How To Keep Families Close"

Reel AC0059-0F0029
AT&T-Peter Elgar, 1955-1957
1 Reel
"Cabin Cruiser"

Reel AC0059-0F0030
AT&T-A Bell System Science Series Film, 1956
1 Reel
Tel. Time Pilote (with 3 Vin. & Shirley) "Hal Roach Productions" "Jerry Stagg" "Pulitzer Prize Playhouse" "National Television Academy Award" "Metropolitan Opera Sylvania Award" "John Nesbitt" "National Box Office Award 1942, 1945, 1947" "Paganini-Myth, Fact, or Legend?" "The Stepmother"-(contains footage of a battle between an American Aircraft Carrier, and a German U-boat) "Away Boarders"

Reel AC0059-0F0015 It's A Small World (Spoof Reel), 1956
1 Reel
It's A Small World Spoof Production

Reel AC0059-0F0016 United Airlines, 1945
1 Reel
Reel 1 "Of Men and Wings"

Reel AC0059-0F0017 Client Compliation Reel 1949-1964, 1949-1964
1 Reel
"Regal Shoes" "Breeze Fall Price Reduction" "Tasty Kake" "Engravings" "Horace" Child Shampoo" "Soldier" "Bull in China Shop"

1 Reel
"Ranier Brewmaster" "Cracker Jack" "Tasty-Horace" "Polaroid Trumpeter" "Coke-Box" "Posts-pes" "Sargeants" "Fab-Wale" "Great To Phone" "Xerox Chimp" "Atlantic-Perverse" "AHT Airport"

Reel AC0059-0F0019 AT&T-Compilation Reel 1, 1948
1 Reel
AT&T "Stepping w. TV" comes with note that reads: "IMPORTANT NOTICE-This film has NOT been cleared for television-Caravel Films, INC."

Reel AC0059-0F0021 AT&T-Compilation Reel 2, 1967-1968
1 Reel
"Western Electric" "Pacific Northwest Bell" "New York Telephone Cartoon" "AT&T Ice Cream" "Illinois Bell Telephone"

Reel AC0059-0F0027 AT&T-Compilation Reel 3, 1968-1969
1 Reel
"Gumball" "Buisness Letter" "Rollup Clock" "Weekend Activities" "Hubley" "Touch" "Granny" "Girl in City" "Monday's Child" "Big Sulley"

Reel AC0059-0F0028 AT&T-Compilation Reel 4, 1966-1967
1 Reel
"We are No.1 in phones" "Bell Telephone made by General Electric"

Box AC0059-0F0020 Events-Compilation Reel, 1948-1953
1 Reel
"X-Mas" "Big Ball-Lawn" "Parade-Ginger Playing Flute -Nancy in Brownie Pack" "EW-Speach at F.D." "Nan-New Dress" "Village Green School Do Chorus" "Mike Polee-Picnic-Kent Crew" "Birds +Feeding Station" "Flag Raising Do-Sagamore Hill" "Eisenhower" "Parade-G-Historian" "Nan Scouts" "Walt Whitman Singy-Do" "Booth Anniv-1953 Pade" "Bermuda-1953" "Olsens Camp" "Sam Sails-Cenola IL"

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Box 79, Folder 10  Micro Switch, instruments, Division of Honeywell, 1982
Box 79, Folder 11  Micro Switch, instruments, Division of Honeywell, 1984
Box 80, Folder 1  Micro Switch, instruments, Division of Honeywell, 1985
Box 80, Folder 2  Micro Switch, instruments, Division of Honeywell, 1986
Box 80, Folder 3  Micro Switch, instruments, Division of Honeywell, 1987
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Box 90, Folder 5  Partnership for a Drug Free America, 1987
Box 80, Folder 6  Rice Council of America, food, rice, 1979-1980
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Box 80, Folder 10  Sunbeam Appliance Company, appliances, 1973
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Box 81, Folder 3  Teletype Corporation, teletypes, 1980
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Box 81, Folder 6  Teletype Corporation, teletypes, 1982
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Box 1 (Series 9), Folder 1  Computer Automation, 1977-1978

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Box 1 (Series 9), Folder 5  State of the Art, Incorporated, circa 1982

Box 1 (Series 9), Folder 6  Toshiba, 1986

Box 1 (Series 9), Folder 1  Computer Automation 1977-1978 computers

Box 1 (Series 9), Folder 2  Pizza Hut 1986-1987 food pizza

Box 1 (Series 9), Folder 3  Pizza Hut 1986-1987 food pizza

Box 1 (Series 9), Folder 4  Pizza Hut 1986-1987 food pizza

Box 1 (Series 9), Folder 5  State of the Art, Inc., 1982

Box 1 (Series 9), Folder 6  Toshiba 1986 computers


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Canadair, Incorporated, 1979-1980

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Canadair, Incorporated, undated

Box 1 (Series 10), Folder 3
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Box 1 (Series 10), Folder 4
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Delfeld-Schades N. N., undated

Box 1 (Series 10), Folder 7
Fiat, 1985

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Iberia Airlines, 1986

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Impact Kitchen Cleaner, undated
Box 1 (Series 10), Folder 13  Knirps Umbrellas, undated

Box 1 (Series 10), Folder 14  Labello Lip Balm, 1985

Box 1 (Series 10), Folder 15  Lacoste, 1987

Box 2 (Series 10), Folder 3  Mazda, undated

Box 1 (Series 10), Folder 16  Mantama, 1989

Box 1 (Series 10), Folder 17  Mercedes-Benz (United Kingdom) Ltd., 1985

Box 1 (Series 10), Folder 18  Netherlands Football, undated

Box 1 (Series 10), Folder 19  New Zealand AIDS Foundation, undated

Box 1 (Series 10), Folder 20  New Zealand XIVth Commonwealth Games, 1990

Box 1 (Series 10), Folder 21  Petresa, undated

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| Box 2 (Series 10), Folder 6                      | Scandinavia Airlines, 1990-1991     |
| Box 2 (Series 10), Folder 7                      | Tag Aeronautics Ltd., 1980          |
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| Box 1 (Series 10), Folder 28                     | Thistle Hotels, 1985                |
| Box 1 (Series 10), Folder 29                     | United States Travel and Tourism, undated |
| Box 1 (Series 10), Folder 30                     | Volkswagen, 1987                   |
| Box 1 (Series 10), Folder 31                     | Wiggins Teape, undated              |
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Series 11: Cunningham & Walsh, Incorporated, Materials, 1915-1987, undated

Subseries 11.1: Printed Advertisements, 1953-1987

Box 99, Folder 1

Photographs of Texaco advertisements, 1953-1961

Image(s)

See Series 5: Billboards for related materials.

[Billboard with cutout of young girl advertising Texaco restrooms: black and white photoprint], 1953
1 Item (8” x 10”.)

Image(s): [Billboard with cutout of young girl advertising Texaco restrooms: black and white photoprint], 1953.

Texaco, Inc., Advertiser

English.

Ad text - "Something a lady appreciates! Registered rest room."

Photographer unidentified.

In Series 17, Box 3, Folder 19.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Silver gelatin on paper.

Local Numbers

AC0059-0000230.tif (AC Scan)

Topic: Billboards -- Los Angeles (Ca.)
Gasoline
Petroleum industry and trade
advertising -- Outdoor

Genre/ Form: Photographs -- 1950-1960 -- Black-and-white
photoprints -- Silver gelatin

Surprising Power! [black & white advertisement; tear sheet], 1952
1 Item (ink on paper.; 5.9” x 9.7”).

Image(s): Surprising Power! [black & white advertisement; tear sheet].

Texaco, Inc., Advertiser

English.

Texaco Fire-Chief Gasoline ad illustrated with three Dalmatian puppies playing with a garden hose next to a fireman's helmet.

In Series 17, Box 3, Folder 19.

Local Numbers

AC0059-0000220 (AC Scan)

Topic: Gasoline
Petroleum industry and trade
advertising
Genre/ Form: Advertisements -- 1950-1960 Tear sheets

Great Going! [black & white advertisement; tear sheet], 1953
1 Item (Ink on paper.; 8.2" x 10.0").
Image(s): Great Going! [black & white advertisement; tear sheet].
Texaco, Inc., Advertiser
English.
Texaco Fire-Chief Gasoline ad illustrated with five Dalmatian puppies playing with an inner tube in water.

In Series 17, Box 3, Folder 19.

Local Numbers
AC0059-0000221 (AC Scan)
Topic: Gasoline
Petroleum industry and trade advertising
Genre/ Form: Advertisements -- 1950-1960 Tear sheets

Pull up and check-up ... it's Spring! [black & white advertisement; tear sheet], 1952
1 Item (Ink on paper.; 5.8" x 9.6").
Image(s): Pull up and check-up ... it's Spring! [black & white advertisement; tear sheet].
Texaco, Inc., Advertiser
English.
Texaco ad illustrated with bird pulling a worm from the ground.

In Series 17, Box 3, Folder 19.

Local Numbers
AC0059-0000222 (AC Scan)
Topic: Gasoline
Petroleum industry and trade advertising
Genre/ Form: Advertisements -- 1950-1960 Tear sheets

Texaco Sky Chief packs punch ... all over the map! [black & white advertisement; tear sheet], 1952
1 Item (Ink on paper.; 5.6" x 9.8").
Image(s): Texaco Sky Chief packs punch ... all over the map! [black & white advertisement; tear sheet].
Texaco, Inc., Advertiser
English.
Texaco ad illustrated with boxing glove punching toward an open road map.

In Series 17, Box 3, Folder 19.

Local Numbers
AC0059-0000223 (AC Scan)

Topic: Gasoline
Petroleum industry and trade
advertising
Genre/ Form: Advertisements -- 1950-1960
Tear sheets

Texaco Fire-Chief gasoline ... best run for the money! [black & white advertisement; tear sheet], 1953
1 Item (Ink on paper.; 7.2" x 10.0").
Image(s): Texaco Fire-Chief gasoline ... best run for the money! [black & white advertisement; tear sheet].
Texaco, Inc., Advertiser
English.
Texaco ad illustrated with a Dalmatian puppy jumping over a sign carrying a fireman's helmet in his mouth.

In Series 17, Box 3, Folder 19.

Local Numbers
AC0059-0000224 (AC Scan)

Topic: Gasoline
Petroleum industry and trade
advertising
Genre/ Form: Advertisements -- 1950-1960
Tear sheets

mile after mile ... Sky Chief packs punch. [black & white advertisement; tear sheet], 1953
1 Item (Ink on paper.; 8.1" x 10.0").
Image(s): mile after mile ... Sky Chief packs punch. [black & white advertisement; tear sheet].
Texaco, Inc., Advertiser
English.
Texaco ad illustrated with a boxing glove carrying a gas pump punching above cars driving on a road running through a gently rolling landscape.
Get the jump on spring! Hop over for a Texaco check-up. [black & white advertisement; tear sheet], 1954
1 Item (Ink on paper.; 4.2" x 7.8").
Image(s): Get the jump on spring! Hop over for a Texaco check-up. [black & white advertisement; tear sheet].
Texaco, Inc., Advertiser
English.
Texaco ad illustrated with a leaping frog.

For a real lift get a Texaco check-up! [black & white advertisement; tear sheet], 1956
1 Item (Ink on paper.; 8.2" x 10.0").
Image(s): For a real lift get a Texaco check-up! [black & white advertisement; tear sheet].
Texaco, Inc., Advertiser
English.
Texaco ad illustrated with a hand lifting a car.
Genre/ Form: Advertisements -- 1950-1960 Tear sheets

1 Petrox 2 Top Octane 3 100% Climate Controlled / Texaco Sky Chief Gasoline [black & white advertisement; tear sheet], 1955
1 Item (ink on paper; 8.2" x 10.0").

Image(s): 1 Petrox 2 Top Octane 3 100% Climate Controlled / Texaco Sky Chief Gasoline [black & white advertisement; tear sheet].

Texaco, Inc., Advertiser

English.

In Series 17, Box 3, Folder 19.

Local Numbers
AC0059-0000228 (AC Scan)

Topic: Gasoline
Petroleum industry and trade advertising

Genre/ Form: Advertisements -- 1950-1960 Tear sheets

Put Spring in your car! Get a Texaco check-up now! [black & white advertisement; tear sheet], 1955
1 Item (ink on paper; 8.2" x 9.7").

Image(s): Put Spring in your car! Get a Texaco check-up now! [black & white advertisement; tear sheet].

Texaco, Inc., Advertiser

English.

Texaco ad illustrated with a convertible car going through a giant spring.

In Series 17, Box 3, Folder 19.

Local Numbers
AC0059-0000229 (AC Scan)

Topic: Gasoline
Petroleum industry and trade advertising

Genre/ Form: Advertisements -- 1950-1960 Tear sheets

Something we ladies appreciate! [black & white advertisement; tear sheet], 1952
1 Item (ink on paper; 5.9" x 9.6").

Image(s): Something we ladies appreciate! [black & white advertisement; tear sheet].

Texaco, Inc., Advertiser

English.

Texaco ad illustrated with a woman and three girls driving by a registered rest room sign in a convertible.

In Series 17, Box 3, Folder 19.

Local Numbers

AC0059-0000232 (AC Scan)

Topic: Gasoline
Petroleum industry and trade advertising

Genre/ Form: Advertisements -- 1950-1960 Tear sheets

Great new source of power! Sky Chief gasoline with Petrox [black & white advertisement; tear sheet], 1956

1 Item (ink on paper; 8.2" x 10.0").

Image(s): Great new source of power! Sky Chief gasoline with Petrox [black & white advertisement; tear sheet].

Texaco, Inc., Advertiser

English.

Texaco gasoline ad

In Series 17, Box 3, Folder 19.

Local Numbers

AC0059-0000231 (AC Scan)

Topic: Gasoline
Petroleum industry and trade advertising

Genre/ Form: Advertisements -- 1950-1960 Tear sheets

Map-folder 8 American Export Lines, 1960

Map-folder 9 Gray Bar, [1926?]

Map-folder 10 Gray Bar, [1926?]

Map-folder 11 Gray Bar, undated

Map-folder 12 Northwest Airlines, 1941, undated
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- Box 99, Folder 17: Cunningham and Walsh annual report, 1962
- Box 99, Folder 18: Client lists, 1983, 1984, undated
- Box 99, Folder 19: Information relating to NW Ayer & Sons, Incorporated purchase, 1986

Subseries 11.4: Pepsi Cola Company, 1939

- Box 33, Folder 12: Image(s)
  - Box 33, Folder 13: Pepsi Cola Company, 1940
    - Image(s)
  - Box 33, Folder Year 1940: Kosher for Passover [black & white advertisement; tear sheet], 1940
    - Image(s): Kosher for Passover [black & white advertisement; tear sheet].
    - Pepsi-Cola Company, Advertiser
    - English.
    - Pepsi-Cola is sanctioned for Passover use ...

Local Numbers
- AC0059-0000118 (AC Scan)

Names: Union of Orthodox Jewish Congregations of America
Topic: Beverages
Yiddish advertising
Genre/ Form: Advertisements -- 1940-1950 Tear sheets

- Box 33, Folder Year 1940: "Pepsi and Pete" the Pepsi-Cola Cops. [black & white advertisement; tear sheet], 1940
1 Item (ink on paper.; 11.2” x 8.8”).
Image(s): "Pepsi and Pete" the Pepsi-Cola Cops. [black & white advertisement; tear sheet].
Pepsi-Cola Company, Advertiser
English.
Pepsi-Cola bottle being inspected by cartoon character cops.

Local Numbers
AC0059-0000119 (AC Scan)
Topic: Beverages advertising
Genre/ Form: Advertisements -- 1940-1950 Tear sheets

Box 33, Folder Year 1940
O.K. with Millions!. [black & white advertisement; tear sheet], 1940
1 Item (ink on paper.; 12.0” x 9.0”).
Image(s): O.K. with Millions!. [black & white advertisement; tear sheet].
Pepsi-Cola Company, Advertiser
English.
Young woman dressing in short and t-shirt with arms raised.

Local Numbers
AC0059-0000120 (AC Scan)
Topic: Beverages advertising
Genre/ Form: Advertisements -- 1940-1950 Tear sheets

Box 33, Folder Year 1940
"Pepsi and Pete" ... the Pepsi-Cola Cops [color advertisement; tear sheet], 1940
1 Item (ink on paper.; 7.8 x 9.4”).
Image(s): "Pepsi and Pete" ... the Pepsi-Cola Cops [color advertisement; tear sheet].
Pepsi-Cola Company, Advertiser
English.
Includes a testimonial from Mrs. H McDonald.

Local Numbers
AC0059-0000121 (AC Scan)
Topic: Beverages advertising
Genre/ Form: Advertisements -- 1940-1950 Tear sheets
Box 33, Folder 14  Pepsi Cola Company, 1940s

Box 34, Folder 4  Pepsi Cola Company, 1940s

Box 34, Folder 1  Pepsi Cola Company, 1940s

Box 34, Folder 2  Pepsi Cola Company, 1940s

Box 34, Folder 3  Pepsi Cola Company, 1940s

Box 72, Folder 14  Pepsi Cola Company, 1942

Box 35, Folder 1  Pepsi Cola Company, 1942

Box 35, Folder 2  Pepsi Cola Company, 1943

Box 35, Folder 3  Pepsi Cola Company, 1944

Image(s)

Box 35, Folder Year 1944

"His post-war plans are practically complete." [Black & white advertisement; tear sheet], 1944

1 Item (link on paper.; 12.3" x 9.2").

Image(s): "His post-war plans are practically complete." [Black & white advertisement; tear sheet].

Pepsi-Cola Company, Advertiser

Day, Robert James, 1900-1985, Artist

Time

English.

Robert Day cartoon of small circular road side stand with "Pepsi-Cola sold here" on awning and semi-circle of additional tables and parking; multiple "Dixon's Drive-In" road signs point to the stand. From Time (magazine), May 8, 1944.

Local Numbers

AC0059-0000111 (AC Scan)

Topic:  Beverages advertising

Genre/ Form:  Advertisements -- 1940-1950 Cartoons (humorous images) Tear sheets

Box 35, Folder Year 1944

"If I didn't respect you, would I order Pepsi-Cola?" [black & white advertisement; tear sheet], 1944
1 Item (ink on paper; 11.2" x 8.7").

Image(s): "If I didn't respect you, would I order Pepsi-Cola?" [black & white advertisement; tear sheet].

Pepsi-Cola Company, Advertiser
Oppenheim, Mildred, (1905-1993), Cartoonist
English.

Melisse (Mildred Oppenheim) cartoon of man in military uniform holding hands of a woman across the table.

Huge glue stain, upper right..

Local Numbers
AC0059-0000112 (AC Scan)

Topic: Beverages advertising
Genre/Form: Advertisements -- 1940-1950 Cartoons (humorous images) Tear sheets

Box 35, Folder Year 1944

"This is where we piped Pepsi-Cola into the drinking fountains." [black & white advertisement; tear sheet], 1944

1 Item (ink on paper; 12.1" x 9.2").

Image(s): "This is where we piped Pepsi-Cola into the drinking fountains." [black & white advertisement; tear sheet].

Pepsi-Cola Company, Advertiser
English.

Robert Day cartoon of three men drinking Pepsi around a desk. One man is pointing to a production chart showing dramatic production increase.

Local Numbers
AC0059-0000113 (AC Scan)

Names: Day, Robert James, 1900-1985
Topic: Beverages advertising
Genre/Form: Advertisements -- 1940-1950 Cartoons (humorous images) Tear sheets

Box 35, Folder Year 1944

"If there's no Pepsi-Cola aboard, sir, I'd just as soon stay right where I am." [sic] [black & white advertisement; tear sheet], 1944
1 Item (Ink on paper.; 13.8" x 10.7").
Image(s): "If there's no Pepsi-Cola aboard, sir, I'd just as soon stay right where I am." [sic] [black & white advertisement; tear sheet].
Pepsi-Cola Company, Advertiser
Arno, Peter, Cartoonist
English.
Peter Arno cartoon of a man stranded on a tropical island, with native women standing in the background, speaking to men in an inflated rescue craft from a ship. Published in Esquire magazine, Feb. 1944.

Local Numbers
AC0059-0000114 (AC Scan)

Topic: Beverages advertising
Genre/ Form: Advertisements -- 1940-1950 Cartoons (humorous images) Tear sheets

Box 35, Folder Year 1944
[Pepsi-Cola cartoon strips black & white advertisement; tear sheet], 1944
2 Items (items, glued to single sheet; Ink on paper.; 11.2" x 9.6").
Image(s): [Pepsi-Cola cartoon strips black & white advertisement; tear sheet].
Pepsi-Cola Company, Advertiser
English.
Two Otto Soglow cartoons of a door-to-door salesman not making a sale or a sailor not attracting attention until offerering Pepsi Cola.

Local Numbers
AC0059-0000115 (AC Scan)

Names: Soglow, Otto, 1900-1975
Topic: Beverages advertising
Genre/ Form: Advertisements -- 1940-1950 Cartoons (humorous images) Tear sheets

Box 35, Folder Year 1944
"... at 12:06 we attack ... at 12:09 we mop up ... then, at 12:14 we meet in the banyan grove for Pepsi-Colas." [black & white advertisement; tear sheet], 1944
1 Item (Ink on paper.; 11.3" x 8.7").
Image(s): "... at 12:06 we attack ... at 12:09 we mop up ... then, at 12:14 we meet in the banyan grove for Pepsi-Colas." [black & white advertisement; tear sheet].
Pepsi-Cola Company, Advertiser
English.
Jay Irving cartoon of four soldiers in the brush, planning an attack.
Local Numbers
AC0059-0000116 (AC Scan)

Names: Irving, Jay, 1900-1970
Topic: Beverages advertising
Genre/Form: Advertisements -- 1940-1950
Cartoons (humorous images) Tear sheets

Box 35, Folder Year 1944
"They want to know if we've got any Pepsi-Cola." [black & white advertisement; tear sheet], 1944
1 Item (ink on paper.; 12.5" x 9.4")
Image(s): "They want to know if we've got any Pepsi-Cola." [black & white advertisement; tear sheet].
Pepsi-Cola Company, Advertiser
English.
Robert Day cartoon of townspeople chasing a WWII US troop transport truck. Dialog continues - "Seems they heard the Pepsi-Cola jingle on the underground radio."

Local Numbers
AC0059-0000117 (AC Scan)

Names: Day, Robert James, 1900-1985
Topic: Beverages advertising
Genre/Form: Advertisements -- 1940-1950
Cartoons (humorous images) Tear sheets

Box 35, Folder 4 Pepsi Cola Company, 1945
Box 36, Folder 1 Pepsi Cola Company, 1945 - 1946
Box 36, Folder 2 Pepsi Cola Company, 1946
Box 36, Folder 3 Pepsi Cola Company, 1947
Box 36, Folder 4 Pepsi Cola Company, 1948
Box 33, Folder 2 Thirst-Time Salute! [black & white advertisement; tear sheet], 1940
1 Item (ink on paper.; 12.6 x 9.3”).
Image(s): Thirst-Time Salute! [black & white advertisement; tear sheet].
Pepsi-Cola Company, Advertiser
English.
Woman in military uniform drinking Pepsi from a bottle with a straw.

Local Numbers
AC0059-0000122 (AC Scan)

Topic: Beverages
advertising

Genre/Form: Advertisements -- 1940-1950
Tear sheets

Box 33, Folder 2
If it shows - it goes / Pepsi-Cola means Business! [black & white advertisement; tear sheet], 1939
1 Item (ink on paper.; 14.4 x 10.3”).
Image(s): If it shows - it goes / Pepsi-Cola means Business! [black & white advertisement; tear sheet].
Pepsi-Cola Company, Advertiser
English.
Children lining up at a grocery counter to buy 6-bottle cartons of Pepsi from a display.

Local Numbers
AC0059-0000123 (AC Scan)

Topic: Beverages
advertising

Genre/Form: Advertisements -- 1940-1950
Tear sheets

Box 33, Folder 2
Pepsi-Cola did it! [black & white advertisement; tear sheet], 1939
1 Item (ink on paper.; 14.2 x 11.0”).
Image(s): Pepsi-Cola did it! [black & white advertisement; tear sheet].
Pepsi-Cola Company, Advertiser
English.
Grocer holding up a check above an image of a store display using a card table set with snacks and bottles of Pepsi.

Local Numbers
AC0059-0000124 (AC Scan)

Topic: Beverages
advertising

Genre/Form: Advertisements -- 1940-1950
Tear sheets
Subseries 11.5: E.R. Squibb & Sons, 1935

Box 41, Folder 6

Image(s)

Box 41, Folder Squibb 1935

The Light That Shines for All [black & white advertisement; tear sheet], 1934
1 Item (Ink on paper.; 17.3" x 13.6").
Image(s): The Light That Shines for All [black & white advertisement; tear sheet].
E.R. Squibb & Sons., Advertiser
English.
Family of five look into a bright light. Text describes the advances of medicine in the fight against disease.

Local Numbers
AC0059-0000078m (AC Scan)

Topic: Pharmaceutical industry advertising

Genre/Form: Advertisements -- 1930-1940

Subseries 11.6: E.R. Squibb & Sons, 1944

Box 41, Folder 14

Image(s)

About Penicillin [black & white advertisement; tear sheet], 1944
1 Item (Ink on paper.; 13.5" x 10.3").
Image(s): About Penicillin [black & white advertisement; tear sheet].
Squibb Corporation, Advertiser
English.
Illustrated with images of women workers packaging penicillin and the new Squibb penicillin building.

In Series 11, Box 4, Folder Squibb.

Local Numbers
AC0059-0000266 (AC Scan)

Topic: Penicillin
Pharmaceutical industry advertising

Genre/Form: Advertisements -- 1940-1950
Tear sheets

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Box 1, Folder 1  Scrapbook of advertisements, 1953-1957
Box 1, Folder 2  Scrapbook of advertisements, 1954-1957
Box 1, Folder 3  Scrapbook of newspaper clippings, 1959-1964
Box 1, Folder 4  Scrapbook of newspaper clippings, 1964-1971
Box 1, Folder 5  Advertisement for Yamaha International Corporation, 1965
Box 1, Folder 6  advertisements, undated
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Box 1, Folder 2  Permutit Company, 1943
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Box 1, Folder 6  Permutit Company, 1947
Box 1, Folder 7  Permutit Company, 1948
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Box 1, Folder 9  Permutit Company, 1953
Box 1, Folder 10 Permutit Company, 1954
Box 1, Folder 11 Permutit Company, 1955
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Box 16, Folder 1  Loose pages, circa 1870-1885
Box 16, Folder 2  Loose pages, circa 1870-1885
Box 16, Folder 3  Loose pages, circa 1870-1885
Box 16, Folder 4  Loose pages, circa 1870-1885
Box 16, Folder 5  Loose pages, circa 1870-1885
Box 1, Folder 1   Printed advertisements, 1872
Box 1, Folder 1   Printed advertisements, 1876
Box 1, Folder 1   Printed advertisements, 1882
Box 1, Folder 2   Printed advertisements, 1886
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Box 1, Folder 3   Printed advertisements, 1889
Box 1, Folder 4   Printed advertisements, 1890
Box 1, Folder 5   Printed advertisements, 1891
Box 1, Folder 6   Printed advertisements, 1892
Box 2             Scrapbook of printed advertisements, 1892-1895
Box 1, Folder 7   Printed advertisements, 1893-1894
Box 1, Folder 8   Printed advertisements, 1895-1896
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Box 1, Folder 12  Printed advertisements, 1901
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Box 1, Folder 13  Printed advertisements, 1902-1903
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Box 2, Folder 5  Printed advertisements, 1926
Box 1, Folder 24  Printed advertisements, 1927
Box 2, Folder 6  Printed advertisements, 1927
Box 1, Folder 25  Printed advertisements, 1928

Box 1, Folder 1928  Something to Grub For [black & white advertisement; tear sheet], 1928
1 Item (Ink on paper.; 11.7" x 8.1").
Image(s): Something to Grub For [black & white advertisement; tear sheet].
N. W. Ayer and Son, Advertiser
English.
Dad takes a break from lawn mowing while Mom and two children sit on the porch nearby. Text discusses economic freedom.

Local Numbers
AC0059-0000015 (AC Scan)

Topic:  Advertising agencies
Consumers
Economics
Family -- 20th century
Lawn mowers

Genre/ Form:  Advertisements -- 1920-1930
Tear sheets

Box 3, Folder 1  Printed advertisements, 1929-1930
Box 6, Folder 8  Printed advertisements, 1924
Box 2, Folder 7  Printed advertisements, 1931
Box 15, Folder 1  Printed advertisements, 1931
Box 3, Folder 2  Printed advertisements, 1931-1933
Box 3, Folder 3  Printed advertisements, 1934
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Box 7, Folder 11 Printed advertisements, 1947
Box 8, Folder 1 Printed advertisements, 1947
Box 4, Folder 11 Printed advertisements, 1948
Box 8, Folder 2 Printed advertisements, 1948
Box 8, Folder 3 Printed advertisements, 1948
Box 8, Folder 4 Printed advertisements, 1949
Box 8, Folder 5 Printed advertisements, 1949
Box 8, Folder 6 Printed advertisements, 1949
Box 8, Folder 7 Printed advertisements, 1950
Box 8, Folder 8 Printed advertisements, 1950
Box 8, Folder 9 Printed advertisements, 1950
Box 4, Folder 12 Printed advertisements, 1950
Box 9, Folder 1 Printed advertisements, 1951
Box 9, Folder 2 Printed advertisements, 1951
Box 9, Folder 3 Printed advertisements, 1952
Box 9, Folder 4 Printed advertisements, 1952
Box 9, Folder 5 Printed advertisements, 1953
Box 10, Folder 1 Printed advertisements, 1953
Box 4, Folder 13 Printed advertisements, 1954
Box 4, Folder 14 Printed advertisements, 1954
Box 10, Folder 2 Printed advertisements, 1954
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<td>Printed advertisements, 1955-1957</td>
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<td>Printed advertisements, 1955</td>
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<td>Printed advertisements, 1960</td>
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<td>11, Folder 9</td>
<td>Printed advertisements, 1961</td>
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<td>11, Folder 10</td>
<td>Printed advertisements, 1961</td>
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<td>12, Folder 1</td>
<td>Printed advertisements, 1962</td>
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<td>Printed advertisements, 1962</td>
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<td>Printed advertisements, 1964</td>
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<td>Box 4, Folder 17</td>
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## Series 15: Scrapbooks, 1872-1959

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<td>Loose pages of newspaper clippings, 1872-1874</td>
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<td>Loose pages of order forms, correspondences, etc., 1874-1876</td>
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<td>NW Ayer materials, 1876-1891</td>
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<td>Clippings regarding death of F.W. Ayer, 1923</td>
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<td>4</td>
<td>1</td>
<td>Loose pages of clippings regarding death of F.W. Ayer, 1923</td>
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<td>Cover of scrapbook, undated</td>
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<td>Reports of Ayer Newspaper Typography Exhibition, 1931-1959</td>
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<td>Ayer Typography Exhibition, 1931-1959</td>
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<td>Correspondence relating to NW Ayer advertising, 1946-1947</td>
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<td>Correspondence relating to NW Ayer advertising, 1946-1947</td>
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Series 16: Publications, 1849-2006

Subseries 16.1: In House Publications, 1876-1994

Box 1, Folder 1  Advertiser's Guide *A Magazine Devoted to the Interests of Advertisers and Newspaper Publishers*, 1876 June

Box 2, Folder 1  Advertiser's Guide, 1876

Box 2, Folder 2  *Ayer & Sons Manual for Advertisers*, 1877 June

Box 1, Folder 2  *American Newspaper Manual*, 1906

Box 2, Folder 3  My Flag, illustrated pamphlet commemorating Independence Day, 1907

Box 2, Folder 4-7  Forty Years of Advertising, 1869-1909

Box 2, Folder 8  The Ayer Idea in Advertising, 1912

Box 3, Folder 1  *The One Who We love Best of All: Abraham Lincoln*, illustrated pamphlet commemorating Independence Day, 1909

Box 3, Folder 2  Better Business, on effective use of advertising to generate or improve sales, 1914

Box 3, Folder 3-4  The Show Windows of an Advertising Agency, book form of advertisements published on the cover of *Printer's Ink*, highlighting Ayer's relations with advertisers, 1915

Box 3, Folder 5-6  The Story of the States, Reprint in book form of a series of articles published in *Printer's Ink* for the purpose of adding some pertinent fact, progressive thought and prophetic vision to the Nationalism of Advertising, highlights major businesses, manufacturer, natural resources and other qualities or attractions of each state., 1916

Box 3, Folder 7-8  The Book of the Golden Celebration, Includes welcome address and closing remarks by founder F. Wayland Ayer, 1919

Box 19, Folder 1  Twelve Advertisements, 1919

Image(s)

Box 19, Folder 1  Progress [black & white advertisement; tear sheet], 1919
1 Item (ink on paper; 8.4" x 5.1").
Image(s): Progress [black & white advertisement; tear sheet].
N. W. Ayer and Son, Advertiser
English.
Promotion for the company's 50th Anniversary with image of various post-World War I technologies and text about how best to make progress in peace. Number 5 in a series of 12.

Local Numbers
AC0059-0000010 (AC Scan)

Topic: Advertising agencies
Anniversaries
Advertising

Genre/ Form: Advertisements -- 1910-1920
Tear sheets

Box 19, Folder 2 First Installment of a Series of Advertisements to Advertise Advertising, 1919
Box 19, Folder 3 First Installment of a Series of Advertisements to Advertise Advertising, 1920
Box 17, Folder 10 The Next Step, employee newsletter with photographs, employee profiles, in-house jokes, etc., 1920
Box 17, Folder 11 The Next Step, 1921
Box 17, Folder 12 The Next Step, 1921
Box 19, Folder 4 First Installment of a Series of Advertisements to Advertise Advertising, 1921
Box 19, Folder 5 Advertising Advertising: A Series of Fifty-two Advertisements, 1922
Box 19, Folder 6 Advertising Advertising: A Series of Fifty-two Advertisements, 1923
Box 19, Folder 7 Advertising Advertising: A Series of Fifty-two Advertisements scheduled one time a week. Twenty-seven, thirty and forty inches, a day of the week optional with publisher, 1924
Box 19, Folder 8 Advertising Advertising: A Series of Fifty-two Advertisements scheduled one time a week. Twenty-seven, thirty and forty inches, a day of the week optional with publisher, 1925
Box 19, Folder 9 Twelve Advertisements, 1925
Box 19, Folder 10
Advertising Advertising: A Series of Fifty-two Advertisements scheduled one time a week. Twenty-seven, thirty and forty inches, a day of the week optional with publisher, 1926

Box 4, Folder 2
Two Plans of Profit Sharing for the Members of the NW Ayer & Son Family, 1926

Box 20, Folder 1
Advertising Advertising: A Series of Fifty-two Advertisements scheduled one time a week. Twenty-seven, thirty and forty inches, a day of the week optional with publisher, 1927

Box 20, Folder 2
Thirteen Advertisements, 1928

Image(s)

Box 20, Folder 2
The Little Woman, GPA [black & white advertisement; tear sheet], 1928
1 Item (Ink on paper.; 13.7" x 10.7".)

Image(s): The Little Woman, GPA [black & white advertisement; tear sheet].

N. W. Ayer and Son, Advertiser

English.

Illustration of a woman running her household as a business. Text about how a housewife makes spending decisions. Number 4 in a series of 13 company advertisements.

Local Numbers
AC0059-0000011 (AC Scan)

Topic: Advertising agencies
Consumers
Housewives as consumers
Women in advertising
advertising

Genre/Form:
Advertisements -- 1920-1930
Tear sheets

Box 20, Folder 3
Advertising Advertising: A Series of Fifty-two Advertisements scheduled one time a week. Twenty-seven, thirty and forty inches, a day of the week optional with publisher, 1928

Box 20, Folder 4
Advertising Advertising: A Series of Fifty-two Advertisements scheduled one time a week. Twenty-seven, thirty and forty inches, a day of the week optional with publisher, 1929

Box 20, Folder 5
Twelve Advertisements, 1929

Box 4, Folder 3
Ayer, On Behalf of Advertising, 1929
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<th>Box 20, Folder 6</th>
<th>Advertising Advertising: A Series of Fifty-two Advertisements scheduled one time a week. Twenty-seven, thirty and forty inches, a day of the week optional with publisher, 1930</th>
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<td>Box 20, Folder 7</td>
<td>Twelve Advertisements, 1930</td>
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<td>Advertising Advertising: A Series of Twelve Advertisements, 1930</td>
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<td>Box 20, Folder 9</td>
<td>Advertising Advertising: A Series of Fifty-two Advertisements scheduled one time a week. The day of the week optional with Publisher., 1931</td>
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<td>Box 21, Folder 1</td>
<td>Advertising Advertising: A Series of Twelve Advertisements, 1931</td>
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<td>Box 21, Folder 2</td>
<td>Advertising Advertising: A Series of Fifty-two Advertisements for use in Newspapers. Schedule: One Time a Week. The Day of the Week Optional with Publisher, 1932</td>
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<td>Box 21, Folder 3</td>
<td>Advertising Advertising: A Series of Twelve Advertisements for Use in General Magazines Schedule: One Insertion a Month, 1932</td>
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<td>Advertising Advertising: A Series of Twelve Advertisements for Use in General Magazines Schedule: One Insertion a Month, 1933</td>
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<td>Box 21, Folder 5</td>
<td>Advertising Advertising: A Series of Twelve Advertisements for Use in Farm Publications Schedule: One Insertion a Month , 1933</td>
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<td>Box 21, Folder 6</td>
<td>Advertising Advertising: A Series of Fifty-two Advertisements For Use in Newspapers. Schedule: One Time a Week. The Day of the Week Optional with Publisher., 1933</td>
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<td>Box 21, Folder 7</td>
<td>Advertising Advertising: A Series of Twelve Advertisements for Use in Women's Publications Schedule: One Insertion a Month, , 1933</td>
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<td>Advertising Advertising: A Series of Twelve Advertisements for Use in General Magazines Schedule: One Insertion a Month., 1934</td>
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<td>Box 21, Folder 9</td>
<td>Advertising Advertising: A Series of Twelve Advertisements for Use in Farm Publications Schedule: One Insertion a Month., 1934</td>
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Box 21, Folder 10  Advertising Advertising: A Series of Fifty-two Advertisements For Newspapers. Schedule: One Time a Week. Day of the Week Optional with Publisher., 1934

Box 21, Folder 11  Advertising Advertising: A Series of Fifty-two Advertisements For Newspapers. Schedule: One Time a Week. Day of the Week Optional with Publisher., 1934

Box 22, Folder 1  Advertising Advertising: A Series of Fifty-two Advertisements For Newspapers. Schedule: One Time a Week. Day of the Week Optional with Publisher., 1934

Box 22, Folder 2  Advertising Advertising: A Series of Twelve Advertisements for Use in Women's Publications Schedule: One Insertion a Month., 1935

Box 22, Folder 3  Advertising Advertising: A Series of Twelve Advertisements for Use in General Magazines Schedule: One Insertion a Month., 1935

Box 22, Folder 4  Advertising Advertising: A Series of Twelve Advertisements for Use in Farm Publications Schedule: One Insertion a Month., 1935

Box 22, Folder 5  Advertising Advertising: A Series of Fifty-two Advertisements For Newspapers. Schedule: One Time a Week. Day of the Week Optional with Publisher., 1935

Box 22, Folder 6  Advertising Advertising: A Series of Fifty-two Advertisements For Newspapers. Schedule: One Time a Week. Day of the Week Optional with Publisher., 1935

Box 22, Folder 7  Advertising Advertising: A Series of Twelve Advertisements for Use in Farm Publications Schedule: One Insertion a Month., 1936

Box 22, Folder 8  Advertising Advertising: A Series of Twelve Advertisements for Use in Farm Publications Schedule: One Insertion a Month., 1936

Box 22, Folder 9  Advertising Advertising: A Series of Twelve Advertisements for Use in General Magazines Schedule: One Insertion a Month., 1936

Box 22, Folder 10  Advertising Advertising: A Series of Twelve Advertisements for Use in General Magazines Schedule: One Insertion a Month., 1936

Box 22, Folder 11  Advertising Advertising: A Series of Twelve Advertisements for Use in Women's Publications Schedule: One Insertion a Month., 1936

Box 22, Folder 12  Advertising Advertising: A Series of Fifty-two Advertisements For Newspapers. Schedule: One Time a Week. Day of the Week Optional with Publisher., 1936

Box 23, Folder 1-3  Advertising Advertising: A Series of Fifty-two Advertisements For Newspapers. Schedule: One Time a Week. Day of the Week Optional with Publisher., 1936
Box 23, Folder 4-5  Advertising Advertising: A Series of Fifty-two Advertisements for Newspapers. Schedule: One time a week-day optional with publisher, Insert as indicated-this advertising is seasonal. Use also to develop tie-in advertising from advertisers whose merchandise is mentioned., 1937

Box 23, Folder 6  Advertising Advertising: A Series of Twelve Advertisements for Use in Farm Publications Schedule: One Insertion a Month., 1938

Box 23, Folder 7  Advertising Advertising: A Series of Fifty-two Advertisements for Newspapers. Schedule: One time a week-day optional with publisher, Insert as indicated -this advertising is seasonal. Use also to develop tie-in advertising from advertisers whose merchandise is mentioned., 1938

Box 23, Folder 7  Advertising Advertising: A Series of Fifty-two Advertisements for Newspapers. Schedule: One time a week-day optional with publisher, Insert as indicated -this advertising is seasonal. Use also to develop tie-in advertising from advertisers whose merchandise is mentioned., 1938

Box 23, Folder 11  Advertising Advertising: A Series of Fifty-two Advertisements., undated

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Image(s)

[N. W. Ayer building site] [black & white photoprint], January 3, 1927
1 Item (8.0" x 10.0").

Image(s): [N. W. Ayer building site] [black & white photoprint].

N. W. Ayer and Son, Collector

English.

West Washington Square, Philadelphia, Pennsylvania. Date in image, lower right.

In Series 19, Box 5, Folder 17.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Silver gelatin on paper.

Local Numbers

AC0059-0000072 (AC Scan)

Topic: Advertising agencies
Buildings -- Pennsylvania -- Philadelphia

Place: Philadelphia (Pa.)

Genre/ Form: Photographs -- 1920-1930 -- Black-and-white
photoprints -- Silver gelatin

Box 6, Folder 8  NW Ayer, & Sons, Incorporated, Philadelphia building

Image(s)

[N. W. Ayer building] [black & white photoprint], undated
1 Item (10.0” x 8.0”).
Image(s): [N. W. Ayer building] [black & white photoprint].
N. W. Ayer and Son, Collector
English.

In Series 19, Box 5, Folder 16.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Silver gelatin on paper.

Local Numbers
AC0059-0000073 (AC Scan)

Topic: Advertising agencies
Buildings -- Pennsylvania -- Philadelphia

Place: Philadelphia (Pa.)

Genre/Form: Photographs -- 1930-1950 -- Black-and-white

[Sculture of doves taking flight] [black & white photoprint], undated
1 Item (10.0” x 8.0”).
Image(s): [Sculpture of doves taking flight] [black & white photoprint].
N. W. Ayer and Son, Collector
English.
Art Deco sculpture in N. W. Ayer building lobby niche.

In Series 19, Box 5, Folder 16.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Silver gelatin on paper.

Local Numbers
AC0059-0000075 (AC Scan)

Topic: Advertising agencies
Art deco (Architecture)
Pigeons
Sculpture

Genre/Form: Photographs -- 1930-1950 -- Black-and-white

[Art Deco relief of office workers in ancient dress, typing, filing, and drafting] [black & white photoprint], undated
1 Item (8.0" x 10.0").

Image(s): [Art Deco relief of office workers in ancient dress, typing, filing, and drafting] [black & white photoprint].

N. W. Ayer and Son, Collector
English.
N. W. Ayer building architectural feature.

In Series 19, Box 5, Folder 16.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Silver gelatin on paper.

Local Numbers

AC0059-0000076 (AC Scan)

Topic: Advertising agencies
Art deco (Architecture)
Bas-relief
Clerks
Sculpture
Typing
Typists

[Tomb of the Unknown Revolutionary War Soldier with eternal flame in Washington Square] [black & white photoprint], undated
1 Item (10.0" x 8.0").

Image(s): [Tomb of the Unknown Revolutionary War Soldier with eternal flame in Washington Square] [black & white photoprint].

N. W. Ayer and Son, Collector
English.

In Series 19, Box 5, Folder 16.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Silver gelatin on paper.

Local Numbers

AC0059-0000074.tif (AC Scan)

Topic: Advertising agencies
Memorials
Sculpture -- Pennsylvania -- Philadelphia
Soldiers -- United States
Tombs
United States -- History -- Revolution, 1775-1783

Place: Philadelphia (Pa.)

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Box 10, Folder 4  Wilds, Charles (Chuck) and McClafferty, Fred, interview by Howard Davis., 1989 February-1989 March 1

Subseries 19.8: Oral History Interview Audiotapes, 1985-1990

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Box 11, Cassette 3  Beals, Beauvais; Page, Gordon; Trellinger, Florence and Wier, Walter, interview by Howard Davis and Brad Lynch., 1990 January 16
Box 11, Cassette 4  Darrow, Paul, interview by ?, 1986 May 21
Box 11, Cassette 5-6  DeBaun, Stephen J., interview by Howard Davis., 1989 February

Box 11, Cassette 7-8  Doughty, Nat, interview by Dan Sholl., 1985 December 13

Box 11, Cassette 9-10  Gerety, Frances, interview by Howard Davis., 1988

Box 11, Cassette 11-12  Hanna, James, interview by Howard Davis., 1988 May 2

Box 11, Cassette 13-14  Kandle, Edward A., interview by Don Sholl., 1985 October 23

Box 11, Cassette 15  Lazarus interview by Louis T. Hagopian, 1979 August 22

Box 11, Cassette 16-17  O'Reilly, Dick, interview by Don Sholl., 1985 December 4

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Box 12, Cassette 1  Rodgers, Margaret, interviewer unknown, undated

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