Guide to the N W Ayer Advertising Agency Records

NMAH.AC.0059

Mimi Minnick

2002
# Table of Contents

Collection Overview ........................................................................................................ 1  
Administrative Information .............................................................................................. 1  
Arrangement ................................................................................................................... 13  
Biographical / Historical ................................................................................................. 2  
Scope and Contents .......................................................................................................... 6  
Names and Subjects ......................................................................................................... 15  
Container Listing .......................................................................................................... 17  

**Series 1:** Earliest Scrapbooks of Client Advertisements, circa 1870-1885 .............. 17  
**Series 2:** Proof Sheets, circa 1870-1930 ................................................................ 18  
**Series 3:** Proof Sheets, circa 1920-1975 ............................................................... 211  
**Series 4:** 2001 Addendum, circa 1976-2001 ........................................................ 332  
**Series 5:** Billboards, circa 1952-1956 ................................................................. 400  
**Series 6:** Audiovisual ............................................................................................ 402  
**Series 7:** Radio and Television Materials, 1933-1993, undated ......................... 419  
**Series 8:** Chicago Office Print Advertisements, 1954-1989 ................................. 425  
**Series 9:** Los Angeles Office Materials, circa 1950-1987 .................................... 445  
**Series 10:** Foreign Print Advertisements, 1977-1991, undated ......................... 446  
**Series 11:** Cunningham & Walsh, Incorporated, Materials, 1915-1987 , undated .......... 448  
**Series 12:** Hixson & Jorgensen, 1953-1971, undated ......................................... 462  
**Series 13:** Newell-Emmett, 1942-1957 ................................................................. 463  
**Series 14:** House Advertisements, 1870-1991, undated ...................................... 464  
**Series 15:** Scrapbooks, 1872-1959 ................................................................. 473  
**Series 16:** Publications, 1849-2006 .................................................................... 474  
**Series 17:** Business Records, circa 1885-1990s ..................................................... 492  
**Series 18:** Legal Records, circa 1911-1984 ........................................................... 499  
**Series 19:** Employee Materials, circa 1889-2001, undated ........................... 503  
**Series 20:** History and Background Information about the Company, 1817-1999, undated ................................................. 516  
**Series 21:** Materials Created by other Advertising Agencies, 1945-1978, undated ................................................................. 518  
**Series 22:** Addendum of Print Advertisements, circa 1879-1990s, undated........ 519
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
Creator: Ayer (N W) Incorporated.
Language: 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 expanses 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
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 twentieth first centuries. Ayer was eventually acquired by the Publicis Groupe based in Paris, France which closed down the N.W. Ayer offices in 2002.

---

**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
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 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


Series 9, Los Angeles Office Materials, 1950s-1987, include printed advertisements created by this office and information relating to the employees.


Subseries 9.2, Personnel Files, 1950s-1970s, includes cards of employees who worked in the Los Angeles office. Information on the cards includes name, address, telephone number, birthday, date hired, departure date and why (retired, terminated, resigned, etc) and position. Not all cards have all information. There is also a photograph of the employees on the cards.

Series 10, Foreign Print Advertisements, 1977-1991, undated, NW Ayer maintained partnerships with international companies such as Sloanas Ayer in Argentina, Connaghan & May Paton Ayer in Australia, Moussault Ayer in Belgium, NW Ayer, LTD. in Canada, GMC Ayer in France, Co-Partner Ayer in Germany,
Wong Lam Wang in Hong Kong, MacHarman Ayer in New Zealand, Grupo de Diseno Ayer in Spain, 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 Corono 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.

**Subseries 17.4, Potential Clients, 1993**, includes grouping has a questionnaire sent to Ayer by a potential client. Questionnaire response for Prudential Securities, 1993 Prudential Securities advertising account review, 1993.

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 title 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, 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
Contains an illustration of a candlestic 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, Folder 1  
Bound scrapbook, 1878-1880

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

Box 1, Folder 2  R.J. Reynolds Tobacco Company, tobacco, Camel, 1914-1915
Box 1, Folder 2  Stud Tobacco, tobacco, 1916-1917
Box 1, Folder 3  Amarygyros, tobacco, Mogul, Egyptian Deities, Turkish Trophies, 1911
Box 1, Folder 3  American Tobacco Company, tobacco, Blaine, Cremo, 1903
Box 1, Folder 4  American Tobacco Company, tobacco, 1903
Box 1, Folder 5  Aetna Life Insurance Company, insurance, 1903
Box 1, Folder 5  Olympian Motor Company, automobiles, 1930
Box 1, 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
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

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

Box 3, Folder 10
National Carbon Company batteries, Eveready, 1926

Box 3, Folder 11
National Carbon Company batteries, 1927
Box 3, Folder 12  National Carbon Company batteries, welding, photographic, projector carbons, 1928-1929

Box 3, Folder 13  National Carbon Company flashlight bulbs, Eveready, Read Deal Dry Cells, 1927-1929

Box 3, Folder 14  National Carbon Company lamps, Eveready Mazda, 1924-1926

Box 3, Folder 15  National Carbon Company lights, lamps, tubes, 1927-1929

Box 3, Folder 16  Prest-O-Lite Company batteries, lighting, torches, soldering irons, paint remover, 1927-1929

Box 3, Folder 17  Derf Spark Plugs spark plugs, 1925

Box 3, Folder 17  Verto Products, 1918-1919

Box 3, Folder 17  Carter Carburetor Company carburetors, 1923

Box 3, Folder 17  Bethlehem Products spark plugs, 1920-1921

Box 3, Folder 17  Boyce Moto Meter temperature gauges, 1919-1921

Box 4, Folder 1  National Macaroni Company food, macaroni, 1918-1919

Box 4, Folder 1  W.F. Quarrie and Company World Book Children's Encyclopedia, 1928

Box 4, Folder 2  National Carbon Company, batteries, 1927

Box 4, Folder 3  National Carbon Company, batteries, Eveready radio hour announcements, 1925

Box 4, Folder 4  National Carbon Company, batteries, 1926

Box 4, Folder 5  National Carbon Company, batteries, 1927

Box 4, Folder 6  National Carbon Company, batteries, 1928

Box 4, Folder 7  National Carbon Company radios, Eveready radio sets, 1929

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
Box 5, Folder 4   Belle City Mfg. Company farm equipment, 1898-1906
Box 5, Folder 4   Excelsior Wire and Poultry Supply Company farm equipment, 1898-1906
Box 5, Folder 4  Bowker Company farm equipment, 1898-1906  
Box 5, Folder 4  Bennet Bros. Company farm equipment, 1898-1906  
Box 5, Folder 4  Blatchley farm equipment, 1898-1906  
Box 5, Folder 4  Cortland and Implement Company farm equipment, 1898-1906  
Box 5, Folder 4  Dorsch and Sons farm equipment, 1898-1906  
Box 5, Folder 4  Dedrick and Sons farm equipment, 1898-1906  
Box 5, Folder 4  Buckeye Incubator Company farm equipment, 1898-1906  
Box 5, Folder 5  Loomis Machine Company farm equipment, 1898-1906  
Box 5, Folder 5  Heebner and Sons farm equipment, 1898-1906  
Box 5, Folder 5  Hoover, Prout and Company farm equipment, 1898-1906  
Box 5, Folder 5  Hench and Drumgold farm equipment, 1898-1906  
Box 5, Folder 5  Hendricks Company farm equipment, 1898-1906  
Box 5, Folder 5  Hobson and Company farm equipment, 1898-1906  
Box 5, Folder 5  Jackson farm equipment, 1898-1906  
Box 5, Folder 5  Janesville Machine Company farm equipment, 1898-1906  
Box 5, Folder 5  Keystone Mfg. Company farm equipment, 1898-1906  
Box 5, Folder 5  Lull and Skinner Company farm equipment, 1898-1906  
Box 5, Folder 5  Field Force Pump Company farm equipment, 1898-1906  
Box 5, Folder 5  Lininger and Metcalf Company farm equipment, 1898-1906  
Box 5, Folder 5  Economy Silo and Tank Company farm equipment, 1898-1906  
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    |
| Box 5, Folder 5          | Ely Mfg. Company farm equipment, 1898-1906        |
| Box 5, Folder 5          | Farquhar Company farm equipment, 1898-1906        |
| Box 5, Folder 5          | Fountain City Drill Company farm equipment, 1898-1906 |
| 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          | Hesller 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
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

[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
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
Box 6, Folder 2  Wahl farm equipment, 1898-1910
Box 6, Folder 2  Star Machine Company farm equipment, 1898-1910
<table>
<thead>
<tr>
<th>Box 6, Folder 2</th>
<th>Smalley Mfg. Company farm equipment, 1898-1910</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 6, Folder 2</td>
<td>Stover Mfg. Company farm equipment, 1898-1910</td>
</tr>
<tr>
<td>Box 6, Folder 2</td>
<td>Silver Company farm equipment, 1898-1910</td>
</tr>
<tr>
<td>Box 6, Folder 2</td>
<td>Shotwell, Tucker and McGinn farm equipment, 1898-1910</td>
</tr>
<tr>
<td>Box 6, Folder 2</td>
<td>Ulrich Mfg. Company farm equipment, 1898-1910</td>
</tr>
<tr>
<td>Box 6, Folder 2</td>
<td>Straub and Company farm equipment, 1898-1910</td>
</tr>
<tr>
<td>Box 6, Folder 2</td>
<td>Wilson Bros. farm equipment, 1898-1910</td>
</tr>
<tr>
<td>Box 6, Folder 2</td>
<td>Sprout, Waldron and Company farm equipment, 1898-1910</td>
</tr>
<tr>
<td>Box 6, Folder 2</td>
<td>Woodcock Feed Mill farm equipment, 1898-1910</td>
</tr>
<tr>
<td>Box 6, Folder 2</td>
<td>Wilbur Meal Company farm equipment, 1898-1910</td>
</tr>
<tr>
<td>Box 6, Folder 2</td>
<td>Wood Machine Company farm equipment, 1898-1910</td>
</tr>
<tr>
<td>Box 6, Folder 2</td>
<td>Young farm equipment, 1898-1910</td>
</tr>
<tr>
<td>Box 6, Folder 2</td>
<td>Larkin and Herzberg farm equipment, 1898-1910</td>
</tr>
<tr>
<td>Box 6, Folder 2</td>
<td>Spangler Mfg. Company farm equipment, 1898-1910</td>
</tr>
<tr>
<td>Box 6, Folder 2</td>
<td>Webster and Dickenson farm equipment, 1898-1910</td>
</tr>
<tr>
<td>Box 6, Folder 2</td>
<td>Nicholas and Shepard Company farm equipment, 1898-1910</td>
</tr>
<tr>
<td>Box 6, Folder 2</td>
<td>Lee Company farm equipment, 1898-1910</td>
</tr>
<tr>
<td>Box 6, Folder 2</td>
<td>Meter and Sons farm equipment, 1898-1910</td>
</tr>
<tr>
<td>Box 6, Folder 2</td>
<td>Messinger Mfg. Company farm equipment, 1898-1910</td>
</tr>
<tr>
<td>Box 6, Folder 2</td>
<td>Mast and Company farm equipment, 1898-1910</td>
</tr>
<tr>
<td>Box 6, Folder 2</td>
<td>Stearns Company farm equipment, 1898-1910</td>
</tr>
</tbody>
</table>
Box 6, Folder 2  Nash Mfg. Company farm equipment, 1898-1910
Box 6, Folder 2  Newton Remedy Company farm equipment, 1898-1910
Box 6, Folder 2  Niagara Engine Company farm equipment, 1898-1910
Box 6, Folder 2  Osgood Scale Company farm equipment, 1898-1910
Box 6, Folder 2  Ohio Cultivator Company farm equipment, 1898-1910
Box 6, Folder 2  Prairie State Company farm equipment, 1898-1910
Box 6, Folder 2  Peppler Company farm equipment, 1898-1910
Box 6, Folder 2  National Nitro-Culture Company farm equipment, 1898-1910
Box 6, Folder 2  Royster Guano Company farm equipment, 1898-1910
Box 6, Folder 2  Moselsey and Pritchard Mfg. Company farm equipment, 1898-1910
Box 6, Folder 2  Powell Company farm equipment, 1898-1910
Box 7, Folder 1  Stratton Mfg. Company farm equipment, 1898-1910
Box 7, Folder 1  Standard Bone Cutter Company farm equipment, 1913-1919
Box 7, Folder 1  Star Mfg. Company farm equipment, 1913-1919
Box 7, Folder 1  Spangler Mfg. Company farm equipment, 1913-1919
Box 7, Folder 1  Unadilla Silo Company farm equipment, 1913-1919
Box 7, Folder 1  Wheeling Mold and Foundry Company farm equipment, 1913-1919
Box 7, Folder 1  Wickstrum Incubator Company farm equipment, 1913-1919
Box 7, Folder 1  Silver Company farm equipment, 1913-1919
Box 7, Folder 1  Shepard Company farm equipment, 1913-1919
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
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/ Form:  Advertisements -- 1940-1950
             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
Korn Krisp cereal, food, 1913-1919

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
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
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

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 Hygienic Pure Food Company, Advertiser
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
Form: Tear sheets

Box 7, Folder cereal and Food Companies 1902-1903

Mother's Oats are the best [black & white advertisement; tear sheet], Circa 1900
Image(s): Mother's Oats are the best [black & white advertisement; tear sheet].
The Quaker Oats Company, Chicago, Illinois, Advertiser
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
Form: Tear sheets

Box 7, Folder cereal and Food Companies 1902-1903

At the Top of the Heap. [black & white advertisement; tear sheet], Circa 1902
Image(s): At the Top of the Heap. [black & white advertisement; tear sheet].
Korn-Krisp Co., Advertiser
Illustration of a mostly havested corn field and ears of corn in a pile.

Local Numbers

AC0059-0000135 (AC Scan)

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

Box 7, Folder cereal and Food Companies 1902-1903

Eat Granola and Live [black & white advertisement; tear sheet], Circa 1902
Image(s): Eat Granola and Live [black & white advertisement; tear sheet].
Battle Creek Sanitarium Food Co., Advertiser
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
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
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
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
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
Text says "One doesn't tire of delicious Cream of Wheat ...."

In Series ?, Box 7, Folder 2.

Local Numbers
AC0059-0000126 (AC Scan)

Topic: Breakfast cereals advertising
Genre/ Form: Advertisements -- 1910-1920 Tear sheets

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
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)
Topic: Breakfast cereals advertising
Genre: Advertisements -- 1910-1920
Form: Tear sheets

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
Illustration of young couple skipping down the street.

In Series ?, Box 7, Folder 2.

Local Numbers
AC0059-0000128 (AC Scan)

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

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
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)

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
Box 8, Folder 4  Weston Biscuits Company candy, food, advertisements, 1915-1929
Box 8, Folder 4  Dickinson Company candy, food, advertisements, 1915-1929
Box 8, Folder 5  American Fruit Growers Inc. fruit, Blue Goose, 1915-1929
Box 8, Folder 6  Smith Bros. Cough Drops cough drops, 1921-1926
Box 8, Folder 6  Burt's Cough Drops cough drops, 1915-1917
Box 9, Folder 1  Associated Rice Millers of America food, rice, 1919
Box 9, Folder 1  R-C Motion Pictures motion pictures, 1920
Box 9, Folder 2  Glucose Sugar Refining Company sugar, 1922
Box 9, Folder 2  Matthews Molasses feed condiments, molasses, 1902-1903
Box 9, Folder 3  Ruckheim Bros. and Eckstein candy, Cracker Jack, 1920-1921
Box 9, Folder 3  Nunnally Candy Company candy, 1916
Box 9, Folder 4  Campfire Corporation food, marshmallows, 1909-1913
Box 9, Folder 5  Cadillac Motor Company farm equipment, 1926
Box 9, Folder 6  Pittsfield Poultry Farm Company farm equipment, 1908
Box 9, Folder 6  Field Force Pump Company farm equipment, 1915-1929
Box 9, Folder 6  Farquhar Company farm equipment, 1915-1929
Box 9, Folder 6  Peters Mill Company farm equipment, 1915-1929
Box 9, Folder 6  Ross Bros. Company farm equipment, 1915-1929
Box 10, Folder 1  Cadillac Motor Company farm equipment, 1915-1929
Box 10, Folder 2  Greider farm equipment, 1903-1907
Box 10, Folder 2  Goodell Company farm equipment, 1912-1915
Box 10, Folder 2  Griffin Lumber Company farm equipment, 1912-1915
Box 10, Folder 2  Harder Mfg. Company farm equipment, 1912-1915
Box 10, Folder 2  Hertzler and Zook Company farm equipment, 1912-1915
Box 10, Folder 2  Hoffman farm equipment, 1912-1915
Box 10, Folder 2  Hurst Mfg. Company farm equipment, 1912-1915
Box 10, Folder 2  Field Force Pump Company farm equipment, 1912-1915
Box 10, Folder 2  Ireland Machine and Foundry Company farm equipment, 1912-1915
Box 10, Folder 2  Imperial Mfg. Company farm equipment, 1912-1915
Box 10, Folder 2  Jackson Tile Company farm equipment, 1912-1915
Box 10, Folder 2  Lee Company farm equipment, 1912-1915
Box 10, Folder 2  Humphrey farm equipment, 1912-1915
Box 10, Folder 2  Bickmore Gall Cure Company farm equipment, 1912-1915
Box 10, Folder 2  Arundel Silos farm equipment, 1912-1915
Box 10, Folder 2  Ainsworth farm equipment, 1912-1915
Box 10, Folder 2  Farquhar Company farm equipment, 1912-1915
Box 10, Folder 2  Boomer and Boschert Press Company farm equipment, 1912-1915
Box 10, Folder 2  Buckeye Incubator Company farm equipment, 1912-1915
Box 10, Folder 2  Cleveland Store Company farm equipment, 1912-1915
Box 10, Folder 2  Cushman Motor Works farm equipment, 1912-1915
Box 10, Folder 2  Domestic Engine and Pump Company farm equipment, 1912-1915
Box 10, Folder 2  Dederick's Sons farm equipment, 1912-1915
Box 10, Folder 2  Ellis Engine Company farm equipment, 1912-1915
Box 10, Folder 2  Economy Silo and Mfg. Company farm equipment, 1912-1915
Box 10, Folder 2  Eureka Motor Company farm equipment, 1912-1915
Box 10, Folder 2  Banta and Bender Company farm equipment, 1912-1915
Box 10, Folder 3  Lee Company farm equipment, 1912-1915
Box 10, Folder 3  Larkin and Herzbeg farm equipment, 1910-1912
Box 10, Folder 3  Keller farm equipment, 1910-1912
Box 10, Folder 3  International Poultry Sales Company farm equipment, 1910-1912
Box 10, Folder 3  Imperial Mfg. Company farm equipment, 1910-1912
Box 10, Folder 3  Hurst Mfg. Company farm equipment, 1910-1912
Box 10, Folder 3  Humphrey farm equipment, 1910-1912
Box 10, Folder 3  Lister Chemical Works farm equipment, 1910-1912
<table>
<thead>
<tr>
<th>Box 10, Folder 3</th>
<th>Hertzler and Zook Company farm equipment, 1910-1912</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 10, Folder 3</td>
<td>Gray's Sons farm equipment, 1910-1912</td>
</tr>
<tr>
<td>Box 10, Folder 3</td>
<td>Hoover Mfg. Company farm equipment, 1910-1912</td>
</tr>
<tr>
<td>Box 10, Folder 3</td>
<td>Lewis Machine Company farm equipment, 1910-1912</td>
</tr>
<tr>
<td>Box 10, Folder 3</td>
<td>Lacey Silo Company farm equipment, 1910-1912</td>
</tr>
<tr>
<td>Box 10, Folder 3</td>
<td>Essex Incubator Company farm equipment, 1910-1912</td>
</tr>
<tr>
<td>Box 10, Folder 3</td>
<td>Jackson farm equipment, 1910-1912</td>
</tr>
<tr>
<td>Box 10, Folder 3</td>
<td>Greider farm equipment, 1910-1912</td>
</tr>
<tr>
<td>Box 10, Folder 3</td>
<td>Goodell Company farm equipment, 1910-1912</td>
</tr>
<tr>
<td>Box 10, Folder 3</td>
<td>Banwell Hoxie Wire Fence Company farm equipment, 1910-1912</td>
</tr>
<tr>
<td>Box 10, Folder 3</td>
<td>Banta and Bender Company farm equipment, 1910-1912</td>
</tr>
<tr>
<td>Box 10, Folder 3</td>
<td>Bartlett Company farm equipment, 1910-1912</td>
</tr>
<tr>
<td>Box 10, Folder 3</td>
<td>Hendrick's Hay Press Company farm equipment, 1910-1912</td>
</tr>
<tr>
<td>Box 10, Folder 3</td>
<td>Ireland Machine and Foundry Company farm equipment, 1910-1912</td>
</tr>
<tr>
<td>Box 10, Folder 3</td>
<td>Boomer and Boschert Press Company farm equipment, 1910-1912</td>
</tr>
<tr>
<td>Box 10, Folder 3</td>
<td>Farnham and Sues farm equipment, 1910-1912</td>
</tr>
<tr>
<td>Box 10, Folder 3</td>
<td>Hardie Mfg. Company farm equipment, 1910-1912</td>
</tr>
<tr>
<td>Box 10, Folder 3</td>
<td>Cleveland Stone Works farm equipment, 1910-1912</td>
</tr>
<tr>
<td>Box 10, Folder 3</td>
<td>Champion Evaporator Company farm equipment, 1910-1912</td>
</tr>
<tr>
<td>Box 10, Folder 3</td>
<td>Caledonia Chemical Company farm equipment, 1910-1912</td>
</tr>
<tr>
<td>Box 10, Folder 3</td>
<td>Dymond-Simmons Howe Company farm equipment, 1910-1912</td>
</tr>
<tr>
<td>Box 10, Folder 3</td>
<td>Buckeye Incubator Company farm equipment, 1910-1912</td>
</tr>
</tbody>
</table>
Box 10, Folder 3  Economy Silo and Mfg. Company farm equipment, 1910-1912
Box 10, Folder 3  Bucher and Gibbs Plow Company farm equipment, 1910-1912
Box 10, Folder 3  Cushman Motor Works farm equipment, 1910-1912
Box 10, Folder 3  Ellis Engine Company farm equipment, 1910-1912
Box 10, Folder 3  Eureka Mower Company farm equipment, 1910-1912
Box 10, Folder 3  Ainsworth farm equipment, 1910-1912
Box 10, Folder 3  Farquhar Company farm equipment, 1910-1912
Box 10, Folder 3  Fetzer Company farm equipment, 1910-1912
Box 10, Folder 3  Field Force Pump Company farm equipment, 1910-1912
Box 10, Folder 3  Geraty Company farm equipment, 1910-1912
Box 10, Folder 3  Flobe Machinery Company farm equipment, 1910-1912
Box 10, Folder 3  Grundy farm equipment, 1910-1912
Box 10, Folder 3  Harder Silo Mfg. Company farm equipment, 1910-1912
Box 10, Folder 3  Electric Wheel Company farm equipment, 1910-1912
Box 10, Folder 4  Eureka Company farm equipment, 1910-1912
Box 10, Folder 4  Olds Wagon Works farm equipment, 1897-1913
Box 10, Folder 4  Kentucky Wagon Company farm equipment, 1897-1913
Box 10, Folder 4  Kratzer Carriages farm equipment, 1897-1913
Box 10, Folder 4  Cortland Wagon Company farm equipment, 1897-1913
Box 10, Folder 4  Troy Wagon Works farm equipment, 1897-1913
Box 10, Folder 4  Columbus Carriage and Harness Company farm equipment, 1897-1913
Box 10, Folder 4  Bateman Mfg. Company farm equipment, 1897-1913
Box 10, Folder 4  King Harness Company farm equipment, 1897-1913
Box 11, Folder 1  Norka Food Company breakfast food, 1897-1913
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
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
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

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

Box 11, Folder 3  Home Candy Makers candy, 1896-1915

Box 11, Folder 3  Luden's Cough Drops candy, 1896-1915

Box 11, Folder 3  U-All-No Mints candy, 1896-1915

Box 11, Folder 3  Trowbridge Chocolate Chip Company candy, 1896-1915

Box 11, Folder 3  Acker Candy candy, 1896-1915

Box 11, Folder 3  Booth Chocolates candy, 1896-1915

Box 11, Folder 3  Chapman and Rodgers candy, 1896-1915

Box 11, Folder 3  Evangeline Chocolate Shop candy, 1896-1915

Box 11, Folder 4  Carr Fastners fasteners, 1896-1915

Box 11, Folder 4  Goddard Fastners fasteners, 1918-1923

Box 12, Folder 1  Peppler and Son farm equipment, 1922

Box 12, Folder 1  Pray Ice Plow farm equipment, 1910-1912
Box 12, Folder 1  Porter Company farm equipment, 1910-1912
Box 12, Folder 1  Phila Water Supply Company farm equipment, 1910-1912
Box 12, Folder 1  Rowe Calls Selling Company farm equipment, 1910-1912
Box 12, Folder 1  Pittsfield Poultry Farm Company farm equipment, 1910-1912
Box 12, Folder 1  Owen Germs farm equipment, 1910-1912
Box 12, Folder 1  Osgood Sclae Company farm equipment, 1910-1912
Box 12, Folder 1  Otwell farm equipment, 1910-1912
Box 12, Folder 1  Ohio Hatchery and Manufacturing Company farm equipment, 1910-1912
Box 12, Folder 1  Ottawa Mfg. Company farm equipment, 1910-1912
Box 12, Folder 1  Ohio Marble Company farm equipment, 1910-1912
Box 12, Folder 1  Niagara Hydraulic Engine Company farm equipment, 1910-1912
Box 12, Folder 1  Powers Mfg. Company farm equipment, 1910-1912
Box 12, Folder 1  Schilchter Company Silos farm equipment, 1910-1912
Box 12, Folder 1  Wickstrum Incubator Company farm equipment, 1910-1912
Box 12, Folder 1  Unadilla Silo Company farm equipment, 1910-1912
Box 12, Folder 1  Tywacama Farm farm equipment, 1910-1912
Box 12, Folder 1  Spangler Mfg. Company farm equipment, 1910-1912
Box 12, Folder 1  Split Hickory Wheel Company farm equipment, 1910-1912
Box 12, Folder 1  Shepard Company farm equipment, 1910-1912
Box 12, Folder 1  Silver Company farm equipment, 1910-1912
Box 12, Folder 1  Root Company farm equipment, 1910-1912
Box 12, Folder 1  Stahl farm equipment, 1910-1912
Box 12, Folder 1  Wagner Mfg. Company farm equipment, 1910-1912
Box 12, Folder 1  Watts Mfg. farm equipment, 1910-1912
Box 12, Folder 1  Newton Producing Company farm equipment, 1910-1912
Box 12, Folder 1  Ross Bros. Company farm equipment, 1910-1912
Box 12, Folder 1  Roberts Veterinary Company farm equipment, 1910-1912
Box 12, Folder 1  Scott Lumber Company farm equipment, 1910-1912
Box 12, Folder 1  New Idea Spreader Company farm equipment, 1910-1912
Box 12, Folder 1  New Albany Box and Basket Company farm equipment, 1910-1912
Box 12, Folder 1  Sprout, Waldron and Company farm equipment, 1910-1912
Box 12, Folder 1  Natural Guano Company farm equipment, 1910-1912
Box 12, Folder 1  Newton Remedy Company farm equipment, 1910-1912
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
Image(s)

Box 13, Folder 1

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

Box 13, Folder 1

[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
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 wisenheimers 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

Box 13, Folder 1

[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
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

Box 13, Folder 1

[Native American smoking Prince Albert tobacco, advertisement : proof ], 1913
1 Item (Ink on paper.; 9.1" x 6.2")

Image(s): [Native American smoking Prince Albert tobacco, advertisement : proof.] 1913.

R.J. Reynolds Tobacco Company, Advertiser

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."

Local Numbers

AC0059-0000255 (AC Scan No.)

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

Genre/Form: Proofs (printed matter)

Culture: Indians of North America

Box 13, Folder 1

Jimmy Pipe O'Peace [advertisement proof], 1913
1 Item (Ink on paper.; 8.6" x 5.9")

Image(s): Jimmy Pipe O'Peace [advertisement proof] 1913.

R.J. Reynolds Tobacco Company, Advertiser

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

Local Numbers

AC0059-0000257 (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 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
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

Image(s)

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

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 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
Box 17, Folder 1  Dairy Specialty Company, dairy machinery, 1898-1923
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
Box 18, Folder 1  Reynolds Sun Cured Tobacco tobacco, 1900-1906
Box 18, Folder 1  El Merito tobacco, 1900-1906
Box 18, Folder 1  Boltz, Clymer and Company Cigars tobacco, 1900-1906
Box 18, Folder 1  Dunn Cigars tobacco, 1900-1906
Box 18, Folder 1  Neumann and Company Cigars tobacco, 1901-1906
Box 18, Folder 1  Kent Company Cigars tobacco, 1900-1906
Box 18, Folder 1  Pall Mall Cigarettes tobacco, 1900-1906
Box 18, Folder 1  Egyptian Ibis Cigarettes tobacco, 1900-1906
Box 18, Folder 2  American Telephone and Telegraph Company telephones, institutional advertising, 1900-1906
Box 18, Folder 2  Diamond Crystal Salt salt, 1959-1960
Box 19, Folder 1  A.E. Kundred flowers, 1896-1902
Box 19, Folder 2  Todd Protectoguard Company banking, check protectors, 1922-1930
Box 19, Folder 3  Todd Protectoguard Company banking, check protectors, 1924-1925
Box 19, Folder 4  Todd Protectoguard Company banking, check protectors, 1926
Box 20, Folder 1  Todd Protectoguard Company banking, check protectors, 1927
Box 20, Folder 2  Todd Protectoguard Company banking, check protectors, 1928
Box 21, Folder 1  American Telephone and Telegraph Company telephone, telegraph, 1929-1930
Image(s) The Right of All the Way, [black & white advertisement; tear sheet]. 1912
1 Item (Ink on paper.; 8.5" x 5.2").
Image(s): The Right of All the Way, [black & white advertisement; tear sheet].
American Telephone and Telegraph Company, Advertiser
Two girls and a boy carrying books, walking under telephone lines and waving to a locomotive going by.
Local Numbers  
AC0059-0000008 (AC Scan)  

Topic: Communication  
advertising  
television  

Genre/ Form: Advertisements -- 1910-1920  

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  
Pony Express rider galloping away on a fresh horse.  

Local Numbers  
AC0059-0000009 (AC Scan)  

Topic: Communication  
Horses  
Pony express  
advertising  
television  

Genre/ Form: Advertisements -- 1910-1920  

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  
A long line of people all talking on a telephone.  

Local Numbers  
AC0059-0000013 (AC Scan)  

Topic: Communication  
advertising  
television  

Genre/ Form: Advertisements -- 1910-1920  

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  

Page 54 of 520
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
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 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
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 Tear sheets
   Place: Stock Exchange

Box 21, Folder 3
American Telephone and Telegraph Company telephone, telegraph, 1914-1919
Image(s)

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
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
Tear sheets

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
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)

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
William Oberhardt illustration of man holding a candlestick style telephone with bi-plane, ship, truck, locomotive, and street car in the fore and background.

Local Numbers
AC0059-0000100 (AC Scan)

Names: Oberhardt, William, 1882-1958

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

Meadow Gold Butter advertisement promoting freshness, purity, and airtight packaging.

In Series ?, Box 28, Folder 1

Local Numbers

AC0059-0000206 (AC Scan)

Topic:  Butter
        Dairy products
        advertising

Genre/ Form:  Advertisements -- 1910-1920

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
Wedgewood Creamery Butter advertisement illustrated by a nature scene.

In Series ?, Box 28, Folder 1

Local Numbers
AC0059-0000207 (AC Scan)

Topic: Butter
Dairy products
advertising

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

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
Restaurateur drinking a cup of coffee with chef at the coffee urn in the background.

Local Numbers
AC0059-0000063 (AC Scan)

Topic: Beverages
Coffee
advertising

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

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

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

Local Numbers

AC0059-0000064 (AC Scan)

Topic: Beverages
      Cleaning
      Coffee
      Advertising

Genre/ Form: Advertisements -- 1920-1930

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

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/ Form: Advertisements -- 1920-1930

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 Suspender 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
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  Colbourn'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
Moreys [sic] Solitaire Rice [advertisement : proof], 1914.
The Morey Mercantile Co., Advertiser
Illustration features a Japanese soldier. Partial text: "This Food Won a War..."

Local Numbers

AC0059-0000259 (AC Scan No.)

Moreys [sic] Solitaire Groceries [advertisement: proof], 1915

Image(s): Moreys [sic] Solitaire Groceries [advertisement: proof], 1915.
The Morey Mercantile Co., Advertiser
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.)

Moreys [sic] Solitaire Ceylon and India Tea [advertisement : proof], 1913

Image(s): Moreys [sic] Solitaire Ceylon and India Tea [advertisement : proof], 1913.
The Morey Mercantile Co., Advertiser
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 , 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

Box 49, Folder 1

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
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

Box 49, Folder 2

Haserot Korn Company, 1905-1916

Box 49, Folder 2

Plok Tomatoes agriculture, tomatoes, 1891-1914

Box 49, Folder 2

Atmote Mince food, 1891-1914

Box 49, Folder 2

None Such Mince Meat and Soups meat, soups, 1891-1914

Box 49, Folder 2

Humphrey's Canned Fruits fruit, 1891-1914

Box 49, Folder 2

American Dehydrating Company dehydrating, 1891-1914

Box 49, Folder 2

Wagner Food Company food, 1891-1914
Box 49, Folder 2  Royal Lentils food, lentils, 1891-1914
Box 49, Folder 2  Waukesha Canning Company canning, 1891-1914
Box 49, Folder 2  Sweetheart Corn agriculture, 1891-1914
Box 50, Folder 1  American Importers of Green Olives agriculture, olives, 1891-1914
Box 50, Folder 2  American Importers of Green Olives agriculture, olives, 1922-1925
Box 50, Folder 2  Johnson Educator Food Company cookies, crackers, 1922-1925
Box 50, Folder 2  Heekin's Company baking powder, 1920
Box 50, Folder 3  Maull Bros. food, spaghetti, macaroni, 1921-1924
Box 51, Folder 1  Fleishman's Yeast yeast, 1905-1916
Box 51, Folder 2  Fleishman's Yeast yeast, 1913-1914
Box 52, Folder 1  Cannon Mills Inc. towels, 1915-1917
Box 52, Folder 2  Cannon Mills Inc. towels, 1927-1929
Box 53, Folder 1  W.H. Kellogg Company cereal, 1927-1929
Box 53, Folder 2  W.H. Kellogg Company cereal, 1921
Box 53, Folder 3  W.H. Kellogg Company cereal, 1922
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
<table>
<thead>
<tr>
<th>Box 60, Folder 3</th>
<th>Maryland Casualty Company insurance, 1903-1915</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 61, Folder 1</td>
<td>Herring Hall-Marvin Safe Company safes, 1903-1915</td>
</tr>
<tr>
<td>Box 61, Folder 1</td>
<td>Browne Corporation beverages, chocolate soda, 1904</td>
</tr>
<tr>
<td>Box 61, Folder 2</td>
<td>Vermont Maple Syrup condiments, syrup, 1926-1927</td>
</tr>
<tr>
<td>Box 61, Folder 2</td>
<td>Cary Maple Sugar agriculture, maple sugar, 1921-1928</td>
</tr>
<tr>
<td>Box 61, Folder 3</td>
<td>Krueger's Old Essex Brew beverages, 1926</td>
</tr>
<tr>
<td>Box 61, Folder 3</td>
<td>Chelmsford Ginger Ale beverages, 1925</td>
</tr>
<tr>
<td>Box 62, Folder 1</td>
<td>Canada Dry beverages, 1928-1929</td>
</tr>
<tr>
<td>Box 62, Folder 2</td>
<td>Canada Dry beverages, 1924</td>
</tr>
<tr>
<td>Box 62, Folder 3</td>
<td>Canada Dry beverages, 1924</td>
</tr>
<tr>
<td>Box 63, Folder 1</td>
<td>Canada Dry beverages, 1924</td>
</tr>
<tr>
<td>Box 63, Folder 2</td>
<td>Canada Dry beverages, 1925</td>
</tr>
<tr>
<td>Box 63, Folder 3</td>
<td>Canada Dry beverages, 1925</td>
</tr>
<tr>
<td>Box 64, Folder 1</td>
<td>Canada Dry beverages, 1925</td>
</tr>
<tr>
<td>Box 64, Folder 2</td>
<td>Canada Dry beverages, 1925</td>
</tr>
<tr>
<td>Box 65, Folder 1</td>
<td>Canada Dry beverages, 1925</td>
</tr>
<tr>
<td>Box 65, Folder 2</td>
<td>Canada Dry beverages, 1926</td>
</tr>
<tr>
<td>Box 65, Folder 3</td>
<td>Canada Dry beverages, 1926</td>
</tr>
<tr>
<td>Box 66, Folder 1</td>
<td>Canada Dry beverages, 1926</td>
</tr>
<tr>
<td>Box 66, Folder 2</td>
<td>Canada Dry beverages, 1926</td>
</tr>
<tr>
<td>Box 66, Folder 3</td>
<td>Canada Dry beverages, 1926</td>
</tr>
</tbody>
</table>
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

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
AC0059-0000096.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.
<table>
<thead>
<tr>
<th>Genre/ Form:</th>
<th>Advertisements Proof sheets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 70, Folder 3</td>
<td>Canada Dry beverages, 1929</td>
</tr>
<tr>
<td>Box 71, Folder 1</td>
<td>Seely's Beverage beverages, 1927-1928</td>
</tr>
<tr>
<td>Box 71, Folder 2</td>
<td>McLaughlin's Beverage beverages, 1929</td>
</tr>
<tr>
<td>Box 71, Folder 2</td>
<td>Canada Dry beverages, 1927</td>
</tr>
<tr>
<td>Box 71, Folder 3</td>
<td>Adanac Beverage beverages, 1927-1928</td>
</tr>
<tr>
<td>Box 72, Folder 1</td>
<td>Canada Dry beverages, 1929</td>
</tr>
<tr>
<td>Box 72, Folder 2</td>
<td>Canada Dry beverages, 1928</td>
</tr>
<tr>
<td>Box 73, Folder 1</td>
<td>Canada Dry beverages, 1928</td>
</tr>
<tr>
<td>Box 73, Folder 2</td>
<td>Canada Dry beverages, 1928</td>
</tr>
<tr>
<td>Box 74, Folder 1</td>
<td>Canada Dry beverages, 1928</td>
</tr>
<tr>
<td>Box 74, Folder 2</td>
<td>Canada Dry beverages, 1929</td>
</tr>
<tr>
<td>Box 74, Folder 3</td>
<td>Canada Dry beverages, 1929</td>
</tr>
<tr>
<td>Box 75, Folder 1</td>
<td>Canada Dry beverages, 1929</td>
</tr>
<tr>
<td>Box 75, Folder 2</td>
<td>Canada Dry beverages, 1929</td>
</tr>
<tr>
<td>Box 75, Folder 3</td>
<td>International Correspondence School correspondence courses, 1929</td>
</tr>
<tr>
<td>Box 76, Folder 1</td>
<td>International Correspondence School correspondence courses, 1898-1902</td>
</tr>
<tr>
<td>Box 76, Folder 2</td>
<td>International Correspondence School correspondence courses, 1903-1904</td>
</tr>
<tr>
<td>Box 76, Folder 3</td>
<td>International Correspondence School correspondence courses, 1905</td>
</tr>
<tr>
<td>Box 76, Folder 4</td>
<td>International Correspondence School correspondence courses, 1906</td>
</tr>
<tr>
<td>Box 77, Folder 1</td>
<td>International Correspondence School correspondence courses, 1907</td>
</tr>
</tbody>
</table>
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").

Image(s): When the wedding gifts are reviewed, [color advertisement; tear sheet].

International Silver Company, Advertiser
1847 Rogers Bros. "silver plate that wears" featuring the Cromwell pattern.
Several well dressed people looking at wedding gifts displayed on a table.

Local Numbers
AC0059-0000004 (AC Scan)

Topic: Gifts
Silverware
Wedding
advertising

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

Box 80, Folder 1915-1916
Box 81, Folder 1  Dr. Hess and Clark Inc. farm animal care, 1915-1916
Box 81, Folder 2  Dr. Hess and Clark Inc. farm animal care, 1919-1923

Box 81, Folder 3  Dr. Hess and Clark Inc. farm animal care, 1924-1926

Box 82, Folder 1  Dr. Hess and Clark Inc. farm animal care, 1927

Box 82, Folder 2  Hires beverages, 1928-1930

Box 83, Folder 1  Hires beverages, 1898-1903

Box 83, Folder 2  Hires beverages, 1907-1910

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

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

Image(s): A National Beverage / Uncle Sam Drinks Hires Rootbeer, [black & white advertisement; tear sheet].

Charles E. Hires Company, Advertiser
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/  Advertisements -- 1900-1910
Form:  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
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
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
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
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
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

[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
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

Genre/ Form: Advertisements -- 1900-1910

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
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/ Form: Advertisements -- 1900-1910

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
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
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/    Advertisements -- 1900-1910
Form:     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 Graham 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
Box 110, Folder 2  Fort Smith Biscuit biscuits, 1910-1919
Box 110, Folder 2  Federal Biscuit Company biscuits, 1910-1919
Box 110, Folder 2  Felber Biscuit Company biscuits, 1910-1919
Box 110, Folder 2  Fests' Cookies Company cookies, 1910-1919
Box 110, Folder 2  Pennant Crackers crackers, 1910-1919
Box 110, Folder 2  Famous Baking Company bakeries, 1910-1919
Box 110, Folder 2  Faxon's Raisin Bread bread, 1910-1919
Box 110, Folder 2  Dairson Bakery Company bakeries, 1910-1919
Box 110, Folder 2  Ewing, A.M. baked goods, 1910-1919
Box 110, Folder 2  Erie Baking Company bakeries, 1910-1919
Box 110, Folder 2  Daniels, Ges. G. Company baked goods, 1910-1919
Box 110, Folder 2  Dawdy's Bread bread, 1910-1919
Box 110, Folder 2  Dallas Cracker and Biscuit Company crackers, biscuits, 1910-1919
Box 110, Folder 2  Dixie Biscuit biscuits, 1910-1919
Box 110, Folder 2  Excelsior Baking Company bakeries, 1910-1919
Box 110, Folder 2  Exton and Company baked goods, 1910-1919
Box 110, Folder 2  Edgemont Butter butter, 1910-1919
<table>
<thead>
<tr>
<th>Box 110, Folder 2</th>
<th>Enterprise Cake Company cakes, 1910-1919</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 110, Folder 2</td>
<td>Roman Meal Biscuit biscuits, 1910-1919</td>
</tr>
<tr>
<td>Box 110, Folder 2</td>
<td>Connell, Chas. M. baked goods, 1910-1919</td>
</tr>
<tr>
<td>Box 110, Folder 2</td>
<td>Diety Baking Company bakeries, 1910-1919</td>
</tr>
<tr>
<td>Box 110, Folder 2</td>
<td>Dakota Baking bakeries, 1910-1919</td>
</tr>
<tr>
<td>Box 110, Folder 2</td>
<td>Dayton Biscuit Company biscuits, 1910-1919</td>
</tr>
<tr>
<td>Box 110, Folder 2</td>
<td>Dalrymples baked goods, 1910-1919</td>
</tr>
<tr>
<td>Box 110, Folder 2</td>
<td>Canton Baking Company bakeries, 1910-1919</td>
</tr>
<tr>
<td>Box 111, Folder 1</td>
<td>Atlantic Refining Company petroleum, 1910-1919</td>
</tr>
<tr>
<td>Box 111, Folder 2</td>
<td>Atlantic Refining Company petroleum, 1927</td>
</tr>
<tr>
<td>Box 112, Folder 1</td>
<td>Holsum Bread bread, 1927</td>
</tr>
<tr>
<td>Box 113, Folder 1</td>
<td>Atlantic Refining Company petroleum, 1908-1909</td>
</tr>
<tr>
<td>Box 114, Folder 1</td>
<td>Witwer's Goods baked goods, 1928-1929</td>
</tr>
<tr>
<td>Box 114, Folder 1</td>
<td>Ivins baked goods, 1909-1917</td>
</tr>
<tr>
<td>Box 114, Folder 1</td>
<td>Williams Blue Ribbon Bread bread, 1909-1917</td>
</tr>
<tr>
<td>Box 114, Folder 1</td>
<td>Ward Ousley Company baked goods, 1909-1917</td>
</tr>
<tr>
<td>Box 114, Folder 1</td>
<td>Veribest Bread bread, 1909-1917</td>
</tr>
<tr>
<td>Box 114, Folder 1</td>
<td>Western Bread bread, 1909-1917</td>
</tr>
<tr>
<td>Box 114, Folder 1</td>
<td>Works Biscuit Company biscuits, 1909-1917</td>
</tr>
<tr>
<td>Box 114, Folder 1</td>
<td>Wagner Bros. Bakers bakeries, 1909-1917</td>
</tr>
<tr>
<td>Box 114, Folder 1</td>
<td>Western Biscuit Company biscuits, 1909-1917</td>
</tr>
<tr>
<td>Box 114, Folder 1</td>
<td>White's Modern Bakery bakeries, 1909-1917</td>
</tr>
</tbody>
</table>
Box 114, Folder 1  Teddy Bear Bread bread, 1909-1917
Box 114, Folder 1  Winkelman's Shaker Bread bread, 1909-1917
Box 114, Folder 1  Valley City Biscuit Company biscuits, 1909-1917
Box 114, Folder 1  Washington Cracker Company crackers, Matchless Cracker, 1909-1917
Box 114, Folder 1  Hitchner Biscuit Company biscuits, 1909-1917
Box 114, Folder 1  Ward's Tip Top Bread bread, 1909-1917
Box 114, Folder 2  E.R. Squibb and Sons health care, hygiene, 1909-1917
Box 115, Folder 1  E.R. Squibb and Sons health care, hygiene, 1926-1927
Box 115, Folder 2  E.R. Squibb and Sons health care, hygiene, 1927
Box 115, Folder 3  E.R. Squibb and Sons health care, hygiene, 1928
Box 116, Folder 1  E.R. Squibb and Sons health care, hygiene, 1928
Box 116, Folder 2  E.R. Squibb and Sons health care, hygiene, 1928
Box 117, Folder 1  E.R. Squibb and Sons health care, hygiene, 1928
Box 117, Folder 2  E.R. Squibb and Sons health care, hygiene, 1929
Box 118, Folder 1  Libby Glass Manufacturing Company glassware, No-Nik Safedge, 1929
Box 118, Folder 2  Libby Glass Manufacturing Company glassware, No-Nik Safedge, 1926-1929
Box 119, Folder 1  Diamond Match Company matches, 1926-1929
Box 119, Folder 2  Diamond Match Company matches, 1902-1904
Box 120, Folder 1  Oshorn-Cobwell Company pharmaceuticals, 1902-1904
Box 120, Folder 1  Pond's Extract pharmaceuticals, 1898-1914
Box 120, Folder 1  Miller Drug Company pharmaceuticals, 1898-1914
<table>
<thead>
<tr>
<th>Box 120, Folder 1</th>
<th>Lambert Pharmacy drug stores, 1898-1914</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 120, Folder 1</td>
<td>Katharman Chemical Company pharmaceuticals, Hagee's Cordial, 1898-1914</td>
</tr>
<tr>
<td>Box 120, Folder 1</td>
<td>Jacobs Pharmacy pharmaceuticals, Mme. Rabinnaire's Walnut Hair Dye, 1898-1914</td>
</tr>
<tr>
<td>Box 120, Folder 1</td>
<td>Jiffy Corn Remedy pharmaceuticals, 1898-1914</td>
</tr>
<tr>
<td>Box 120, Folder 1</td>
<td>Johnson's Liniment pharmaceuticals, 1898-1914</td>
</tr>
<tr>
<td>Box 120, Folder 1</td>
<td>Huskell's Ointment pharmaceuticals, 1898-1914</td>
</tr>
<tr>
<td>Box 120, Folder 1</td>
<td>Humphrey's Bone Liniment pharmaceuticals, 1898-1914</td>
</tr>
<tr>
<td>Box 120, Folder 1</td>
<td>Dr. James Powder pharmaceuticals, 1898-1914</td>
</tr>
<tr>
<td>Box 121, Folder 1</td>
<td>Glessner Company pharmaceuticals, Turpo, 1898-1914</td>
</tr>
<tr>
<td>Box 121, Folder 1</td>
<td>Bovril pharmaceuticals, 1899-1923</td>
</tr>
<tr>
<td>Box 121, Folder 1</td>
<td>True's Elixir pharmaceuticals, 1899-1923</td>
</tr>
<tr>
<td>Box 121, Folder 1</td>
<td>Weeks and Company pharmaceuticals, Week's Breakup Cold Tableto, 1899-1923</td>
</tr>
<tr>
<td>Box 121, Folder 1</td>
<td>Geo. C. Cook pharmaceuticals, Virol, 1899-1923</td>
</tr>
<tr>
<td>Box 121, Folder 2</td>
<td>Tincture Amal Mfg. Company pharmaceuticals, 1899-1923</td>
</tr>
<tr>
<td>Box 121, Folder 2</td>
<td>Watervliet Medical Company pharmaceuticals, 1900-1906</td>
</tr>
<tr>
<td>Box 121, Folder 2</td>
<td>Walther-Robertson Drug pharmaceuticals, Peptonylie, 1900-1906</td>
</tr>
</tbody>
</table>

**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

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

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

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
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
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

Box 121, Folder 2 Wedd's Sarsaparillets pharmaceuticals, 1900-1906

Box 121, Folder 2 Wilbure Seed Meal Company pharmaceuticals, Sapyro, 1900-1906
Box 121, Folder 2  Similia Domestic Remedy Company pharmaceuticals, 1900-1906
Box 121, Folder 2  J.G. Mae Walter pharmaceuticals, Dr. Stedman's teething Powder, 1900-1906
Box 121, Folder 2  Royal Drug Company pharmaceuticals, 1900-1906
Box 121, Folder 2  Red Cross Kidney Pills pharmaceuticals, 1900-1906
Box 121, Folder 2  Dr. Richardson Dyspepsia pharmaceuticals, 1900-1906
Box 121, Folder 2  Phospho-Mint pharmaceuticals, 1900-1906
Box 121, Folder 2  Simplex Corn Cure pharmaceuticals, 1900-1906
Box 121, Folder 2  Valentine's Meat Juice pharmaceuticals, 1900-1906
Box 121, Folder 2  Wright Medical Company pharmaceuticals, 1900-1906
Box 122, Folder 1  Fostaria Glass Company glass, 1900-1906
Box 122, Folder 1  Pittsburgh Plate Glass Company glass, 1924-1929
Box 122, Folder 1  Safety Corp. glass, 1924-1929
Box 122, Folder 2  Dr. Chase Company pharmaceuticals, Digestine Company, 1924-1929
Box 122, Folder 2  Vi-Ton Company pharmaceuticals, 1892-1902
Box 122, Folder 2  Scott's Emulsion pharmaceuticals, 1892-1902
Box 122, Folder 2  Sutherland Medicine Company pharmaceuticals, Dr. Bell's pine tr honey, 1892-1902
Box 122, Folder 2  Mellier Drug Company pharmaceuticals, Tangaline, 1892-1902
Box 122, Folder 2  Dr. I. A. Detchon pharmaceuticals, Mystic Cure for rheumatism and neuralgia, 1892-1902
Box 122, Folder 2  Hoffmann Drug pharmaceuticals, 1892-1902
Box 122, Folder 2  Alonzo O. Bliss Company pharmaceuticals, Nature herbs, 1892-1902
Box 122, Folder 2  Fred Brown Company pharmaceuticals, Brown's Iron Bitters, Jamaica Ginger, 1892-1902

Box 122, Folder 2  Herb Medicure Company pharmaceuticals, 1892-1902

Box 122, Folder 3  W.H. Kellogg Company cereal, 1892-1902

Box 122, Folder 3  R.J. Reynolds Tobacco Company tobacco, Camel, 1909-1928

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
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/ Form: Advertisements -- 1930-1940
Tear sheets

Box 122, Folder 3 E.R. Squibb and Sons health care, hygiene, 1909-1928

Box 122, Folder 3 Candee Incubator Corporation farm equipment, 1909-1928

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

Box 122, Folder 3 Graton and Knight leather, 1909-1928

Box 123, Folder 1  Plate Glass Manufacturer of America glass, 1909-1928
Box 123, Folder 2  McKee Glass Company glass, 1921-1923
Box 124, Folder 1  Plate Glass Manufacturer of America glass, 1918-1922
Box 125, Folder 1  Abbey Company indigestion tablet, Kaskola tablets, 1924-1927
Box 125, Folder 1  Dr. Joshua Allen pharmaceuticals, Allen's Breathing tube, 1899-1916
Box 125, Folder 1  Abbot's Angostura Bitters pharmaceuticals, 1899-1916
Box 125, Folder 1  Goodrich and Jennings pharmaceuticals, Hoff's German Liniment, 1899-1916
Box 125, Folder 1  Hancock Liquid Sulphur sulphur, 1899-1916
Box 125, Folder 1  Davis Wiild Cherry and Tar pharmaceuticals, 1899-1916
Box 125, Folder 1  Dr. Harold Hayes pharmaceuticals, Hayes Asthma Cure, 1899-1916
Box 125, Folder 1  Akin and Son pharmaceuticals, Armistead's Ague Tonic, 1899-1916
Box 125, Folder 1  Bakers Cod Liver Oil pharmaceuticals, 1899-1916
Box 125, Folder 1  Gilbert Bros. pharmaceuticals, Yager's Liniment, 1899-1916
Box 125, Folder 1  Frey's Vermifuge pharmaceuticals, 1899-1916
Box 125, Folder 1  Dent's Toothache Gum pharmaceuticals, 1899-1916
Box 125, Folder 1  Hill W.H. Company bromine, 1899-1916
Box 125, Folder 1  Churchill Medical Company pharmaceuticals, Wah-Parilla, 1899-1916
Box 125, Folder 1  Henry C. Blair Company iodine, 1899-1916
Box 125, Folder 2  Ivory Tap beverages, 1899-1916
Box 125, Folder 2  Dingman Soap Company soap, 1892-1899
Box 125, Folder 2  Alcott, Ross and Scully Company mantels, 1892-1899
Box 125, Folder 2  Philadelphia Desk Company desks, 1892-1899
Box 125, Folder 2  Lippincott Glass Company glass, 1892-1899
Box 125, Folder 2  Cane, McCaffrey and Company clothing, 1892-1899
Box 125, Folder 2  Keystone Watch Case Company watches, 1892-1899
Box 125, Folder 2  Celluloid Company cotton collars, 1892-1899
Box 125, Folder 2  Robert Foerderner, 1892-1899
Box 125, Folder 2  Gowans Oak Leaf Soap soap, 1892-1899
Box 125, Folder 2  Williamantic Star Thread thread, 1892-1899
Box 125, Folder 2  William Wood and Company Mt. Vernon Mills, 1892-1899
Box 125, Folder 2  Wadham's Oil and Grease Company petroleum, 1892-1899
Box 125, Folder 2  Saratoga Kissingen Water beverages, 1892-1899
Box 125, Folder 2  Yale and Towne Mfg. Company keys and locks, 1892-1899
Box 125, Folder 2  Cadiz Electric Company electricity, 1892-1899
Box 125, Folder 2  Calburn Company stove polish, 1901-1910
Box 125, Folder 2  Tileston Milling mills, 1892-1899
Box 125, Folder 2  Wendell and Smith Real Estate real estate, 1892-1899
Box 125, Folder 2  Evans Drug Store drug stores, 1892-1899
Box 126, Folder 1  G.R. Kinney Company shoes, 1892-1899
Box 126, Folder 1  Arnold Shoes shoes, 1926
Box 126, Folder 2  Paracord Company Inc., 1924-1929
Box 126, Folder 2  M.N. Arnold Shoe Company shoes, 1925
Box 126, Folder 2  C.F. Rupp, 1924-1926
Box 126, Folder 2  Father and Son Shoes shoes, 1929
Box 126, Folder 2  Amity leather wallets, 1925-1926
Box 126, Folder 2  Edward R. Ladew Company Inc. leather, 1925-1926
Box 126, Folder 2  Lotus Shoes shoes, 1924-1926
Box 127, Folder 1  Graton and Knight leather, 1929
Box 127, Folder 1  Camden YMCA YMCA, 1923-1925
Box 127, Folder 1  Children's Flower Mission charities, 1923
Box 127, Folder 1  Carter's Ink Company ink, Cico Paste, 1917
Box 128, Folder 1  Graton and Knight leather, 1917-1925
Box 128, Folder 2  Amity leather wallets, 1925-1926
Box 128, Folder 3  Carrollton Chemical Company chemicals, 1925-1929
Box 128, Folder 3  Chatham Mfg. Company blankets, 1901-1910
Box 128, Folder 3  Zarcal, 1901-1910
Box 128, Folder 3  H.C. Cook Company gem nail clipper, 1901-1910
Box 128, Folder 3  Cushing Company dyes and chemicals, 1901-1910
Box 128, Folder 3  Coupon Blotter Company, 1901-1910
Box 128, Folder 3  Ceramic Est. Company ceramics, 1901-1910
Box 128, Folder 3  Clark and Company, 1901-1910
Box 128, Folder 3  Colonial Cut Glass glass, 1901-1910
Box 128, Folder 3  Cleveland Fence fences, 1901-1910
Box 128, Folder 3  Carter Wire Fence Machine Company fences, 1901
Box 128, Folder 3  Chase and Company horse covers, 1901-1910
<table>
<thead>
<tr>
<th>Box 128, Folder 3</th>
<th>Cyclone Fence Company fences, 1901-1910</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 128, Folder 3</td>
<td>Cugley and Mullen birds, domestic birds, 1901-1910</td>
</tr>
<tr>
<td>Box 128, Folder 3</td>
<td>Campbell Company umbrellas, 1901-1910</td>
</tr>
<tr>
<td>Box 129, Folder 1</td>
<td>Association Men/YMCA YMCA, 1901-1910</td>
</tr>
<tr>
<td>Box 129, Folder 1</td>
<td>Althouse's Foreign Tours tourism, 1901-1916</td>
</tr>
<tr>
<td>Box 129, Folder 1</td>
<td>Asphalt Ready Roofing Company roofing, 1901-1916</td>
</tr>
<tr>
<td>Box 129, Folder 1</td>
<td>Associated Expanded Metal metal, 1901-1916</td>
</tr>
<tr>
<td>Box 129, Folder 1</td>
<td>American Can Company cans, 1901-1916</td>
</tr>
<tr>
<td>Box 129, Folder 1</td>
<td>Shank Company, 1901-1916</td>
</tr>
<tr>
<td>Box 129, Folder 1</td>
<td>Alaska Fur Company furs, 1901-1916</td>
</tr>
<tr>
<td>Box 129, Folder 1</td>
<td>American Metal Box Company metal, 1901-1916</td>
</tr>
<tr>
<td>Box 129, Folder 1</td>
<td>Abstracts Company, 1901-1916</td>
</tr>
<tr>
<td>Box 129, Folder 1</td>
<td>Advisory Board Chamber of Commerce Chamber of Commerce, 1901-1916</td>
</tr>
<tr>
<td>Box 129, Folder 1</td>
<td>Art Metal Construction Company construction, 1901-1916</td>
</tr>
<tr>
<td>Box 129, Folder 1</td>
<td>Association Press publishing, 1901-1916</td>
</tr>
<tr>
<td>Box 129, Folder 1</td>
<td>Adder Machine Company adding machines, 1901-1916</td>
</tr>
<tr>
<td>Box 129, Folder 1</td>
<td>Indian Blanket Mills blankets, 1901-1916</td>
</tr>
<tr>
<td>Box 129, Folder 1</td>
<td>American Filter and Cooler Company filters, coolers, 1901-1916</td>
</tr>
<tr>
<td>Box 129, Folder 1</td>
<td>American Steel and Wire steel, wire, 1901-1916</td>
</tr>
<tr>
<td>Box 129, Folder 1</td>
<td>Ajax Plastic Bronze bronze, 1901-1916</td>
</tr>
<tr>
<td>Box 129, Folder 1</td>
<td>American Mexican Importing importing, 1901-1916</td>
</tr>
<tr>
<td>Box 129, Folder 1</td>
<td>Automatic Bottle Blacking Company blacking, 1901-1916</td>
</tr>
</tbody>
</table>
Box 129, Folder 1  Wm. Ayres and Sons horse blankets, 1901-1916
Box 129, Folder 1  American Baby Carriage baby carriages, 1901-1916
Box 129, Folder 1  American la France Fire Engine Company fire engines, 1901-1916
Box 129, Folder 1  Atlantic States Coal and Coke Company coal, 1901-1916
Box 129, Folder 2  Style-Center Tailoring Company tailoring, 1901-1916
Box 129, Folder 2  Perrless Coal Windows windows, 1923-1926
Box 130, Folder 1  Belgian Children's Relief Committee of Pennsylvania charities, 1923
Box 130, Folder 1  Baldridge Gear Company machinery, 1901-1907
Box 130, Folder 1  Bridgeport Hardware Mfg. Company hardware, 1901-1907
Box 130, Folder 1  Butter Mfg. butter, dairy, 1901-1907
Box 130, Folder 1  Brunswick Refrigerating Company refrigerators, 1901-1907
Box 130, Folder 1  Blaisdell Paper Pencil Company stationery, 1901-1907
Box 130, Folder 1  Franklin Baker Company bakeries, 1901-1907
Box 130, Folder 1  Beaudura Carpet Mills carpet, 1901-1907
Box 130, Folder 1  Balsams hotels, 1901-1907
Box 130, Folder 1  Bill Company printing, 1901-1907
Box 130, Folder 1  Burlington Windsor Blanket Company blankets, 1901-1907
Box 130, Folder 1  Brown Engineering Company engineering, 1901-1907
Box 130, Folder 1  Bond and Mentzel Paper Company paper, 1901-1907
Box 130, Folder 1  Burlington Basket Company baskets, 1901-1907
Box 130, Folder 1  Browning Hook and Eye Company fasteners, 1901-1907
Box 130, Folder 1  Bayonne Casting Company sporting goods, golf clubs, 1901-1907
Box 130, Folder 1  Boston Tip shoe laces, 1901-1907
Box 130, Folder 1  Barrett Adding Machine Company adding machines, 1901-1907
Image(s)
Box 130, Folder 1  Bestwall Mfg. Company, 1901-1907
Box 130, Folder 1  Bonner Mfg. Company hardware, 1901-1907
Box 130, Folder 1  Barbour C.E. and Company lights, heaters, 1901-1907
Box 130, Folder 1  Bowman C.C. mover and shipper, 1901-1907
Box 130, Folder 1  Bureau of Navigation, 1901-1907
Box 130, Folder 1  Buch's Sons lawn swings, 1901-1907
Box 130, Folder 1  Burke-Bollmeyer Oiler, 1901-1907
Box 130, Folder 1  Blankenburg and Company yarn, 1901-1907
Box 131, Folder 1  Endicott and Johnson shoes, Hi-Kicks, 1901-1907
Box 131, Folder 2  Endicott and Johnson shoes, Hi-Kicks, 1924-1925
Box 131, Folder 4  Chicago, Milwaukee and St. Paul Railway railroads, 1926
Box 13138, Folder 1  Strawbridge and Clothier clothing, 1927
Box 132, Folder 1  Endicott and Johnson shoes, 1907-1914
Box 132, Folder 2  Haskin Shoe Company shoes, 1927
Box 132, Folder 2  International Textbook textbooks, 1901-1924
Box 132, Folder 2  Imperial Bit and Snap Company drill bits, 1901-1924
Box 132, Folder 2  Hill Dryer Company dryers, 1901-1924
Box 132, Folder 2  Wm. H. Hoskins Company stationery, 1901-1924
<table>
<thead>
<tr>
<th>Box 132, Folder 2</th>
<th>Description</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Krauser and Bro.</td>
<td>liquid smoke for meat, 1901-1924</td>
<td></td>
</tr>
<tr>
<td>Hard Steel Wire</td>
<td>Fence Company fences, 1901-1924</td>
<td></td>
</tr>
<tr>
<td>Havoline Oil</td>
<td>petroleum, 1901-1924</td>
<td></td>
</tr>
<tr>
<td>Heinz Company</td>
<td>art metal, 1901-1924</td>
<td></td>
</tr>
<tr>
<td>Hohlfeld Mfg.</td>
<td>Company hammocks, 1901-1924</td>
<td></td>
</tr>
<tr>
<td>Columbia Yarns</td>
<td>yarn, 1901-1924</td>
<td></td>
</tr>
<tr>
<td>Kennedy Bros.</td>
<td>memorandum books, 1901-1924</td>
<td></td>
</tr>
<tr>
<td>King Sewing</td>
<td>Machine Company sewing machines, 1901-1924</td>
<td></td>
</tr>
<tr>
<td>Kind and Son</td>
<td>jewelry, 1901-1924</td>
<td></td>
</tr>
<tr>
<td>Johnston Cutain</td>
<td>Windows curtains, 1901-1924</td>
<td></td>
</tr>
<tr>
<td>Caesar Klaus</td>
<td>drill bits, 1901-1924</td>
<td></td>
</tr>
<tr>
<td>Jones Umbrella</td>
<td>Company umbrellas, 1901-1924</td>
<td></td>
</tr>
<tr>
<td>Jewell Mfg.</td>
<td>Company, 1901-1924</td>
<td></td>
</tr>
<tr>
<td>Jacobson Machine</td>
<td>Company machinery, 1901-1924</td>
<td></td>
</tr>
<tr>
<td>Jansen Nursery</td>
<td>Furnishings baby furniture, 1901-1924</td>
<td></td>
</tr>
<tr>
<td>Irwin Auger Bit</td>
<td>Company drill bits, 1901-1924</td>
<td></td>
</tr>
<tr>
<td>Individual</td>
<td>Drinking Cup Company cups, 1901-1924</td>
<td></td>
</tr>
<tr>
<td>International</td>
<td>Accountants Society accounting, 1901-1924</td>
<td></td>
</tr>
<tr>
<td>Hastings</td>
<td>Sporting Goods Works sporting goods, 1901-1924</td>
<td></td>
</tr>
<tr>
<td>Jewett and Sons</td>
<td>furs, 1901-1924</td>
<td></td>
</tr>
<tr>
<td>Kokomo Steel</td>
<td>and Wire Company steel, wire, 1901-1924</td>
<td></td>
</tr>
<tr>
<td>Box</td>
<td>Folder</td>
<td>Description</td>
</tr>
<tr>
<td>----------------</td>
<td>--------</td>
<td>--------------------------------------------------</td>
</tr>
<tr>
<td>Box 132, Folder 2</td>
<td></td>
<td>Horton Mfg. Company washers, 1901-1924</td>
</tr>
<tr>
<td>Box 132, Folder 2</td>
<td></td>
<td>Hotel Oglethorpe hotels, 1901-1924</td>
</tr>
<tr>
<td>Box 132, Folder 2</td>
<td></td>
<td>Household Electric Appliance appliances, 1901-1924</td>
</tr>
<tr>
<td>Box 132, Folder 2</td>
<td></td>
<td>Heatencook Company, 1901-1924</td>
</tr>
<tr>
<td>Box 132, Folder 2</td>
<td></td>
<td>Holten and Collins Company cement, 1901-1924</td>
</tr>
<tr>
<td>Box 132, Folder 2</td>
<td></td>
<td>Hess knives, press button knife, 1901-1924</td>
</tr>
<tr>
<td>Box 132, Folder 2</td>
<td></td>
<td>Henhel Mfg. Company rain water shifter, 1901-1924</td>
</tr>
<tr>
<td>Box 132, Folder 2</td>
<td></td>
<td>Hasselbarth bed springs, 1901-1924</td>
</tr>
<tr>
<td>Box 132, Folder 2</td>
<td></td>
<td>Kayser Allman's Wallpaper wallpaper, 1901-1924</td>
</tr>
<tr>
<td>Box 133, Folder 1</td>
<td></td>
<td>Gudenbrod Mercerized Thread thread, 1901-1924</td>
</tr>
<tr>
<td>Box 133, Folder 1</td>
<td></td>
<td>Heckenstein Company shoes, 1915-1926</td>
</tr>
<tr>
<td>Box 133, Folder 1</td>
<td></td>
<td>Gearhart Knitting Mills knitting mills, 1915-1926</td>
</tr>
<tr>
<td>Box 133, Folder 1</td>
<td></td>
<td>Freeport Mfg. Company farm equipment, 1915-1926</td>
</tr>
<tr>
<td>Box 133, Folder 1</td>
<td></td>
<td>Nu-Shine shoe polish, 1915-1926</td>
</tr>
<tr>
<td>Box 133, Folder 1</td>
<td></td>
<td>Pray Wm. Mfg., 1915-1926</td>
</tr>
<tr>
<td>Box 133, Folder 1</td>
<td></td>
<td>Fenton Label Company labels, 1915-1926</td>
</tr>
<tr>
<td>Box 133, Folder 2</td>
<td></td>
<td>Endicott and Johnson shoes, 1915-1926</td>
</tr>
<tr>
<td>Box 134, Folder 1</td>
<td></td>
<td>Dowagic Drills and Seeders seed companies, nurseries, 1926-1927</td>
</tr>
<tr>
<td>Box 134, Folder 1</td>
<td></td>
<td>Enterprise Enamel Company, 1902-1916</td>
</tr>
<tr>
<td>Box 134, Folder 1</td>
<td></td>
<td>Dover Mfg. asbestos, 1902-1916</td>
</tr>
<tr>
<td>Box 134, Folder 1</td>
<td></td>
<td>Davisson and Company underwear, 1902-1916</td>
</tr>
<tr>
<td>Box 134, Folder 1</td>
<td></td>
<td>Duplex Envelope System stationery, 1902-1916</td>
</tr>
</tbody>
</table>
Box 134, Folder 1  Davis Kleans EZ Duster, 1902-1916
Box 134, Folder 1  Decatur Lace Company lace, 1902-1916
Box 134, Folder 1  Dover Stamping and Mfg. Company ash barrels, 1902-1916
Box 134, Folder 1  Duntley Pneumatic Sweeper Company, 1902-1916
Box 134, Folder 1  Deezy, Bill Company toys, 1902-1916
Box 134, Folder 1  DeLong Hook and Eye hair supplies, 1902-1916
Box 134, Folder 1  Embossing Company clay, toys, Meccano, 1902-1916
Box 134, Folder 1  Erlanger Blumgart Company fabric, Velutina, 1902-1916
Box 134, Folder 1  Einstein J. Company shoes, Cravenette, 1902-1916
Box 134, Folder 1  Eureka Refrigerator Company refrigerators, 1902-1916
Box 134, Folder 1  Electric Speedometer, 1902-1916
Box 134, Folder 1  Eisenman Company clothing, 1902-1916
Box 134, Folder 1  Electrolyte Art Metal Company art metal, 1902-1916
Box 134, Folder 1  Ellis adding machines, 1902-1916
Box 134, Folder 1  Decorative Exhibition, 1902-1916
Box 134, Folder 1  Everwear Hosiery hosiery, 1902-1916
Box 134, Folder 1  Dearborn Duster Company, 1902-1916
Box 134, Folder 1  Ducri Company, 1902-1916
Box 134, Folder 1  Edson Bros. food, 1902-1916
Box 134, Folder 2  Maurer and Son bug powder, 1902-1916
Box 134, Folder 2  Mason Fence Company fences, 1901-1918
<table>
<thead>
<tr>
<th>Box 134, Folder 2</th>
<th>Company/Service/Industry/Region, Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>McKinney and Company</td>
<td>grocery, hardware, 1901-1918</td>
</tr>
<tr>
<td>Neutric Chemical Company</td>
<td>chemicals, 1901-1918</td>
</tr>
<tr>
<td>Mann Company</td>
<td>business forms, ledgers, 1901-1918</td>
</tr>
<tr>
<td>Merritt, J.L.</td>
<td>real estate, 1901-1918</td>
</tr>
<tr>
<td>Mercer Rubber Company</td>
<td>rubber, 1901-1918</td>
</tr>
<tr>
<td>Mallory Mfg. Company</td>
<td>shutters, 1901-1918</td>
</tr>
<tr>
<td>Motor Vehicle Power Company</td>
<td>automobiles, 1901-1918</td>
</tr>
<tr>
<td>Marcus Ward</td>
<td>stationery, 1901-1918</td>
</tr>
<tr>
<td>Modern Priscilla</td>
<td>needlework, 1901-1918</td>
</tr>
<tr>
<td>Morris and Company</td>
<td>publishing, 1901-1918</td>
</tr>
<tr>
<td>Mauser Mfg. Company</td>
<td>silversmiths, 1901-1918</td>
</tr>
<tr>
<td>Money Saving Skirt Company</td>
<td>1901-1918</td>
</tr>
<tr>
<td>Montgomery County No License Campaign</td>
<td>temperance, 1901-1918</td>
</tr>
<tr>
<td>Miller Rubber Company</td>
<td>rubber, 1901-1918</td>
</tr>
<tr>
<td>Mullins Steel Boats</td>
<td>boats, 1901-1918</td>
</tr>
<tr>
<td>Mason, J.S.</td>
<td>shoes, 1901-1918</td>
</tr>
<tr>
<td>Men and Religion</td>
<td>religion, 1901-1918</td>
</tr>
<tr>
<td>Meneely and Company</td>
<td>bells, 1901-1918</td>
</tr>
<tr>
<td>Myers Company</td>
<td>sewing, awls, 1901-1918</td>
</tr>
<tr>
<td>Moore Cotton Mills</td>
<td>cotton, 1901-1918</td>
</tr>
<tr>
<td>Meadows Mfg.</td>
<td>washers, 1901-1918</td>
</tr>
<tr>
<td>Marshall Oil Company</td>
<td>petroleum, 1901-1918</td>
</tr>
</tbody>
</table>
Box 134, Folder 2  Moody Manual Company publications, 1901-1918
Box 134, Folder 2  Manor Hotel hotels, 1901-1918
Box 134, Folder 2  McShane Bell Foundry bells, 1901-1918
Box 134, Folder 2  Market Gardners Journal publications, 1901-1918
Box 134, Folder 2  Middleditch Engine Company engines, 1901-1918
Box 134, Folder 2  New York and Puerto Rico Steamline Company steamships, 1901-1918
Box 134, Folder 2  National Safety Snap fasteners, 1901-1918
Box 134, Folder 2  National Enameling and Stamping enameling, stamping, 1901-1918
Box 134, Folder 2  Nixon Safety Razor Blades razors, 1901-1918
Box 134, Folder 2  Nevo Company stoves, 1901-1918
Box 134, Folder 2  Milo Barbell Company sporting goods, 1901-1918
Box 134, Folder 2  Novelty Knit Goods clothing, 1901-1918
Box 134, Folder 2  Leathersmith Shops leather, 1901-1918
Box 134, Folder 2  Nubone Corset Company corsets, 1901-1918
Box 134, Folder 2  National Traffic Service Bureau, 1901-1918
Box 134, Folder 2  Lanston Monotype printing, 1901-1918
Box 134, Folder 2  Liveright Bros. metal files, 1901-1918
Box 134, Folder 2  New York Mattress Company beds, 1901-1918
Box 134, Folder 2  Lawrence Knitting Company knitting, 1901-1918
Box 134, Folder 2  Lycosite Company pain relievers, 1901-1918
Box 134, Folder 2  Langdon Moore patents, 1901-1918
Box 134, Folder 2  Lorimer and Company embroidery, 1901-1918
Box 134, Folder 2  Lackawana Cut Glass glass, 1901-1918
Box 134, Folder 2  Lippincott Pencil Company pencils, 1901-1918
Box 135, Folder 1  Potteries Selling Company, 1901-1918
Box 135, Folder 1  Orinaha Mills mills, 1901-1912
Box 135, Folder 1  Ogden Cut Glass glass, 1901-1912
Box 135, Folder 1  Ohio Electric Works electricity, 1901-1912
Box 135, Folder 1  Osborne Company, 1901-1912
Box 135, Folder 1  Ozone Pure Airfier Company, 1901-1912
Box 135, Folder 1  A.E. Outerbridge cruises, 1901-1912
Box 135, Folder 1  Plymouth Cordage Company, 1901-1912
Box 135, Folder 1  A.R. Grier Pine Heights Inn, 1901-1912
Box 135, Folder 1  Paterson Parchment Paper Company paper, 1901-1912
Box 135, Folder 1  Monial Drug Company pharmaceuticals, 1901-1912
Box 135, Folder 1  Pocket Auditor Mfg. Company, 1901-1912
Box 135, Folder 1  Old Town Canoe Company sporting goods, canoes, 1901-1912
Box 135, Folder 1  John A. Oakey cattle, 1901-1912
Box 135, Folder 1  Pneumatic No Puncture Wheel Company wheels, 1901-1912
Box 136, Folder 1  Peerless Check Protector banking, 1901-1912
Box 136, Folder 1  Pittsburgh Visible Typewriter typewriters, 1901-1913
Box 136, Folder 1  Papro Company seed companies, nurseries, 1901-1913
Box 136, Folder 1  Peet Bros. hooks and eyes, 1901-1913
Box 136, Folder 1  Quaker City Carpet Works carpet, 1901-1913
Box 136, Folder 1  Ruppman Door Holder, 1901-1913
Box 136, Folder 1  Royal China Works china, 1901-1913
Box 136, Folder 1  Rogers Thurman and Company jewelry, wire for jewelry, 1901-1913
Box 136, Folder 1  Rush Acetylene Generator Company, 1901-1913
Box 136, Folder 1  Pennsylvania Chemical Works chemicals, 1901-1913
Box 136, Folder 1  Parson's Paper Company paper, 1901-1913
Box 136, Folder 1  Passaic Metalware Company metalware, 1901-1913
Box 136, Folder 1  Reach sporting goods, 1901-1913
Box 136, Folder 1  Purity Extract and Tonic Company condiments, syrup, 1901-1913
Box 136, Folder 1  Rose Automobile Grinder, 1901-1913
Box 136, Folder 1  Queen City Rug Mfg. Company carpet and rugs, 1901-1913
Box 136, Folder 1  Pomeroy Bros. neckties, 1901-1913
Box 136, Folder 1  Prym Company dress fastners, 1901-1913
Box 136, Folder 1  Philadelphia Horse and Cattle Molasses Company, 1901-1913
Box 136, Folder 1  Pennsylvania Iron Works iron, 1901-1913
Box 136, Folder 1  Penn Metal Ceiling Company ceilings, 1901-1913
Box 136, Folder 1  Peerless Cooker Company, 1901-1913
Box 137, Folder 1  Sauquoit Silk Mfg. Company silk, 1901-1913
Box 137, Folder 1  Schafer Saddlery Company saddles, 1904-1916
Box 137, Folder 1  Stone Printing and Mfg. Company printing, 1904-1916
Box 137, Folder 1  Sterling Pin Company pins, 1904-1916
Box 137, Folder 1  Smith Bros. and Pierce Company beds, mattresses, 1904-1916
Box 137, Folder 1  Sealy Mattress Company beds, mattresses, 1904-1916
Image(s)
Box 137, Folder 1  J. Elliott Shaw Company, 1904-1916
Box 137, Folder 1  Sherwood Metal Working Company metal work, 1904-1916
Box 137, Folder 1  R.S. Motorcycle motorcycles, 1904-1916
Box 137, Folder 1  Spotless Washing Machine washing machines, 1904-1916
Image(s)
Box 137, Folder 1  Star-Brite Metal Polish polish, 1904-1916
Box 137, Folder 1  Susquehanna Silk Mills silk, Sedo Silk, 1904-1916
Box 137, Folder 1  Superintendent of Documents, 1904-1916
Box 137, Folder 1  Standard Brass Works brass, 1904-1916
Box 137, Folder 1  William Skinner Satin, 1904-1916
Box 137, Folder 1  W. Fred Steinmetz Company insecticides, 1904-1916
Box 137, Folder 1  Edwin C. Ruby hosiery, 1904-1916
Box 137, Folder 1  Sanitas Company disinfectant, 1904-1916
Box 137, Folder 1  C.F. Rump and Sons purses, 1904-1916
Box 137, Folder 1  Richmond Cedar Works appliances, 1904-1916
Box 137, Folder 1  G. Wm. Reisner pins, 1904-1916
Box 137, Folder 1  Roxborough Rugs carpet and rugs, 1904-1916
Box 137, Folder 1  Rice and Adams milk handling machines, 1904-1916
Box 137, Folder 1  H.M. Reynolds Roofing Company roofing, 1904-1916
Box 137, Folder 1  Reeves Vacuum Cleaner Company vacuum cleaners, 1904-1916

Box 137, Folder 1  Reynolds Corporation cleansers, 1904-1916

Box 137, Folder 1  "Spotless" Polishes Pots and Pans Perfectly -- [black & white advertisement; tear sheet], 1916
    1 Item (ink on paper; 7.4" x 6.2").
Image(s): "Spotless" Polishes Pots and Pans Perfectly -- [black & white advertisement; tear sheet].
Reynolds Corporation, Advertiser
Advertisement for Spotless Cleanser.

Local Numbers
AC0059-0000098 (AC Scan)

Topic: Cleaning compounds advertising
Genre/ Form: Advertisements -- 1910-1920 Tear sheets

Box 138, Folder 1  Standish Worsted Company clothing, 1904-1916

Box 138, Folder 1  Schoenhut Company toys, circus toys, 1907-1914

Box 138, Folder 1  Silk Hosiery Mills hosiery, 1907-1914

Box 138, Folder 1  Sterilak Company milk pails, 1907-1914

Box 138, Folder 1  Spaulding, H.E., 1907-1914

Box 138, Folder 1  Start Factories, 1907-1914

Box 138, Folder 1  Successful Farming publications, 1907-1914

Box 138, Folder 1  Smith M.E. and Company clothing, 1907-1914

Box 138, Folder 1  Harriet Francis Shaw tourists beauty box, 1907-1914

Box 138, Folder 1  Spring Steel Fence and Wire Company fences, 1907-1914

Box 138, Folder 1  Steven's and Company optical goods, 1907-1914

Box 138, Folder 1  Standard Index Card Company stationery, 1907-1914
Box 138, Folder 1  Student Supply Shops pennants, 1907-1914
Box 138, Folder 1  Stratton and Teristegge Company, 1907-1914
Box 138, Folder 1  Toy Belt, Hoop and Girdle Company belts, hoops, girdles, 1907-1914
Box 138, Folder 1  Tone Bros. spices, coffee, 1907-1914
Box 138, Folder 1  Tomson, P.C. lye, Red Seal Lye, 1907-1914
Box 138, Folder 1  Tripler, George B. Bradford socks, handkerchiefs, 1907-1914
Box 138, Folder 1  Toxaway Company Hotels hotels, 1907-1914
Box 138, Folder 1  Tie Company, 1907-1914
Box 138, Folder 1  Mesco Hosiery hosiery, 1907-1914
Box 138, Folder 1  Sues and Company, 1907-1914
Box 138, Folder 1  Sheldon Axle Company axles, 1907-1914
Box 138, Folder 1  Thread and Thrum Workshop carpet and rugs, 1907-1914
Box 138, Folder 1  Taylor, J.H. waist supporter, 1907-1914
Box 138, Folder 1  Southern Subscription Agency, 1907-1914
Box 138, Folder 1  Snellenburg and Company clothing, 1907-1914
Box 138, Folder 1  Superior Fence fences, 1907-1914
Box 138, Folder 1  Skat Mfg. soap, 1907-1914
Box 139, Folder 1  Miller Bonds, 1907-1914
Box 139, Folder 2  Miller Bonds, 1925-1926
Box 140, Folder 1  Treacy Bros. athletic apparel, 1926
Box 140, Folder 1  Withthrow Mfg. Company baby carrier, Oriole Go Basket, 1905-1918
Box 140, Folder 1  Williams Mfg. Company typewriters, 1905-1918
Box 140, Folder 1  Waldeyer and Betts hair, 1905-1918
Box 140, Folder 1  Waterloo Register Company baby chairs, 1905-1918
Box 140, Folder 1  Grape Product Company beverages, 1905-1918
Box 140, Folder 1  Vineland Grape Juice beverages, 1905-1918
Box 140, Folder 1  Thermolac Mfg. baby bottles, 1905-1918
Box 140, Folder 1  Taylor Instrument Company thermometers, 1905-1918
Box 140, Folder 1  Taylor T.C. furs, 1905-1918
Box 140, Folder 1  Taylor Nursery Crib baby furniture, 1905-1918

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
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/ Advertisements -- 1910-1920
Form: Tear sheets

Box 140, Folder 1  Tibbal's Chemical Mfg. Company chemicals, 1905-1918
Box 140, Folder 1  Typewriters Distributing Syndicate typewriters, 1905-1918

Image(s)

Box 140, Folder 1  Wykeman Inn hotels, 1905-1918
Box 140, Folder 1  Utica Mohawk Valley Cotton Mills mills, 1905-1918
Box 140, Folder 1  Worcester Salt salt, 1905-1918
Box 140, Folder 1  Whitely John fireplaces, 1905-1918
Box 140, Folder 1  West Milton Novelty Company, 1905-1918
Box 140, Folder 1  Waldeyer and Betts hair, 1905-1918
Box 140, Folder 1  Ward Fence Company fences, 1905-1918
Box 140, Folder 1  U.S. Whip Company whips, 1905-1918
Box 140, Folder 1  Walker's Remedy Company, 1905-1918
Box 140, Folder 1  Townsend Wire Stretcher wire, 1905-1918
Box 140, Folder 1  Waverly Mills mills, 1905-1918
Box 140, Folder 1  Tuthill Spring Company, 1905-1918
Box 140, Folder 1  Vermont Hosiery hosiery, 1905-1918
Box 140, Folder 2  Wrigley Mfg. Company spot remover, 1905-1918
Box 140, Folder 2  Wyckoff, Richard D., 1901-1926
Box 140, Folder 2  Scull Company stationery, 1901-1926
Box 140, Folder 2  Wirt Company, 1901-1926
Box 140, Folder 2  Zonal Products germicides, 1901-1926
Box 140, Folder 2  Zoological Garden, 1901-1926
Box 140, Folder 2  Ward's stationery, 1901-1926
Box 140, Folder 2  Whiting Paper Company paper, 1901-1926
Box 140, Folder 2  Rockwood and Company decorlettes, 1901-1926
Box 140, Folder 2  York Silk Mfg. silk, 1901-1926
Box 140, Folder 2  Walrus Mfg. Company soda fountain, 1901-1926
Box 140, Folder 2  Wayside Inn hotels, 1901-1926
Box 140, Folder 2  Yeiser Hooks and Eyes hooks and eyes, 1901-1926
Box 140, Folder 2  McLaren Cone Company ice cream, 1901-1926
Box 140, Folder 2  Worcester Umbrella Company umbrellas, 1901-1926
Box 140, Folder 2  Prince and Whitely, 1901-1926
Box 140, Folder 2  Whitall Tatum Company water bottles, 1901-1926
Box 141, Folder 1  National Screw and Tack Company screws, tacks, 1901-1926
Box 141, Folder 1  Leathersteel Products Company mats, runners, 1922-1923
Box 141, Folder 1  Rungwalt Works Inc. floor coverings, 1921
Box 141, Folder 1  Roquefort Wafers baked goods, 1922-1923
Box 141, Folder 1  Lazell facial creams, undated
Box 141, Folder 2  Orinoka Mills drapery, 1920-1926
Box 141, Folder 2  Omo Mfg. Company fabric, 1917-1922
Box 141, Folder 2  Old Town Canoe Company sporting goods, 1917-1923
Box 141, Folder 3  Colins and Aikman Corporation upholstery, 1917-1924
Box 142, Folder 1  Napier Saw Works saws, 1930-1934
Box 142, Folder 1  Nubone Corset Company corsets, 1917-1923
Box 142, Folder 1  Northfield Company furniture, 1917-1923
Box 142, Folder 1  Toledo Cooker Company, 1917-1923
Box 142, Folder 1  Restgood Mfg. Company beds, 1917-1923
Box 142, Folder 1  National Committee Baptist Laymen religion, 1917-1923
Box 142, Folder 2  Dettra and Company flags, 1917-1923
Box 142, Folder 2  Better Brushes brushes, 1917-1926
Box 142, Folder 2  National Vulcanized Fibre, 1917-1926
Box 142, Folder 2  Deluxe Brush Company brushes, 1917-1926
Box 142, Folder 2  Elliott-Lewis Electrical electric supplies, 1917-1926
Box 142, Folder 2  Drayton, Penington and Colket stockbrokers, 1917-1926
Box 142, Folder 2  Diamond Slate Fibre Company, 1917-1926
Box 143, Folder 1  Old Town Canoe Company sporting goods, 1917-1926
Box 143, Folder 2  Carleton Canoes sporting goods, 1923-1930
Box 143, Folder 2  Henter Mfg. Company, 1924-1925
Box 143, Folder 2  E.L. Mansure Company drapery, upholstery, 1925
Box 143, Folder 2  Orinoka Mills drapery, upholstery, 1924-1926
Box 144, Folder 1  Allied Wallpaper Industry wallpaper, 1923-1929
Box 144, Folder 1  American Butter Dispenser butter, 1903-1923
Box 144, Folder 1  American Cement Tile Mfg. Company cement and tile, 1903-1923
Box 144, Folder 1  H.B. Wiggin's Sons Company wallpaper, 1903-1923
Box 144, Folder 1  Sibley, Lindsay and Curr Company, 1903-1923
Box 144, Folder 1  World Polish Mfg. Company shoe polish, 1903-1923
Box 144, Folder 1  Anthracite Available coal, 1903-1923
Box 144, Folder 2  Arcade Mfg. Company toys, flour, coffee, 1903-1923
Box 145, Folder 1  Pennsylvania Garage automobiles, 1918-1925
Box 145, Folder 1  Pennsylvania Tank Car Company rail cars, 1917-1921
Box 145, Folder 1  Rook Card Company, 1917-1921
Box 145, Folder 1  Poole Bros. printing, 1917-1921
Box 145, Folder 1  Porcelain Enamel Mfg. Company ceramics, 1917-1921
Box 145, Folder 1  Peet's Triangle Clips fasteners, 1917-1921
Box 145, Folder 1  Prismolite Company automobile accessories, 1917-1921
Box 145, Folder 1  Radium Dial Company watches, clocks, 1917-1921
Box 145, Folder 1  Red Cross Red Cross, 1917-1921
Box 145, Folder 1  Robeson Preservo Company waterproof materials, 1917-1921
Box 145, Folder 1  Pennsylvania Hospital hospitals, 1917-1921
Box 145, Folder 1  Rose Bros. umbrellas, 1917-1921
Box 145, Folder 2  Tubular Woven Fabris fabric, 1917-1921
Box 145, Folder 2  Tomson Company lye, 1917-1922
Box 145, Folder 2  Ward, D.S. paper, 1917-1922
Box 145, Folder 2  Vermont Sea Green Slate slate, 1917-1922
Box 145, Folder 2  U.S. Sandpaper sandpaper, 1917-1922
Box 145, Folder 2  U.S. Junior Naval Reserves recruiting, 1917-1922
Box 145, Folder 2  Union Fibre Company insulation, 1917-1922
Box 145, Folder 2  Tel-U-Here, 1917-1922
Box 145, Folder 2  Tintex dyes and chemicals, 1917-1922
Box 145, Folder 2  Taplex Corp. warmers, books, 1917-1922
Box 145, Folder 2  Halexm Press publishing, 1917-1922
Box 145, Folder 2  Silver Chamberlain brushes, 1917-1922
Box 145, Folder 2  Reynolds Corporation cleansers, 1917-1922
Box 146, Folder 1  International Money Machine Company business machines, 1917-1922
Box 146, Folder 1  Handel Company lamps, 1919-1920
Box 146, Folder 1  Handy Washer Company washers, 1914-1924
Box 146, Folder 1  Life Extension Institute schools, 1927
Box 146, Folder 1  Lane Company chests, 1917-1926
Box 146, Folder 2  Life Extension Institute schools, 1922-1924
Box 147, Folder 1  Lee Broom and Duster brooms, 1917-1926
Box 147, Folder 1  American Writing Paper paper, 1917-1929
Box 147, Folder 1  Greenbaum, Weil and Michels pajamas, 1917-1929
Box 147, Folder 1  Church Seats toliet seats, 1917-1929
    Image(s)
Box 147, Folder 1  Royal Mail Line steamships, 1917-1929
Box 147, Folder 1  International Paper Company wrapping paper, 1917-1929
Box 147, Folder 1  Monument Pottery Company bathroom fixtures, 1917-1929
Box 147, Folder 1  Meredith Inn hotels, 1917-1929
Box 147, Folder 1  Luther Grinder Mfg. Company machinery, 1917-1929
Box 147, Folder 1  Continental Paper Mills Corp. toliet tissue, 1917-1929
    Image(s)
Box 147, Folder 1  Lacharnay Carburetor carburetors, 1917-1929
Box 147, Folder 1  Military Committee, 1917-1929
Box 148, Folder 1  Carbide and Carbon Chemicals Corporation chemicals, 1917-1929
Box 148, Folder 2  Carbide and Carbon Chemicals Corporation chemicals, 1926-1927
Box 149, Folder 1  Kohler of Kohler Electric Plants electricity, 1928-1929
Box 149, Folder 1  Carbide and Carbon Chemicals Corporation chemicals, 1927-1929
Box 149, Folder 2  Church Seats toilet seats, 1927-1929
Box 150, Folder 1  Westfield Chemical Company chemicals, 1928-1929
Box 150, Folder 1  U.S. Whip Company whips, 1913-1929
Box 150, Folder 1  Wright Wire Company fences, 1913-1929
Box 150, Folder 1  Walters Park Inn hotels, 1913-1929
Box 150, Folder 1  Woodward-Wanger Company toilet seats, 1913-1929
Box 150, Folder 1  T.A. Williams and Company goggles, masks, 1913-1929
Box 151, Folder 1  American Field Seed Company seed companies, nurseries, 1913-1929
Box 151, Folder 1  McShane Bell Foundry bells, 1919-1929
Box 151, Folder 1  Art Metal Works toys, 1919-1929
Box 151, Folder 1  World Wide Stamp Company stamps, 1919-1929
Box 151, Folder 1  General Plastics Inc. plastics, 1919-1929
Box 151, Folder 1  Byers Pipe pipes, 1919-1929
Box 151, Folder 1  Homecrafters Inc., 1919-1929
Box 151, Folder 1  Mayhew Tools, 1919-1929
Box 151, Folder 1  Cavalier Furniture furniture, 1919-1929
Box 151, Folder 1  Wilkinson Mfg. Company toys, 1919-1929
Box 151, Folder 1  Walter, F.W. yarn, 1919-1929
Box 151, Folder 1  Duluth Show Case store equipment, 1919-1929
Box 151, Folder 1  Matthews Bronze Tablets bronze, 1919-1929
Box 151, Folder 1  Woodstock Mfg. Company toys, 1919-1929
Box 151, Folder 1  Fresh Air Supply System, 1919-1929
Box 151, Folder 2  Cook, Charles K., 1919-1929
Box 151, Folder 2  Brewer-Titchener Corp. buggy parts, 1919-1926
Box 151, Folder 2  Brown's Salon Studios photography, 1919-1926
Box 151, Folder 2  Blue Ribbon beds, 1919-1926
Box 151, Folder 2  New York Salons hair, 1919-1926
Box 151, Folder 2  Bogue, Benjamin N., 1919-1926
Box 151, Folder 2  Blaw Knox building contactor, 1919-1926
Box 151, Folder 2  Quixet Garage automobiles, 1919-1926
Box 151, Folder 2  Crown Cork and Seal Company bottling, canning, 1919-1926
Box 151, Folder 2  Mengel Company toys, 1919-1926
Box 151, Folder 2  Cycle Trades of America, 1919-1926
Box 151, Folder 2  Cement Products sewage disposal, 1919-1926
Box 152, Folder 1  National Biscuit Company biscuits, 1919-1926
Box 152, Folder 2  National Biscuit Company biscuits, 1899-1900
Box 153, Folder 1  National Biscuit Company biscuits, 1901-1903

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

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 Tear sheets

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

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 Tear sheets

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

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

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
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

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
...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

Genre/ Form: Advertisements -- 1900-1910

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
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.

Local Numbers
AC0059-0000192 (AC Scan)

Topic: Food -- Packaging
       Food industry and trade advertising

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

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
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.

Local Numbers
AC0059-0000193 (AC Scan)

Topic: Food -- Packaging
       Food industry and trade advertising

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

When All Biscuit, Crackers and Wafers Were Alike ... [black & white advertisement; tear sheet], 1905
1 Item (Ink on paper.; 6.5" x 6.5").
Image(s): When All Biscuit, Crackers and Wafers Were Alike ... [black & white advertisement; tear sheet].
Nabisco, Inc., Advertiser
... 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.

Local Numbers
AC0059-0000194 (AC Scan)

Topic: Food -- Packaging
Food industry and trade advertising

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

Box 154, Folder 1 National Biscuit Company biscuits, 1905

Box 154, Folder 2 National Biscuit Company biscuits, 1906-1907

Box 155, Folder 1 National Biscuit Company biscuits, 1908-1909
Image(s)

Buy Biscuit baked by National Biscuit Company. [black & white advertisement; tear sheet], 1912
1 Item (Ink on paper.; 13.1" x 9.5").

Image(s): Buy Biscuit baked by National Biscuit Company. [black & white advertisement; tear sheet].
Nabisco, Inc., Advertiser
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.

Local Numbers
AC0059-0000156 (AC Scan)

Topic: Food -- Packaging
Food industry and trade advertising

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

Box 155, Folder 2 National Biscuit Company biscuits, 1910-1912

Box 156, Folder 1 National Biscuit Company biscuits, 1913

Box 156, Folder 2 National Biscuit Company biscuits, 1914

Box 156, Folder 3 National Biscuit Company biscuits, 1914

Box 157, Folder 1 National Biscuit Company biscuits, 1915
Box 157, Folder 2  National Biscuit Company biscuits, 1916
Box 158, Folder 1  Po'Keepsie Cream Crackers crackers, 1916-1918
Box 158, Folder 1  National Correspondence Institute correspondence courses, 1899-1900
Box 158, Folder 1  Veronese Biscuit biscuits, 1898-1902
Box 158, Folder 1  Somatose Biscuit biscuits, 1900
Box 158, Folder 2  Dayton Raquet Company raquets, 1899
Box 159, Folder 1  National Biscuit Company biscuits, 1925-1928
Box 159, Folder 2  National Biscuit Company biscuits, 1915
Box 160, Folder 1  Hepp and Son, 1915
Box 160, Folder 1  Elsley Organs organs, 1901-1925
Box 160, Folder 1  Ludden and Bates pianos, 1901-1925
Box 160, Folder 1  Jacob Music Box Company music boxes, 1901-1925
Box 160, Folder 1  Hope-Jones Organ Company organs, 1901-1925
Box 160, Folder 1  Consolidated Talking Machine Company phonographs, 1901-1925
Box 160, Folder 1  Victor Talking Machine Company phonographs, 1901-1925
Box 160, Folder 1  Image(s)
Box 160, Folder 1  Cornish Company pianos and organs, 1901-1925
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
Box 160, Folder 1  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
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
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
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)

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

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
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)

Topic: Piano
Piano makers
advertising

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

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
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)

Topic: Piano
Piano makers
advertising

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

Box 160, Folder 1 National Biscuit Company biscuits, 1901-1925

Box 160, Folder 1 Musical Echo Company phonographs, 1917
Image(s)

Box 160, Folder 1 Hawthorne and Shebe Mfg. Company sound box, 1901-1925

Box 160, Folder 1 Heywood and Wakefield Phonograph phonographs, 1901-1925
Box 160, Folder 2  Acme White Lead and Color Works paints and finishes, 1901-1925
Box 161, Folder 1  Acme White Lead and Color Works paints and finishes, 1907-1911
Box 162, Folder 1  Ansco photo products, 1912-1919
Box 163, Folder 1  Shuron Optical Company, Inc., 1909-1918
Box 163, Folder 1  Radcliffe Shoes shoes, 1922-1925
Box 164, Folder 1  William Brown and Earle optical goods, 1901-1904
Box 164, Folder 1  McAllister, 1900-1912
Image(s)
Box 164, Folder 1  Baker and Rouse cameras, 1900-1912
Image(s)
Box 164, Folder 1  Vortglaender and Son, 1900-1912
Box 164, Folder 1  C.A. Longstreth optometrist, 1900-1912
Box 164, Folder 1  Salgram Color Photo Company photography, 1900-1912
Box 164, Folder 1  A. Martin Inc. optometrist, 1900-1912
Box 164, Folder 1  Rochester Chemical Company photo products, 1900-1912
Box 164, Folder 1  Harbach and Company, 1900-1912
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 Prepatory 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
Box 167, Folder 1  Coe and Converse seed companies, nurseries, 1897-1918
Box 167, Folder 1  Continental Plant seed companies, nurseries, 1897-1918
Box 167, Folder 1  Strawberry Specialists seed companies, nurseries, 1897-1918
Box 167, Folder 1  Conrad Jones Company seed companies, nurseries, 1897-1918
Box 167, Folder 1  Deposit Seed Company seed companies, nurseries, 1897-1918
Box 167, Folder 1  Aldridge seed companies, nurseries, 1897-1918
Box 167, Folder 1  Darling and Beahan seed companies, nurseries, 1897-1918
Box 167, Folder 1  Calla Greenhouses seed companies, nurseries, 1897-1918
Box 167, Folder 1  Achelis, George seed companies, nurseries, 1897-1918
Box 167, Folder 1  Alneer Bros. seed companies, nurseries, 1897-1918
Box 167, Folder 1  Joe Black Sin and Company seed companies, nurseries, 1897-1918
Box 167, Folder 1  Kansas Seed House seed companies, nurseries, 1897-1918
Box 167, Folder 1  Louis P. Butler seed companies, nurseries, 1897-1918
Box 167, Folder 1  Burpee and Company seed companies, nurseries, 1897-1918
Box 167, Folder 1  Barteldes Seed Company seed companies, nurseries, 1897-1918
Box 167, Folder 1  Robert Buist seed companies, nurseries, 1897-1918
Box 167, Folder 1  Balgiano and Son seed companies, nurseries, 1897-1918
Box 167, Folder 1  Betecher Bro. seed companies, nurseries, 1897-1918
Box 167, Folder 1  J.J. Bell seed companies, nurseries, 1897-1918
Box 168, Folder 1  Dingee and Conrad Company seed companies, nurseries, 1897-1918
Box 168, Folder 1  Henry A. Dreer seed companies, nurseries, 1892-1919
Box 168, Folder 1  Frederic W. Eberle seed companies, nurseries, 1892-1919
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

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

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  Phonenix 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
Box 174, Folder 1  Ross Bros. Company seed companies, nurseries, 1896-1919
Box 174, Folder 1  Scarff seed companies, nurseries, 1896-1919
Box 174, Folder 1  Parry's Pomona Nurseries seed companies, nurseries, 1896-1919
Box 174, Folder 1  Rupert seed companies, nurseries, 1896-1919
Box 174, Folder 1  Reid and Company seed companies, nurseries, 1896-1919
Box 174, Folder 1  Roesch seed companies, nurseries, 1896-1919
Box 174, Folder 1  Rich Land seed companies, nurseries, 1896-1919
Box 174, Folder 1  Reid's Nurseries seed companies, nurseries, 1896-1919
Box 175, Folder 1  L.J. Farmer Nursery Company seed companies, nurseries, 1896-1919
Box 175, Folder 1  Andorra Nurseries seed companies, nurseries, 1902-1928
Box 175, Folder 1  Forrest Seed Company seed companies, nurseries, 1902-1928
Box 175, Folder 1  Keystone Nurseries seed companies, nurseries, 1902-1928
Box 175, Folder 1  Dingee and Conard Company seed companies, nurseries, 1902-1928
Box 175, Folder 1  Deposit Seed Company seed companies, nurseries, 1902-1928
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
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
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/        Advertisements -- 1920-1930
Form:         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
Box 180, Folder 1   Hooker Lye lye, 1923-1929
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
Box 180, Folder 2  Lee Seed Company seed companies, nurseries, 1923-1929
Box 180, Folder 2  Mathis, Chas. H. seed companies, nurseries, 1923-1929
Box 180, Folder 2  Maule William Henry seed companies, nurseries, 1923-1929
Box 180, Folder 2  Meehan-Thomas seed companies, nurseries, 1923-1929
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
Box 180, Folder 2  Glenwood Nurseries seed companies, nurseries, 1923-1929
Box 180, Folder 2  Moore, S.H. seed companies, nurseries, 1923-1929
Box 180, Folder 2  Myer and Son seed companies, nurseries, 1923-1929
Box 180, Folder 2  Little and Company seed companies, nurseries, 1923-1929
Box 180, Folder 2  Lovett, J.L. seed companies, nurseries, 1923-1929
Box 180, Folder 2  Louisville Seed Company seed companies, nurseries, 1923-1929
Box 180, Folder 2  Mills, F.B. seed companies, nurseries, 1923-1929
Box 180, Folder 2  Hoosier Rose Company seed companies, nurseries, 1923-1929
Box 180, Folder 2  Hammond Florist seed companies, nurseries, 1923-1929
Box 180, Folder 2  H.J. Jale seed companies, nurseries, 1923-1929
Box 180, Folder 2  Harrison's Nursery seed companies, nurseries, 1923-1929
Box 180, Folder 2  Highland Nursery seed companies, nurseries, 1923-1929
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
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
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
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
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/ Form:
Advertisements -- 1900-1910
Tear sheets

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
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/ Form: Advertisements -- 1910-1920
              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
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
              Tear sheets

Steinway [black & white advertisement; tear sheet], 1915
1 Item (ink on paper.; 8.5” x 4.8”).
Image(s): Steinway [black & white advertisement; tear sheet].
Steinway & Sons, Advertiser
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
Steinway [black & white advertisement; tear sheet], 1915
1 Item (Ink on paper.; 8.5" x 5.7").
Image(s): Steinway [black & white advertisement; tear sheet].
Steinway & Sons, Advertiser
Illustrated with young woman seated at an M style grand piano while looking at 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

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
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

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
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
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
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 & whiter advertisement; tear sheet], 1922
1 Item (ink on paper.; approximately 15.4" x 2.1").
Image(s): A bath a day for EVERYBODY [black & whiter advertisement; tear sheet].
Pittsburg Water Heater Company, Advertiser
Lion automatic storage system water heater ad illustrated with man in a robe standing by a steaming bathtub, and a a Lion water heater.

In Series ?, Box ?, Folder ?.

Local Numbers
AC0059-0000172 (AC Scan)

Topic: Plumbing advertising
Genre/ Form: Advertisements -- 1920-1930 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
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
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 Qua 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  Sratoga 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
Woodland Clark and Company toiletries, 1900-1917

Henry Tetlow Company toiletries, 1900-1917

Coxmo Buttermilk Soap Company toiletries, 1900-1917

Coolene Company toiletries, 1900-1917

Alfred H. Smith Company toiletries, 1900-1917

Arthur Chemical Company toiletries, 1900-1917

Madam Nordica's Company toiletries, 1900-1917

Binder, Richard toiletries, 1900-1917

Medco Company toiletries, 1900-1917

Spiro Company toiletries, 1900-1917

Rotary Toothbrush Company toiletries, 1900-1917

Resinal Chemical Company toiletries, 1900-1917

B and P Company toiletries, 1900-1917

L. Lewis toiletries, 1900-1917

Household Specialties Company girdle's, 1900-1917

Stalforto cleansers, undated

Normany Products, undated

Yardley and Company soap, undated

Normany Products, 1927-1929

Van Raalte Veils veils, 1925-1928

Everfast Wash Fabrics fabric, 1901-1930
Box 204, Folder 2  Schuylkill 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 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
"Read this amazing book on the psychology of beauty ... Get your own 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].
Armand, Advertiser
"The modern active life you are living calls for this particular face powder."
Illustration of a woman looking at a picture 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
Box 204, Folder 2  Zanizbar Rouge cosmetics, 1901-1930  
Box 204, Folder 2  Birdsey, Somers Company, 1901-1930  
Box 204, Folder 2  Armorside Corset corsets, 1901-1930  
Box 204, Folder 2  Dent's English Gloves gloves, 1901-1930  
Box 204, Folder 2  Lazell Perfumer perfume, 1901-1930  
Box 204, Folder 2  Rogers Bros. Silver silverplate, 1901-1930  
Box 204, Folder 2  KYX nail care, 1901-1930  
Box 204, Folder 2  Ocean Bathing Suit Company bathing suits, 1901-1930  
Box 204, Folder 2  Redform Corsets corsets, 1901-1930  
Box 204, Folder 2  Pompeian Mfg. cosmetics, 1901-1930  
Box 204, Folder 2  Imporeus Company facial creams, 1901-1930  
Box 204, Folder 2  Cutex manicure sets, 1901-1930  
Box 204, Folder 2  Goetz Silk Mfg. Company silk, 1901-1930  
Box 204, Folder 2  Amolin Chemical Company deoderant powder, 1901-1930  
Box 204, Folder 2  F.P. Corsets corsets, 1901-1930  
Box 205, Folder 1  Armand Beauty Aids cosmetics, 1901-1930  
Box 205, Folder 2  Armand Beauty Aids cosmetics, 1923-1924  
Box 206, Folder 1  Lyon Mfg. Company balm, 1925-1928  
Box 206, Folder 1  Delicine hand lotion, 1920-1919  
Box 206, Folder 1  Amolin Chemical Company deoderant powder, 1920
Box 206, Folder 1  Armand Beauty Aids cosmetics, 1920-1922
Box 206, Folder 2  Marietta Stanley Company cosmetics, 1920-1923
Box 206, Folder 2  Lyon Mfg. Company cosmetics, 1917-1920
Box 206, Folder 2  Armand Beauty Aids cosmetics, 1918-1919
Box 206, Folder 2  Amolin Chemical Company deoderant powder, 1916-1919
Box 207, Folder 1  National Biscuit Company biscuits, 1917-1919
Box 208, Folder 1  National Biscuit Company biscuits, 1899
Box 208, Folder 2  National Biscuit Company biscuits, 1899
Box 209, Folder 1  National Biscuit Company biscuits, 1904-1905
Box 209, Folder 2  National Biscuit Company biscuits, 1900
Box 210, Folder 1  National Biscuit Company biscuits, 1902-1903
Box 211, Folder 1  National Biscuit Company biscuits, 1903-1904
Box 212, Folder 1  National Biscuit Company biscuits, 1905
Box 213, Folder 1  National Biscuit Company biscuits, 1905-1908
Box 213, Folder 2  National Biscuit Company biscuits, 1909-1910
Box 214, Folder 1  National Biscuit Company biscuits, 1911
Box 214, Folder 2  National Biscuit Company biscuits, 1912-1916
Box 214, Folder 2  Washburn, Crosby Company cereal, 1903-1905
Box 214, Folder 2  M.C. Wetmore Tobacco Company tobacco, undated
Box 214, Folder 2  Peerless Bakery bakeries, 1901
Box 215, Folder 1  Homes-Coutts-Larrabee Bakery bakeries, 1903
Box 215, Folder 1  Lillibridge Bakery bakeries, 1898-1903
Box 215, Folder 1  Washburn, Crosby Company flour, 1898-1903
Box 215, Folder 1  Miller's Bakery bakeries, 1899-1901
Box 215, Folder 1  Parrott-Taggart Bakery bakeries, 1898-1903
Box 215, Folder 1  Ogdensburg Bakery bakeries, 1898-1903
Box 215, Folder 1  Kennedy Bakery bakeries, 1898-1903
Box 215, Folder 1  Marvin Bakery bakeries, 1898-1903
Box 215, Folder 1  Skillman Bakery bakeries, undated
Box 215, Folder 1  W and H Walker furniture, 1898-1903
Box 215, Folder 1  Burlington Bakery bakeries, 1903-1904
Box 215, Folder 1  National Biscuit Company biscuits, 1898-1903
Box 215, Folder 1  Hardie Bakery bakeries, 1898-1903
Box 215, Folder 1  Cleveland Bakery bakeries, 1898-1903
Box 216, Folder 1  Walkers Soap soap, 1898-1903
Box 217, Folder 1  Cornell Stocking Corporation socks, shirts, collars, 1900-1903
Box 217, Folder 1  Ide and Company socks, shirts, collars, 1899-1918
Box 217, Folder 1  E. Rosenfeld and Company socks, shirts, collars, 1899-1918
Box 217, Folder 1  Robinson Shirt Company socks, shirts, collars, 1899-1918
Box 217, Folder 1  True Shape Hose socks, shirts, collars, 1899-1918
Box 217, Folder 1  Parker Company socks, shirts, collars, 1899-1918
Box 217, Folder 1  Linenwear Stocking Company socks, shirts, collars, 1899-1918
Box 217, Folder 1  Fay Stocking Company socks, shirts, collars, 1899-1918
<table>
<thead>
<tr>
<th>Box 217, Folder 1</th>
<th>Daull Miller Company socks, shirts, collars, 1899-1918</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 217, Folder 1</td>
<td>W.H. Dick socks, shirts, collars, 1899-1918</td>
</tr>
<tr>
<td>Box 217, Folder 1</td>
<td>Joseph Black and Son socks, shirts, collars, 1899-1918</td>
</tr>
<tr>
<td>Box 217, Folder 1</td>
<td>J.R. Keiser Cravats socks, shirts, collars, 1899-1918</td>
</tr>
<tr>
<td>Box 218, Folder 1</td>
<td>Worcester Slipper shoes, 1899-1918</td>
</tr>
<tr>
<td>Box 218, Folder 1</td>
<td>French Shiner Urner shoes, 1902-1917</td>
</tr>
<tr>
<td>Box 218, Folder 1</td>
<td>Bond Shoe shoes, 1902-1917</td>
</tr>
<tr>
<td>Box 218, Folder 1</td>
<td>Bass and Company shoes, 1902-1917</td>
</tr>
<tr>
<td>Box 218, Folder 1</td>
<td>Bostonian Shoe shoes, 1902-1917</td>
</tr>
<tr>
<td>Box 218, Folder 1</td>
<td>Chambersburg shoes, 1902-1917</td>
</tr>
<tr>
<td>Box 218, Folder 1</td>
<td>Brown Shoe Company shoes, 1902-1917</td>
</tr>
<tr>
<td>Box 218, Folder 1</td>
<td>Herald Shoe shoes, 1902-1917</td>
</tr>
<tr>
<td>Box 218, Folder 1</td>
<td>Better-Wesr Shoe Shop shoes, 1902-1917</td>
</tr>
<tr>
<td>Box 218, Folder 1</td>
<td>Ultra shoes, 1902-1917</td>
</tr>
<tr>
<td>Box 218, Folder 1</td>
<td>Boat and Shoe Mfg. shoes, 1902-1917</td>
</tr>
<tr>
<td>Box 218, Folder 1</td>
<td>Leuris shoes, 1902-1917</td>
</tr>
<tr>
<td>Box 218, Folder 1</td>
<td>Pomeroy shoes, 1902-1917</td>
</tr>
<tr>
<td>Box 218, Folder 1</td>
<td>Walk Over shoes, 1902-1917</td>
</tr>
<tr>
<td>Box 218, Folder 1</td>
<td>American Boy shoes, 1902-1917</td>
</tr>
<tr>
<td>Box 218, Folder 1</td>
<td>Stadfast shoes, 1902-1917</td>
</tr>
<tr>
<td>Box 218, Folder 1</td>
<td>Menz Ease shoes, 1902-1917</td>
</tr>
<tr>
<td>Box 218, Folder 1</td>
<td>Snow Company shoes, 1902-1917</td>
</tr>
<tr>
<td>------------------</td>
<td>------------------------------</td>
</tr>
<tr>
<td>Box 218, Folder 1</td>
<td>Ball Band Rubber Boots shoes, 1902-1917</td>
</tr>
<tr>
<td>Box 218, Folder 1</td>
<td>University shoes, 1902-1917</td>
</tr>
<tr>
<td>Box 218, Folder 1</td>
<td>Weimer Wright and Watkins shoes, 1902-1917</td>
</tr>
<tr>
<td>Box 218, Folder 1</td>
<td>Wolff Process Leather shoes, 1902-1917</td>
</tr>
<tr>
<td>Box 218, Folder 1</td>
<td>La France shoes, 1902-1917</td>
</tr>
<tr>
<td>Box 218, Folder 1</td>
<td>White Dunham shoes, 1902-1917</td>
</tr>
<tr>
<td>Box 218, Folder 1</td>
<td>Stetson Shoe Company shoes, 1902-1917</td>
</tr>
<tr>
<td>Box 218, Folder 2</td>
<td>Buzzacott hair supplies, 1902-1917</td>
</tr>
<tr>
<td>Box 218, Folder 2</td>
<td>Utica Knitting Company underwear, 1900-1901</td>
</tr>
<tr>
<td>Box 218, Folder 2</td>
<td>Kaynee clothing, 1918</td>
</tr>
<tr>
<td>Box 218, Folder 2</td>
<td>Albert Dwight Smith and Company, 1919-1923</td>
</tr>
<tr>
<td>Box 218, Folder 2</td>
<td>Wise Brothers clothing, 1906-1911</td>
</tr>
<tr>
<td>Box 219, Folder 1</td>
<td>Mills Mfg. Company underwear, 1910-1914</td>
</tr>
<tr>
<td>Box 219, Folder 1</td>
<td>John Wanamaker underwear, 1902-1918</td>
</tr>
<tr>
<td>Box 219, Folder 1</td>
<td>Cadillac Garment Company underwear, 1902-1918</td>
</tr>
<tr>
<td>Box 219, Folder 1</td>
<td>Waist and Dress Mfg. Association underwear, 1902-1918</td>
</tr>
<tr>
<td>Box 219, Folder 1</td>
<td>Avlalon Knitwear underwear, 1902-1918</td>
</tr>
<tr>
<td>Box 219, Folder 1</td>
<td>Salt's Textile Company underwear, 1902-1918</td>
</tr>
<tr>
<td>Box 219, Folder 1</td>
<td>Fitzcharles Company underwear, 1902-1918</td>
</tr>
<tr>
<td>Box 219, Folder 1</td>
<td>Imperial Specialty Company underwear, 1902-1918</td>
</tr>
<tr>
<td>Box 219, Folder 1</td>
<td>Greenwald Bros. underwear, 1902-1918</td>
</tr>
</tbody>
</table>
Box 219, Folder 1  Texfur Garment Company underwear, 1902-1918
Box 219, Folder 1  Hub-Gore Makers underwear, 1902-1918
Box 219, Folder 1  C.J. Haley and Company underwear, 1902-1918
Box 219, Folder 1  Drueding Bros. underwear, 1902-1918
Box 219, Folder 1  Frankenstien and Company underwear, 1902-1918
Box 219, Folder 1  Petticoat underwear, 1902-1918
Box 219, Folder 2  Rockwood's Wool Underwear underwear, 1902-1918
Box 219, Folder 2  White Cat Underwear underwear, 1901-1916
Box 219, Folder 2  Keepskool Netherwear underwear, 1901-1916
Box 219, Folder 2  Dryskin Conductive Underwear underwear, 1901-1916
Box 219, Folder 2  Utica Knitting Company underwear, 1901-1916
Box 219, Folder 2  Wright's Health Underwear underwear, 1901-1916
Box 219, Folder 2  Black and Company underwear, 1901-1916
Box 219, Folder 2  Morris Fabrik Underwear underwear, 1901-1916
Box 220, Folder 1  Carbondale Knitting Mills clothing, 1901-1916
Box 220, Folder 1  Bird, Jones and Kenyon clothing, 1901-1926
Box 220, Folder 1  Dutchess Mfg. Company clothing, 1901-1926
Box 220, Folder 1  Glen Rock Woolen Mills clothing, 1901-1926
Box 220, Folder 1  McIlwaine Knight and Company clothing, 1901-1926
Box 220, Folder 1  Present and Company clothing, 1901-1926
Box 220, Folder 1  Progress Tailoring Company clothing, 1901-1926
Box 220, Folder 1  Roelofo and Company hats, 1901-1926
Box 220, Folder 1  Cleveland and Whitehill Company clothing, 1901-1926
Box 220, Folder 1  H.M. Sawyer and Son's Slickers clothing, 1901-1926
Box 220, Folder 1  Henry Sonneborn and Company clothing, 1901-1926
Box 220, Folder 1  Anti-Pluie clothing, 1901-1926
Box 220, Folder 1  Otis Shirts and Shorts clothing, 1901-1926
Box 220, Folder 2  Craddock Shoe shoes, 1901-1926
Box 221, Folder 1  Wilson Bros. clothing, 1909-1911
Box 221, Folder 1  Hanes Knitting Company underwear, 1915-1916
Box 222, Folder 1  Hanes Knitting Company underwear, 1920-1921
Box 223, Folder 1  Schuylkill Silk Mills silk, 1912-1920
Box 223, Folder 1  Van Raalte Veils veils, 1917-1920
Box 223, Folder 2  Wright's Underwear Company underwear, 1913-1914
Box 223, Folder 2  Morris and Company publishing, 1921-1927
Box 223, Folder 2  Kahn Tailoring Company tailoring, 1917-1922
Box 223, Folder 2  Lombard Mail Order Company mail order, undated
Box 223, Folder 2  Old Town Woolen Company, undated
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-Equ 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
Box 225, Folder 1  Fownes Gloves gloves, 1921-1928
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

[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
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)
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
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)

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
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)
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
Text discusses the dangers of Benzoate of Soda in prepared foods.

In Series ?, Box 247, Folder 1

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
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.

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
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
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
Box 260, Folder 2  Sargeant and Company hardware, 1902-1922
Box 261, Folder 1  Sargeant and Company hardware, 1923-1924
Box 262, Folder 1  Sargeant and Company hardware, 1925-1926
Box 263, Folder 1  Sargeant and Company hardware, 1926-1928
Box 264, Folder 1  Valley Mills mills, 1928-1930
Box 265, Folder 1  Valley Mills mills, 1928
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
  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/ Form:  Advertisements
                Proofs (printed matter)

Box 276, Folder 1  Abingdon Press publishing, 1926-1929
Box 276, Folder 1  Century Magazine publications, 1924-1929
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

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

Forum Sunday School Times publications, 1924-1929

Motion Picture Magazine publications, 1924-1929

Chicago Daily News newspapers, 1924-1929

New York Evening Journal newspapers, 1926

Munsey Magazine publications, 1926-1929

American Magazine publications, 1904-1921

Jacobs, George W. publishing, 1904-1921

Key Publishing Company publishing, 1904-1921

Metropolitan publications, 1904-1921

McClure Publishing Company publishing, 1904-1921

Winston Company publishing, 1904-1921

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  Zerlr 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 Sunday 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
<table>
<thead>
<tr>
<th>Box, Folder</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>278, Folder 1</td>
<td>Rural New Yorker publications, 1909-1916</td>
</tr>
<tr>
<td>278, Folder 1</td>
<td>Market Growers Journal publications, 1909-1916</td>
</tr>
<tr>
<td>279, Folder 1</td>
<td>Abingdon Press publishing, 1909-1916</td>
</tr>
<tr>
<td>279, Folder 1</td>
<td>McClure Publishing Company publishing, 1916-1924</td>
</tr>
<tr>
<td>279, Folder 1</td>
<td>Sunday School Times publications, 1916-1924</td>
</tr>
<tr>
<td>279, Folder 1</td>
<td>Century Magazine publications, 1916-1924</td>
</tr>
<tr>
<td>279, Folder 1</td>
<td>Association Men/YMCA YMCA, publications, 1916-1924</td>
</tr>
<tr>
<td>279, Folder 1</td>
<td>Atlantic Monthly publications, 1916-1924</td>
</tr>
<tr>
<td>280, Folder 1</td>
<td>Armour and Company food, 1916-1924</td>
</tr>
<tr>
<td>280, Folder 2</td>
<td>Armour and Company food, 1926-1927</td>
</tr>
<tr>
<td>281, Folder 1</td>
<td>Armour and Company food, 1928</td>
</tr>
<tr>
<td>282, Folder 1</td>
<td>Armour and Company food, 1929</td>
</tr>
<tr>
<td>282, Folder 1</td>
<td>Morala Nut Margarine margarine, 1929-1930</td>
</tr>
<tr>
<td>282, Folder 1</td>
<td>Morris Supreme Ham food, 1927-1928</td>
</tr>
<tr>
<td>282, Folder 1</td>
<td>Schwahn A.F. and Sons margarine, 1927-1928</td>
</tr>
<tr>
<td>282, Folder 1</td>
<td>Friedman Company margarine, 1928</td>
</tr>
<tr>
<td>283, Folder 1</td>
<td>American Weekly publications, 1927-1928</td>
</tr>
<tr>
<td>283, Folder 1</td>
<td>American Home publications, 1926</td>
</tr>
<tr>
<td>284, Folder 1</td>
<td>Southern Mfg. Company baking powder, Good Luck Baking Powder, 1928</td>
</tr>
<tr>
<td>284, Folder 1</td>
<td>American Tree Association forestry, 1903-1907</td>
</tr>
<tr>
<td>284, Folder 2</td>
<td>Architectural Mold Company architecture, 1923-1924</td>
</tr>
<tr>
<td>284, Folder 2</td>
<td>Ideal Concrete Machine Company cement, 1907-1908</td>
</tr>
<tr>
<td>Box 284, Folder 2</td>
<td>Association of American Portland Cement Mfg. cement, 1906-1910</td>
</tr>
<tr>
<td>------------------</td>
<td>---------------------------------------------------------------</td>
</tr>
<tr>
<td>Box 284, Folder 2</td>
<td>Brown, John G. mill construction, 1907</td>
</tr>
<tr>
<td>Box 285, Folder 1</td>
<td>Rubberset Company brushes, 1906</td>
</tr>
<tr>
<td>Box 286, Folder 1</td>
<td>Green's American Fruit Grower publications, 1908-1910</td>
</tr>
<tr>
<td>Box 286, Folder 1</td>
<td>Boston Herald newspapers, 1917-1921</td>
</tr>
<tr>
<td>Box 286, Folder 1</td>
<td>Leslie's Monthly publications, 1922-1926</td>
</tr>
<tr>
<td>Box 286, Folder 1</td>
<td>Mentor Association publishing, 1904</td>
</tr>
<tr>
<td>Box 286, Folder 1</td>
<td>Sunset May Information Bureau publishing, 1916-1917</td>
</tr>
<tr>
<td>Box 287, Folder 1</td>
<td>Boston Herald newspapers, 1911-1913</td>
</tr>
<tr>
<td>Box 287, Folder 2</td>
<td>Sherman Service Inc., 1926-1929</td>
</tr>
<tr>
<td>Box 287, Folder 2</td>
<td>Phoenix Mutual Life Insurance Company insurance, industrial coordination, 1923-1924</td>
</tr>
<tr>
<td>Box 288, Folder 1</td>
<td>Columbia Phonograph Company, Inc. music, records, recording, 1923-1926</td>
</tr>
<tr>
<td>Box 288, Folder 2</td>
<td>Fifth Avenue Building real estate, 1924-1925</td>
</tr>
<tr>
<td>Box 289, Folder 1</td>
<td>Housing Company, 1920-1925</td>
</tr>
<tr>
<td>Box 289, Folder 1</td>
<td>Fifth Avenue Building real estate, 1920</td>
</tr>
<tr>
<td>Box 290, Folder 1</td>
<td>Penn Mutual Life Insurance Company insurance, 1925-1930</td>
</tr>
<tr>
<td>Box 290, Folder 1</td>
<td>Aetna Life Insurance Company insurance, 1926-1928</td>
</tr>
<tr>
<td>Box 291, Folder 1</td>
<td>Cramp, Mitchell and Shaber real estate, 1923-1929</td>
</tr>
<tr>
<td>Box 291, Folder 1</td>
<td>L. Lanerch Homes real estate, 1904-1919</td>
</tr>
<tr>
<td>Box 291, Folder 1</td>
<td>Stout, E.A. real estate, 1904-1919</td>
</tr>
<tr>
<td>Box 291, Folder 1</td>
<td>Barnes and Lafland real estate, 1904-1919</td>
</tr>
</tbody>
</table>
Box 291, Folder 1  Long, Even W. real estate, 1904-1919
Box 291, Folder 1  Chaffin, R.B. and Company real estate, 1904-1919
Box 291, Folder 1  Haddron Highlands Company real estate, 1904-1919
Box 291, Folder 1  Feist, J.G. and Company real estate, 1904-1919
Box 291, Folder 1  Fifth Avenue Building real estate, 1904-1919
Box 291, Folder 1  Fidelity Realty Syndicate real estate, 1904-1919
Box 291, Folder 1  Philadelphia West Chester Traction Company real estate, 1904-1919
Box 291, Folder 1  Coleman, Charles E. real estate, 1904-1919
Box 291, Folder 1  Keokuk Industrial Association real estate, 1904-1919
Box 291, Folder 1  Hollomon, James A. publishing, 1904-1919
Box 291, Folder 1  Jacksonville Development Company real estate, 1904-1919
Box 291, Folder 1  Brown's Mills in the Pines real estate, 1904-1919
Box 291, Folder 1  Associated Mortgage Investors real estate, 1904-1919
Box 291, Folder 1  Seashore Land and Improvement real estate, 1904-1919
Box 291, Folder 1  Atlantic City Estate Company real estate, 1904-1919
Box 291, Folder 1  Chaffin, R.B. and Company real estate, 1904-1919
Box 291, Folder 1  White Pine Camp real estate, 1904-1919
Box 291, Folder 1  Chatham Land and Hotel Company real estate, 1904-1919
Box 291, Folder 1  Cruikshank Company real estate, 1904-1919
Box 291, Folder 1  Langdon Island Company real estate, 1904-1919
Box 291, Folder 1  Newton James real estate, 1904-1919
Box 291, Folder 1  Van Patten, I.J. real estate, 1904-1919
Box 291, Folder 1  Stephens, T.W. real estate, 1904-1919
Box 291, Folder 1  Ray, Chester P. real estate, 1904-1919
Box 291, Folder 1  Atlantic Corn Belt Farm Agency real estate, 1904-1919
Box 292, Folder 1  Victor Talking Machine Company phonographs, 1904-1919
Box 292, Folder 2  Victor Talking Machine Company phonographs, 1926
Box 293, Folder 1  Victor Talking Machine Company phonographs, 1926
Box 293, Folder 2  Victor Talking Machine Company phonographs, 1926
Box 294, Folder 1  Victor Talking Machine Company phonographs, 1927
Box 294, Folder 2  Victor Talking Machine Company phonographs, 1927
Box 294, Folder 4  Robert A. Johnson candy, 1927
Box 295, Folder 1  Victor Talking Machine Company phonographs, 1941-1943
Box 295, Folder 2  Victor Talking Machine Company phonographs, 1928
Box 296, Folder 1  Victor Talking Machine Company phonographs, 1928
Box 296, Folder 2  Victor Talking Machine Company phonographs, 1928
Box 297, Folder 1  Victor Talking Machine Company phonographs, 1928

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

Local Numbers
AC0059-0000018 (AC Scan)
Topic: Phonograph
Genre/Form: Advertisements -- 1920-1930

Box 297, Folder 2 Hygienic Baking Company baked goods, 1929
Box 297, Folder 2 Helder's Wafers baked goods, 1909
Box 297, Folder 2 Hamstra H. and Company baked goods, 1909
Box 297, Folder 2 Gardner's Bread baked goods, 1909
Box 297, Folder 2 Haffner's Star Bakery baked goods, 1909
Box 297, Folder 2 Green and Green Company baked goods, Edgemont Crackers, 1909
Box 297, Folder 2 Grigg's Cooper and Company baked goods, Suchafine Biscuit, 1909
Box 297, Folder 2 Goddard Bakery baked goods, 1909
Box 297, Folder 2 Gordon and Pagel Company baked goods, Butter Crust, 1909
Box 297, Folder 2 Hekman's Biscuit Company baked goods, 1909
Box 297, Folder 2 Gerhardt and Sons baked goods, 1909
Box 297, Folder 2 Hershey Baking Company baked goods, 1909
Box 297, Folder 2 Grandma's Bread baked goods, 1909
Box 297, Folder 2 Gold Medal Bread baked goods, 1909
Box 297, Folder 2 Geilinger Company baked goods, 1909
Box 297, Folder 2 Goetz, Frank Bakery Company baked goods, Yale Toast, 1909
Box 297, Folder 2 Grocers Baking baked goods, Dolly Bread, 1909
Box 297, Folder 2 Generotzky's Bakery baked goods, 1909
Box 297, Folder 2 Goodett Bread baked goods, 1909
Box 297, Folder 2 Havenner's Waferettes baked goods, 1909
Box 297, Folder 2  Hazard and Company baked goods, 1909
Box 297, Folder 2  Hamilton and Sons, G.J. baked goods, 1909
Box 297, Folder 2  Haller's Bread baked goods, 1909
Box 297, Folder 2  Harradon and Son baked goods, 1909
Box 297, Folder 2  Hentley and Palmers English Biscuit baked goods, 1909
Box 297, Folder 2  Hunter and Company baked goods, 1909
Box 297, Folder 2  Harrisburg Baking Company baked goods, Edelweis, 1909
Box 297, Folder 2  Humphrey's Bread baked goods, 1909
Box 297, Folder 2  Holland Rush Company baked goods, 1909
Box 297, Folder 2  Hess, J.E. Bakery baked goods, 1909
Box 297, Folder 2  Huston's Biscuit Company baked goods, 1909
Box 297, Folder 2  Hanbury, Evans Company baked goods, 1909
Box 297, Folder 2  Henkel's Bread baked goods, 1909
Box 297, Folder 2  Health Food Bakery baked goods, 1909
Box 297, Folder 2  Holmes baked goods, 1909
Box 298, Folder 1  Loose-Wiles Biscuit Company biscuits, Vassar Chocolates, Takoma Biscuit, 1909
Box 299, Folder 1  Martin Cracker and Canada Company baked goods, 1910-1922
Box 299, Folder 1  McCormick's Nursery Rhyme Biscuits baked goods, undated
Box 299, Folder 1  Mabris Biscuits baked goods, undated
Box 299, Folder 1  Mooney Biscuit and Candy Company baked goods, undated
Box 299, Folder 1  Miller's Parrott Baking Company baked goods, undated
<table>
<thead>
<tr>
<th>Box 299, Folder 1</th>
<th>Maryland Biscuit baked goods, undated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 299, Folder 1</td>
<td>Merchant's Biscuit Company biscuits, undated</td>
</tr>
<tr>
<td>Box 299, Folder 1</td>
<td>Moir's Biscuits baked goods, undated</td>
</tr>
<tr>
<td>Box 299, Folder 1</td>
<td>Manewal-Lange Biscuit Company baked goods, undated</td>
</tr>
<tr>
<td>Box 299, Folder 1</td>
<td>Miller's Mother's Bread baked goods, undated</td>
</tr>
<tr>
<td>Box 299, Folder 1</td>
<td>Moskovitz's Bakery baked goods, undated</td>
</tr>
<tr>
<td>Box 299, Folder 1</td>
<td>Memphis Bread Company baked goods, undated</td>
</tr>
<tr>
<td>Box 299, Folder 1</td>
<td>Meek-Barnes Baking Company baked goods, undated</td>
</tr>
<tr>
<td>Box 299, Folder 1</td>
<td>Myron Downing Bakery baked goods, undated</td>
</tr>
<tr>
<td>Box 299, Folder 1</td>
<td>Domestic Bread baked goods, undated</td>
</tr>
<tr>
<td>Box 299, Folder 1</td>
<td>Medlar Products baked goods, undated</td>
</tr>
<tr>
<td>Box 300, Folder 1</td>
<td>Lakeside Junior Soda Cracker baked goods, undated</td>
</tr>
<tr>
<td>Box 300, Folder 1</td>
<td>Bishop's Biscuit baked goods, Bis Bis, 1915-1918</td>
</tr>
<tr>
<td>Box 300, Folder 1</td>
<td>Lindquist Cracker Company baked goods, 1915-1918</td>
</tr>
<tr>
<td>Box 300, Folder 1</td>
<td>Merchant's Biscuit Company biscuits, 1915-1918</td>
</tr>
<tr>
<td>Box 300, Folder 1</td>
<td>Maryland Biscuit baked goods, 1915-1918</td>
</tr>
<tr>
<td>Box 300, Folder 1</td>
<td>Loose-Wiles Biscuit Company baked goods, 1915-1918</td>
</tr>
<tr>
<td>Box 300, Folder 1</td>
<td>Tru Biscuit Company baked goods, 1915-1918</td>
</tr>
<tr>
<td>Box 300, Folder 1</td>
<td>Jeffers Biscuit baked goods, 1915-1918</td>
</tr>
<tr>
<td>Box 300, Folder 1</td>
<td>Tacoma Biscuit baked goods, 1915-1918</td>
</tr>
<tr>
<td>Box 300, Folder 1</td>
<td>McCormick's Jersey Cream Soads baked goods, 1915-1918</td>
</tr>
</tbody>
</table>
Box 300, Folder 1  Southwest Crackers baked goods, 1915-1918
Box 300, Folder 1  North West Biscuit Company baked goods, 1915-1918
Box 300, Folder 1  Johson Educator Food baked goods, 1915-1918
Box 300, Folder 1  Toledo Cracker baked goods, 1915-1918
Box 300, Folder 1  Pacific Coast Biscuit Company baked goods, 1915-1918
Box 301, Folder 1  Ivins cakes, crackers, cookies, 1915-1918
Box 302, Folder 1  Ivins baked goods, 1909-1914
Box 302, Folder 1  Johnsonettes baked goods, 1913 (ca.)
Box 302, Folder 1  Jersey Cream Bread baked goods, 1913 (ca.)
Box 302, Folder 1  Gartner Baking Company baked goods, 1913 (ca.)
Box 302, Folder 1  L. Iten and Sons baked goods, 1913 (ca.)
Box 302, Folder 1  Educator Crackers baked goods, 1913 (ca.)
Box 302, Folder 1  Snow White Bakery Goods baked goods, 1913 (ca.)
Box 302, Folder 1  Jones Bread baked goods, 1913 (ca.)
Box 302, Folder 1  Independent Baking Company baked goods, 1913 (ca.)
Box 302, Folder 1  Inland Empire Biscuit biscuits, 1913 (ca.)
Box 302, Folder 1  Juergene Bakery baked goods, 1913 (ca.)
Box 302, Folder 1  Jax Biscuit baked goods, 1913 (ca.)
Box 302, Folder 1  Jacob Laub Baking baked goods, 1913 (ca.)
Box 302, Folder 1  Johnson Biscuit Company baked goods, 1913 (ca.)
Box 303, Folder 1  Purity Biscuit Company baked goods, 1913 (ca.)
Box 303, Folder 1  Perfection Biscuit baked goods, 1910 (ca.)
Box 303, Folder 1  Amsterdam Cookies baked goods, 1910 (ca.)
Box 303, Folder 1  Pennsylvania Baking Company baked goods, 1910 (ca.)
Box 303, Folder 1  Pure Gluten Food Company baked goods, 1910 (ca.)
Box 303, Folder 1  Jersey Milk Bread baked goods, 1910 (ca.)
Box 303, Folder 1  Petted's Bread baked goods, 1910 (ca.)
Box 303, Folder 1  Pacific Coast Biscuit Company baked goods, 1910 (ca.)
Box 303, Folder 1  Standard Biscuit Company baked goods, 1910 (ca.)
Box 303, Folder 1  Protective Union Company baked goods, 1910 (ca.)
Box 303, Folder 1  Owl Biscuits baked goods, 1910 (ca.)
Box 303, Folder 1  Puckhaber's Bread baked goods, 1910 (ca.)
Box 303, Folder 1  Paradise Sodas baked goods, 1910 (ca.)
Box 303, Folder 1  Teddy Bear Bread baked goods, 1910 (ca.)
Box 303, Folder 1  New England Biscuit Company baked goods, 1910 (ca.)
Box 303, Folder 1  Nolde Bros. baked goods, 1910 (ca.)
Box 303, Folder 1  Ontario Biscuit baked goods, 1910 (ca.)
Box 303, Folder 1  Pelican Cracker Factory baked goods, 1910 (ca.)
Box 303, Folder 1  Nickie Bread baked goods, 1910 (ca.)
Box 303, Folder 1  New Era Bread baked goods, 1910 (ca.)
Box 303, Folder 1  National Pretzel Company food, pretzels, 1910 (ca.)
Box 303, Folder 1  Oswald-Jaeger Bakery baked goods, 1910 (ca.)
Box 303, Folder 1  Oakdale Baking Company baked goods, 1910 (ca.)
<table>
<thead>
<tr>
<th>Box 303, Folder 1</th>
<th>Old Homestead Bread baked goods, 1910 (ca.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 303, Folder 1</td>
<td>North West Biscuit Company baked goods, 1910 (ca.)</td>
</tr>
<tr>
<td>Box 304, Folder 1</td>
<td>Tru-Blu Biscuit Company baked goods, 1910 (ca.)</td>
</tr>
<tr>
<td>Box 304, Folder 1</td>
<td>Thorley Baking Company baked goods, 1909 (ca.)</td>
</tr>
<tr>
<td>Box 304, Folder 1</td>
<td>Tennessee Biscuit Company baked goods, 1909 (ca.)</td>
</tr>
<tr>
<td>Box 304, Folder 1</td>
<td>Toledo Biscuit Company baked goods, 1909 (ca.)</td>
</tr>
<tr>
<td>Box 304, Folder 1</td>
<td>Shelby Biscuit Copany baked goods, 1909 (ca.)</td>
</tr>
<tr>
<td>Box 304, Folder 1</td>
<td>Strictman's Sons baked goods, 1909 (ca.)</td>
</tr>
<tr>
<td>Box 304, Folder 1</td>
<td>Shults Bread baked goods, 1909 (ca.)</td>
</tr>
<tr>
<td>Box 304, Folder 1</td>
<td>Thoro Bread baked goods, 1909 (ca.)</td>
</tr>
<tr>
<td>Box 304, Folder 1</td>
<td>U.P. Steam Bakery baked goods, Buster Brown Bread, 1909 (ca.)</td>
</tr>
<tr>
<td>Box 304, Folder 1</td>
<td>Uncle Sam Bread baked goods, 1909 (ca.)</td>
</tr>
<tr>
<td>Box 304, Folder 1</td>
<td>Twin Quaker Bread baked goods, 1909 (ca.)</td>
</tr>
<tr>
<td>Box 304, Folder 1</td>
<td>Jacoma Biscuit Company baked goods, 1909 (ca.)</td>
</tr>
<tr>
<td>Box 304, Folder 1</td>
<td>Keen-Kut Bread baked goods, 1909 (ca.)</td>
</tr>
<tr>
<td>Box 304, Folder 1</td>
<td>Taggart's Crackers baked goods, 1909 (ca.)</td>
</tr>
<tr>
<td>Box 304, Folder 1</td>
<td>Teddy Bear Bread baked goods, 1909 (ca.)</td>
</tr>
<tr>
<td>Box 304, Folder 2</td>
<td>Bellcrescent Macaroni baked goods, 1909 (ca.)</td>
</tr>
<tr>
<td>Box 304, Folder 2</td>
<td>Kahn-Beck Company baked goods, 1909 (ca.)</td>
</tr>
<tr>
<td>Box 304, Folder 2</td>
<td>Kalamazoo Bread Company baked goods, 1909 (ca.)</td>
</tr>
<tr>
<td>Box 304, Folder 2</td>
<td>Keebler-Weyl Baking Company baked goods, 1909 (ca.)</td>
</tr>
<tr>
<td>Box 304, Folder 2</td>
<td>Krug's Bakeries baked goods, 1909 (ca.)</td>
</tr>
</tbody>
</table>
Box 304, Folder 2  Anthony Baking Company baked goods, 1909 (ca.)
Box 304, Folder 2  Hershey Baking Company baked goods, 1909 (ca.)
Box 304, Folder 2  Laxative Biscuits baked goods, 1909 (ca.)
Box 304, Folder 2  Kern’s Bread baked goods, 1909 (ca.)
Box 304, Folder 2  Kellogg Good Company Biscuits baked goods, 1909 (ca.)
Box 304, Folder 2  Kleber Bakery baked goods, Buster Brown Bread, 1909 (ca.)
Box 304, Folder 2  Superior Baking Company baked goods, 1909 (ca.)
Box 304, Folder 2  Korn Baking Company baked goods, 1909 (ca.)
Box 304, Folder 2  Snow Flake Cracker Company baked goods, 1909 (ca.)
Box 304, Folder 2  Quality Bread baked goods, 1909 (ca.)
Box 304, Folder 2  Kollos Bread baked goods, 1909 (ca.)
Box 304, Folder 2  Keebler-Weyl Baking Company baked goods, 1909 (ca.)
Box 305, Folder 1  Star Brand Pretzel Meal baked goods, 1909 (ca.)
Box 305, Folder 1  Superior Sodas baked goods, undated
Box 305, Folder 1  Sundgren’s Bakery bakeries, undated
Box 305, Folder 1  Schlesinger-Meyer Baking baked goods, undated
Box 305, Folder 1  Schaefer’s Cream Malt Bread baked goods, undated
Box 305, Folder 1  Strietman’s Crackers baked goods, undated
Box 305, Folder 1  Sunshine Biscuit Company biscuits, undated
Box 305, Folder 1  Sanitary Good Mfg. Company baked goods, undated
Box 305, Folder 1  Soderhom’s Bread baked goods, undated
Box 305, Folder 1  Sherman Baking Company baked goods, undated
Box 305, Folder 1  Schust Baking Company baked goods, undated
Box 305, Folder 1  Schelling's Rush baked goods, undated
Box 305, Folder 1  Street's Mother's Bread baked goods, undated
Box 305, Folder 1  Santara Bread baked goods, undated
Box 305, Folder 1  Smith and Son baked goods, undated
Box 305, Folder 1  Richmond Baking Company baked goods, undated
Box 305, Folder 1  Reading Biscuit baked goods, undated
Box 305, Folder 1  Standard Biscuit Company baked goods, undated
Box 305, Folder 1  Sawyer Biscuit Company biscuits, undated
Box 305, Folder 1  Royal Bread baked goods, undated
Box 305, Folder 1  Rice's Butternut Bread baked goods, Pan Dandy, undated
Box 305, Folder 1  Skillman Bread and Pie Company baked goods, undated
Box 305, Folder 1  Mrs. Smith's Home Made Bread baked goods, undated
Box 305, Folder 1  Shredded Wheat Biscuit Company baked goods, undated
Box 305, Folder 1  Schulze Baking Company baked goods, undated
Box 305, Folder 1  Sawyer Biscuit Company biscuits, undated
Box 305, Folder 1  Southwest Cracker Company baked goods, undated
Box 306, Folder 1  New England Maple Syrup condiments, Golden Tree Syrup, undated
Box 306, Folder 1  Luvlix condiments, syrup, 1908-1913
Box 306, Folder 1  Penick and Ford Breakfast syrup condiments, syrup, 1908-1913
Box 306, Folder 1  Stromeyer, J. and Company condiments, Penn Mar Table Syrup, 1908-1913
Box 306, Folder 1  Perrless Olasses condiments, syrup, 1908-1913
Box 306, Folder 1  Duff's Refined Molasses condiments, syrup, 1908-1913
Box 306, Folder 1  Sugar Glen condiments, syrup, 1908-1913
Box 306, Folder 1  Evangeline Syrup condiments, syrup, 1908-1913
Box 306, Folder 1  Brer Rabbit condiments, syrup, 1908-1913
Box 306, Folder 1  Orla condiments, syrup, 1908-1913
Box 306, Folder 1  Nelva condiments, 1908-1913
Box 307, Folder 1  Clarence Whitman and Company fabric, Flaxon fabric, Soisette Fabric, 1908-1913
Box 307, Folder 1  Butterfield and Company Himalaya Cloth, Durbar Cloth, 1909-1911
Box 307, Folder 2  Clarence Whitman and Company, 1909-1911
Box 308, Folder 1  Cheney Silks silk, 1912-1920
Box 309, Folder 1  Cheney Silks silk, 1911-1912
Box 310, Folder 1  Cheney Silks silk, 1912
Box 311, Folder 1  Cheney Silks silk, 1909-1911
Box 312, Folder 1  Cheney Silks silk, 1913
Box 313, Folder 1  Cheney Silks silk, 1913-1914
Box 314, Folder 1  Cheney Silks silk, 1914
Box 315, Folder 1  Cheney Silks silk, 1915
Box 315, Folder 1  Singer Sewing Machine Company sewing machines, 1915-1917
Box 315, Folder 1  Continental Gin Company Munger System Gin Outfits, 1909
Box 316, Folder 1  Schmelzer and Sons Arms Company firearms, 1910-1911
Box 316, Folder 1  Philadelphia Single Trigger Company firearms, 1905-1915
Box 316, Folder 1  Colt Automatic and Revolver firearms, 1905-1915
Box 316, Folder 1  Philadelphia Arms Company firearms, 1905-1915
Box 316, Folder 1  Baker Gun and Forging Company firearms, 1905-1915
Box 316, Folder 1  Fox A.H. Gun Company firearms, 1905-1915
Box 316, Folder 2  E.R. Squibb and Sons health care, hygiene, 1905-1915
Box 317, Folder 1  Western Electric Company telecommunications, 1926-1928
Box 318, Folder 1  Western Electric Company telecommunications, 1909
Image(s)
Box 318, Folder 2  Western Electric Company telecommunications, 1911-1914
Box 319, Folder 1  Western Electric Company telecommunications, 1909-1910
Box 320, Folder 1  Western Electric Company telecommunications, 1915-1916
Box 321, Folder 1  Chalmers Motor Company automobiles, 1917-1919
Box 322, Folder 1  Chalmers Motor Company automobiles, newspaper clippings, 1910-1911
Box 324, Folder 1  Lundborg Company facial creams, 1909-1910
Box 324, Folder 1  Wilson Cream facial creams, 1909-1919
Box 324, Folder 1  Pompeian Mfg. facial creams, 1909-1919
Box 324, Folder 1  Importers Company facial creams, 1909-1919
Box 324, Folder 1  De Meridor's facial creams, 1909-1919
Box 324, Folder 1  Lazell facial creams, 1909-1919
Box 324, Folder 2  Rolls Royce automobiles, 1909-1919
Box 325, Folder 1  Westinghouse Brake Amplifier brakes, 1922-1924
Box 325, Folder 1  Wasco Heater Company, 1929
Box 325, Folder 1  Ford Motor Company automobiles, Rotogravure, 1927-1929
Box 325, Folder 1  Gabriel Triple and Hydraulic Shock Absorbers shock absorbers, 1928-1929
Box 325, Folder 1  Kant Rust, 1928-1929
Box 326, Folder 1  Permite Pistons pistons, 1926-1927
Box 326, Folder 1  Aluminum Industries aluminum, 1929-1930
Box 326, Folder 1  Kant Score Pistons pistons, 1929-1930
Box 327, Folder 1  Rolls Royce automobiles, 1925-1926
Box 327, Folder 3  McKesson and Robbins Inc. cosmetics, 1925-1928
Box 328, Folder 1  Lincoln Motor Company automobiles, 1934-1935
Box 329, Folder 1  Brackway Motor Truck Company trucks, 1929-1930
Box 329, Folder 1  Crozer-Pocohantas Coal coal, 1928-1929
Box 329, Folder 1  Acidex remedy for acid problems, 1928-1930
Box 329, Folder 1  Indiana Trucks trucks, 1929
Box 329, Folder 1  Vapex cold remedies, 1920
Box 330, Folder 1  Ford Motor Company automobiles, 1927-1929
Box 330, Folder 2  Ford Motor Company automobiles, 1927-1928
Box 331, Folder 1  Ford Motor Company automobiles, 1927-1928
Box 331, Folder 2  Ford Motor Company automobiles, 1928-1929
Box 332, Folder 1  Winslow's Skates, 1928-1929
Box 332, Folder 1  Hazel-Atlas Glass Company glass, 1906-1913
Box 333, Folder 1  Goetz Silk Mfg. Company silk, 1906-1914
Box 333, Folder 2  Goetz Silk Mfg. Company silk, 1909-1916
Box 334, Folder 1  Library Bureau publishing, 1916-1922
Box 3341, Folder 1  Sani-Flush cleansers, 1912-1915
Box 335, Folder 1  Library Bureau publishing, 1912-1920
Box 336, Folder 1  Library Bureau publishing, 1915-1918
Box 337, Folder 1  Gibson Refrigerators refrigerators, 1919-1920
Box 338, Folder 1  Maltine Company, 1924-1925
Box 340, Folder 1  Kelvinator Electric Refrigerator refrigerators, 1927-1929
Box 342, Folder 1  No-Toil Kleaner cleansers, 1928-1929
Box 342, Folder 1  Sani-Flush cleansers, 1924-1926
Box 343, Folder 1  Sani-Flush cleansers, 1921-1927
Box 343, Folder 1  Atlantic Refining Company petroleum, 1927-1929
Box 343, Folder 1  Melo water softener, 1915-1916
Box 344, Folder 1  Atlantic Refining Company petroleum, 1929
Box 345, Folder 1  Atlantic Refining Company petroleum, 1917-1918
Box 346, Folder 1  Atlantic Refining Company petroleum, 1919-1920
Box 347, Folder 1  Atlantic Refining Company petroleum, 1920-1921
Box 347, Folder 2  Atlantic Refining Company petroleum, 1922
Box 348, Folder 1  Atlantic Refining Company petroleum, 1922
Box 349, Folder 1  Atlantic Refining Company petroleum, 1923
<table>
<thead>
<tr>
<th>Box and Folder</th>
<th>Product/Brand Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 349, Folder 2</td>
<td>Atlantic Refining Company petroleum, 1923</td>
</tr>
<tr>
<td>Box 350, Folder 1</td>
<td>Atlantic Refining Company petroleum, 1929</td>
</tr>
<tr>
<td>Box 350, Folder 2</td>
<td>Atlantic Refining Company petroleum, 1929</td>
</tr>
<tr>
<td>Box 351, Folder 1</td>
<td>Oak Flooring Manufacturing Association flooring, 1929</td>
</tr>
<tr>
<td>Box 351, Folder 1</td>
<td>O.Cedar cleansers, 1929</td>
</tr>
<tr>
<td>Box 351, Folder 1</td>
<td>Gibson Refrigerators refrigerators, 1928-1929</td>
</tr>
<tr>
<td>Box 351, Folder 1</td>
<td>Polar Ware ceramics, porcelain, 1927</td>
</tr>
<tr>
<td>Box 351, Folder 2</td>
<td>Empire Tires tires, 1923-1928</td>
</tr>
<tr>
<td>Box 351, Folder 2</td>
<td>Safe Cabinet Company cabinets, 1914-1916</td>
</tr>
<tr>
<td>Box 351, Folder 2</td>
<td>American Seal Company, 1924-1926</td>
</tr>
<tr>
<td>Box 352, Folder 1</td>
<td>Safekote Shingles shingles, 1927</td>
</tr>
<tr>
<td>Box 352, Folder 1</td>
<td>American Insulation Company asbestos shingles, 1925-1928</td>
</tr>
<tr>
<td>Box 352, Folder 1</td>
<td>Vulcanite Roofings roofing, 1924-1929</td>
</tr>
<tr>
<td>Box 353, Folder 1</td>
<td>Dethol insecticides, 1922</td>
</tr>
<tr>
<td>Box 353, Folder 2</td>
<td>William Peterman Inc. insecticides, 1919-1929</td>
</tr>
<tr>
<td>Box 353, Folder 2</td>
<td>Expello Corporation insecticides, 1915-1917</td>
</tr>
<tr>
<td>Box 353, Folder 2</td>
<td>Smith-Kline and Grench baby formula, Eskay's Food, 1928-1929</td>
</tr>
<tr>
<td>Box 354, Folder 1</td>
<td>Richard Hellman's Blue Ribbon Mayonaise condiments, mayonnaise, 1915-1919</td>
</tr>
<tr>
<td>Box 354, Folder 1</td>
<td>Bell's Seasoning spices, 1922</td>
</tr>
<tr>
<td>Box 354, Folder 1</td>
<td>Keasbey and Mattison Company asbestos shingles, Mattison's Milk of Magnesia, 1924-1929</td>
</tr>
<tr>
<td>Box 354, Folder 2</td>
<td>Gelfand's Salad Dressing condiments, salad dressing, 1915</td>
</tr>
</tbody>
</table>
Box 354, Folder 2  Gulden's Mustard condiments, mustard, 1928
Box 354, Folder 2  Howard's Salad Dressing condiments, salad dressing, 1922-1924
Box 355, Folder 1  General Chemical Company, baking powder, Ryzon Baking Powder, 1925-1926
Box 356, Folder 1  General Chemical Company, baking powder, Ryzon Baking Powder, 1915-1917
Box 356, Folder 2  General Chemical Company, baking powder, Ryzon Baking Powder, 1917-1918
Box 357, Folder 1  Rosemary Manufacturing Company table cloths, napkins, 1919-1920
Box 357, Folder 1  Woolworth, F.W. yarn, 1922-1924
Box 357, Folder 1  Stearns and Foster beds, mattresses, 1915
Box 357, Folder 1  Vanta Baby Garments baby clothing, 1922-1923
Box 357, Folder 2  Rosemary Manufacturing Company table cloths, napkins, 1922
Box 358, Folder 1  Wall -Tex wall coverings, 1924-1926
Box 358, Folder 1  Rosemary Manufacturing Company table cloths, napkins, 1926-1927
Box 359, Folder 1  Wolf Company underwear, 1927-1929
Box 359, Folder 1  Women's Institute correspondence courses, sewing, 1922-1923
Box 360, Folder 1  Women's Institute correspondence courses, sewing, 1922-1924
Box 360, Folder 2  Gutterman Brothers windbreakers, 1926-1929
Box 360, Folder 2  Tower's Fish Brand rainwear, 1929
Box 360, Folder 2  Belber Truck and Bag Company, 1928
Box 361, Folder 1  National Cash Register Company cash registers, 1916-1924
Box 362, Folder 1  National Cash Register Company cash registers, 1892-1918
Box 363, Folder 1  Encyclopaedia Britannica Company Ltd. encyclopedias, 1918
Box 363, Folder 1  Lady Duff Gordon Sears Roebuck and Company, 1914-1916
<table>
<thead>
<tr>
<th>Box 364, Folder 1</th>
<th>National Cash Register Company cash registers, 1916</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 365, Folder 1</td>
<td>Encyclopaedia Britannica Company Ltd. encyclopedias, 1919-1930</td>
</tr>
<tr>
<td>Box 366, Folder 1</td>
<td>Encyclopaedia Britannica Company Ltd. encyclopedias, 1917-1923</td>
</tr>
<tr>
<td>Box 367, Folder 1</td>
<td>Miller Rubber Company rubber, 1924-1926</td>
</tr>
<tr>
<td>Box 368, Folder 1</td>
<td>Pondosa Pine, 1921-1926</td>
</tr>
<tr>
<td>Box 368, Folder 1</td>
<td>Idaho White Pine wood, 1927-1930</td>
</tr>
<tr>
<td>Box 368, Folder 1</td>
<td>Western Pine Manufacturing Co. wood, undated</td>
</tr>
<tr>
<td>Box 368, Folder 1</td>
<td>Home Incinerator, 1928</td>
</tr>
<tr>
<td>Box 368, Folder 2</td>
<td>Nicholson File Company files, saw files, 1926</td>
</tr>
<tr>
<td>Box 369, Folder 1</td>
<td>Michellbery's Sausage food, sausage, 1940-1942</td>
</tr>
<tr>
<td>Box 369, Folder 1</td>
<td>Philadelphia Electric Company electricity, 1923-1927</td>
</tr>
<tr>
<td>Box 369, Folder 1</td>
<td>Huntingdon Mfg. Company sporting goods, Jack Rabbit Golf Balls, 1923-1927</td>
</tr>
<tr>
<td>Box 369, Folder 1</td>
<td>Gray Goose Golf Balls sporting goods, golf balls, 1923-1927</td>
</tr>
<tr>
<td>Box 369, Folder 1</td>
<td>Electric Hose and Rubber Company, 1923-1927</td>
</tr>
<tr>
<td>Box 369, Folder 1</td>
<td>Handy Washer Company washers, 1923-1927</td>
</tr>
<tr>
<td>Box 369, Folder 1</td>
<td>Simplex Ironer irons, 1923-1927</td>
</tr>
<tr>
<td>Box 369, Folder 2</td>
<td>Idaho White Pine wood, 1923-1927</td>
</tr>
<tr>
<td>Box 369, Folder 2</td>
<td>Atlantic Steel Company steel, fences, Dixiesteel Fences, 1929</td>
</tr>
<tr>
<td>Box 369, Folder 2</td>
<td>Western Pine Manufacturing Co. wood, 1931</td>
</tr>
<tr>
<td>Box 369, Folder 2</td>
<td>Pondosa Pine, 1927</td>
</tr>
<tr>
<td>Box 370, Folder 1</td>
<td>American Sugar Refining Company, sugar, 1925</td>
</tr>
<tr>
<td>Box &amp; Folder</td>
<td>Category</td>
</tr>
<tr>
<td>-------------</td>
<td>----------</td>
</tr>
<tr>
<td>380, Folder 2</td>
<td>Swan's Down Flour flour</td>
</tr>
<tr>
<td>381, Folder 1</td>
<td>Idaho White Pine wood</td>
</tr>
<tr>
<td>381, Folder 1</td>
<td>Pondosa Pine</td>
</tr>
<tr>
<td>381, Folder 2</td>
<td>Pondosa Pine</td>
</tr>
<tr>
<td>381, Folder 2</td>
<td>Idaho White Pine wood</td>
</tr>
<tr>
<td>382, Folder 1</td>
<td>United States Rubber Company rubber</td>
</tr>
<tr>
<td>383, Folder 1</td>
<td>United States Rubber Company tires</td>
</tr>
<tr>
<td>384, Folder 1</td>
<td>United States Rubber Company tires</td>
</tr>
<tr>
<td>385, Folder 1</td>
<td>United States Rubber Company tires</td>
</tr>
<tr>
<td>386, Folder 1</td>
<td>United States Rubber Company footwear</td>
</tr>
<tr>
<td>386, Folder 2</td>
<td>United States Rubber Company footwear</td>
</tr>
<tr>
<td>387, Folder 1</td>
<td>United States Rubber Company tires</td>
</tr>
<tr>
<td>387, Folder 2</td>
<td>United States Rubber Company tires</td>
</tr>
<tr>
<td>388, Folder 1</td>
<td>Cleveland Tractor Company tractors</td>
</tr>
<tr>
<td>388, Folder 1</td>
<td>United States Rubber Company rain gear</td>
</tr>
<tr>
<td>389, Folder 1</td>
<td>Quiet May Automatic Oil Burners heating</td>
</tr>
<tr>
<td>390, Folder 1</td>
<td>Case Threshing Machine farm equipment</td>
</tr>
<tr>
<td>391, Folder 1</td>
<td>Harvard Knitting Mills knitting mills</td>
</tr>
<tr>
<td>391, Folder 2</td>
<td>Good Roads Machinery Company</td>
</tr>
<tr>
<td>391, Folder 2</td>
<td>Franklin-Bullock Tractor tractors</td>
</tr>
<tr>
<td>391, Folder 2</td>
<td>Southern Railway System railroads</td>
</tr>
</tbody>
</table>
Box 391, Folder 2  Western Pacific Railroad railroads, 1920-1929
Box 391, Folder 2  Swtizerland Cheese dairy, 1920-1929
Box 391, Folder 2  Gerber and Company Cheese dairy, Swiss Knight Cheese, 1920-1929
Box 392, Folder 1  Stone Baking Company bakeries, Southern Bread, O-Boy Bread, 1920-1929
Box 393, Folder 1  McLean Mfg. Company furniture, 1928-1929
Box 393, Folder 1  Snug Seat Company of America seats, 1920-1925
Box 394, Folder 1  Elliott Fisher Company business machines, 1922-1925
Box 395, Folder 1  American Farm Bureau Federation agriculture, 1916-1919
Box 396, Folder 1  Noiseless Typewriter Company typewriters, 1920
Box 396, Folder 2  Tetley's Tea tea, 1918-1920
Box 397, Folder 1  Tetley's Tea tea, 1919-1925
Box 397, Folder 1  Inland Steel steel, 1926-1929
Box 398, Folder 1  L.D. Caulk skin care, 1919-1922
Box 398, Folder 1  Cutex manicure sets, 1924-1925
Box 399, Folder 1  McKinney Mfg. Company hardware, 1922-1923
Box 400, Folder 1  B.B. and R. Knight Company fabric, Fruit of the Loom, 1920-1923
Box 401, Folder 1  Lockwood, Greene and Company engineering, 1923-1925
Box 402, Folder 1  Noiseless Typewriter Company typewriters, 1917-1922
Box 402, Folder 1  Alexander Leather Belting leather belting, 1919-1924
Box 402, Folder 1  Montgomery County No License Campaign temperance, 1918-1919
Box 404, Folder 1  White and Wyckoff Mfg. Company stationery, 1914
Box 404, Folder 1  U.S. Foil Company foil, 1920-1923
Box 404, Folder 1  New Haven Clock Company clocks, 1922
Box 404, Folder 1  General Asbestos and Rubber Company asbestos, rubber, 1925-1929
Box 404, Folder 1  Collins photography, 1919-1921
Box 405, Folder 1  Day and Zimmerman Inc. engineering, 1922
Box 405, Folder 1  Allen Mfg. Company furnaces, 1913-1928
Box 405, Folder 1  Seth Thomas Clock Company clocks, 1913-1928
Box 405, Folder 1  Todd Company bank supplies, 1913-1928
Box 405, Folder 1  Robert T. Pollack engineering, 1913-1928
Box 405, Folder 1  Rand McNally and Company maps, 1913-1928
Box 405, Folder 1  Fred T. Ley and Company contractors, 1913-1928
Box 406, Folder 1  Women's Institute correspondence courses, sewing, 1913-1928
Box 407, Folder 1  Lockwood, Greene and Company engineering, 1916-1919
Box 408, Folder 1  Mathews Gravity Carrier Company materials handling, 1923-1926
Box 408, Folder 1  Masco Mops mops, 1918-1919
Box 409, Folder 1  Lockwood, Greene and Company engineering, 1921
Box 409, Folder 1  Mathews Gravity Carrier Company materials handling, 1923
Box 410, Folder 1  Piedmont Cigarettes tobacco, 1920
Box 410, Folder 1  Rameses Cigarettes tobacco, 1915 (ca.)
Box 410, Folder 1  Courtessis Cigarette Company tobacco, 1915 (ca.)
Box 410, Folder 1  Fifty Line Cigarettes tobacco, 1915 (ca.)
Box 410, Folder 1  London Life Cigarettes tobacco, 1915 (ca.)
Box 410, Folder 1  Perfection Cigarettes tobacco, 1915 (ca.)
Box 410, Folder 1  Cremo Cigars tobacco, 1915 (ca.)
Box 410, Folder 1  Omar Cigarettes tobacco, 1915 (ca.)
Box 410, Folder 1  Chesterfield Cigarettes tobacco, 1915 (ca.)
Box 410, Folder 1  Picadilly Cigarettes tobacco, 1915 (ca.)
Box 410, Folder 1  Bull Durham tobacco, 1915 (ca.)
Box 410, Folder 1  Phillip Morris Cigarettes tobacco, 1915 (ca.)
Box 410, Folder 1  Egyptian Straights tobacco, 1915 (ca.)
Box 410, Folder 1  Mogul Cigarettes tobacco, 1915 (ca.)
Box 410, Folder 1  Egyptian Deities Cigarettes tobacco, 1915 (ca.)
Box 410, Folder 1  Bud Cigarettes tobacco, 1915 (ca.)
Box 410, Folder 1  Pall Mall Cigarettes tobacco, 1915 (ca.)
Box 410, Folder 1  Nebo Cigarettes tobacco, 1915 (ca.)
Box 410, Folder 1  Hassan Cigarettes tobacco, 1915 (ca.)
Box 410, Folder 1  Mecca Cigarettes tobacco, 1915 (ca.)
Box 410, Folder 1  Sovereign Cigarettes tobacco, 1915 (ca.)
Box 410, Folder 1  Lord Salisbury Cigarettes tobacco, 1915 (ca.)
Box 410, Folder 1  Recruit Cigarettes tobacco, 1915 (ca.)
Box 410, Folder 1  Favorite Cigarettes tobacco, 1915 (ca.)
Box 410, Folder 1  Nebo Cigarettes tobacco, 1915 (ca.)
Box 410, Folder 1  Milo Cigarettes tobacco, 1915 (ca.)

Box 410, Folder 1  Sweet Caporal Cigarettes tobacco, 1915 (ca.)

Box 411, Folder 1  Piedmont Cigarettes tobacco, 1915 (ca.)

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

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

"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
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/ Form: Advertisements -- 1910-1920
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
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
advertising

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

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

Box 411, Folder 1 Courtesiss 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
1 Item (ink on paper.; 14.6" x 7.0").
Image(s): An Open Letter to / Vincent Astor [black & white advertisement; newspaper clipping].
American Tobacco Company., Advertiser
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
Richmond Straight Cut Cigarettes tobacco, 1917 (ca.)

Image(s)

Richmond Straight Cut cigarettes - plain or cork tip [black & white advertisement; tear sheet], Circa 1915
1 Item (ink on paper; 7.7 x 5.2").
Image(s): Richmond Straight Cut cigarettes - plain or cork tip [black & white advertisement; tear sheet].
Liggett & Myers Tobacco Company, Advertiser
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/ Advertisements -- 1910-1920
Form: 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
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 retruned 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
<p>| 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.) |
| Box 412, Folder 1 | Cairo Cigarettes tobacco, 1917 (ca.) |
| Box 412, Folder 1 | Lord Salisbury Cigarettes tobacco, 1917 (ca.) |
| Box 412, Folder 1 | Fifty-Fifty Cigarettes tobacco, 1917 (ca.) |
| Box 412, Folder 1 | Tareyton Cigarettes tobacco, 1917 (ca.) |
| Box 412, Folder 1 | Helmar Cigarettes tobacco, 1917 (ca.) |
| Box 412, Folder 1 | Sweet Caporal Cigarettes tobacco, 1917 (ca.) |
| Box 412, Folder 1 | Eutopia Tobacco tobacco, 1917 (ca.) |
| Box 412, Folder 1 | Smoko Cigarettes tobacco, 1917 (ca.) |
| Box 412, Folder 1 | Pera Cigarettes tobacco, 1917 (ca.) |
| Box 412, Folder 1 | Vafiadas Egyptian Cigarettes tobacco, 1917 (ca.) |
| Box 412, Folder 1 | Portugese Cigars tobacco, 1917 (ca.) |
| 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.) |</p>
<table>
<thead>
<tr>
<th>Folder 1</th>
<th>Description</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 412</td>
<td>Phillip Morris Cigarettes tobacco, 1917 (ca.)</td>
<td></td>
</tr>
<tr>
<td>Box 412</td>
<td>Blue Peter Cigarettes tobacco, 1917 (ca.)</td>
<td></td>
</tr>
<tr>
<td>Box 412</td>
<td>Chesterfield Cigarettes tobacco, 1917 (ca.)</td>
<td></td>
</tr>
<tr>
<td>Box 412</td>
<td>Nebo Cigarettes tobacco, 1917 (ca.)</td>
<td></td>
</tr>
<tr>
<td>Box 412</td>
<td>Barrington Cigarettes tobacco, 1917 (ca.)</td>
<td></td>
</tr>
<tr>
<td>Box 412</td>
<td>Egyptian Deities Cigarettes tobacco, 1917 (ca.)</td>
<td></td>
</tr>
<tr>
<td>Box 412</td>
<td>Dubec Cigarettes tobacco, 1917 (ca.)</td>
<td></td>
</tr>
<tr>
<td>Box 412</td>
<td>Egyptian Straights Cigarettes tobacco, 1917 (ca.)</td>
<td></td>
</tr>
<tr>
<td>Box 412</td>
<td>Burley Cubs Cigarettes tobacco, 1917 (ca.)</td>
<td></td>
</tr>
<tr>
<td>Box 412</td>
<td>Pall Mall Cigarettes tobacco, 1917 (ca.)</td>
<td></td>
</tr>
<tr>
<td>Box 412</td>
<td>Melachrino Cigarettes tobacco, 1917 (ca.)</td>
<td></td>
</tr>
<tr>
<td>Box 412</td>
<td>Navy Long Cut Tobacco tobacco, 1917 (ca.)</td>
<td></td>
</tr>
<tr>
<td>Box 412</td>
<td>Murad Cigarettes tobacco, 1917 (ca.)</td>
<td></td>
</tr>
<tr>
<td>Box 412</td>
<td>Egyptian Oasis Cigarettes tobacco, 1917 (ca.)</td>
<td></td>
</tr>
<tr>
<td>Box 412</td>
<td>Zira Cigarettes tobacco, 1917 (ca.)</td>
<td></td>
</tr>
<tr>
<td>Box 412</td>
<td>Sovereign Cigarettes tobacco, 1917 (ca.)</td>
<td></td>
</tr>
<tr>
<td>Box 412</td>
<td>Hassan Cigarettes tobacco, 1917 (ca.)</td>
<td></td>
</tr>
<tr>
<td>Box 412</td>
<td>Benson and Hedges Cigarettes tobacco, 1917 (ca.)</td>
<td></td>
</tr>
<tr>
<td>Box 412</td>
<td>Whip and Qued Tobacco tobacco, 1917 (ca.)</td>
<td></td>
</tr>
<tr>
<td>Box 412</td>
<td>London Life Cigarettes tobacco, 1917 (ca.)</td>
<td></td>
</tr>
<tr>
<td>Box 412</td>
<td>Milo Cigarettes tobacco, 1917 (ca.)</td>
<td></td>
</tr>
<tr>
<td>Box 412</td>
<td>London Gold Tip Cigarettes tobacco, 1917 (ca.)</td>
<td></td>
</tr>
</tbody>
</table>
Box 412, Folder 1  Bagley's Old Colony Cigarettes tobacco, 1917 (ca.)
Box 412, Folder 1  Tam Tam Cigarettes tobacco, 1917 (ca.)
Box 413, Folder 1  Whittier's Red Label Lice Killer insecticide, 1917 (ca.)
Box 413, Folder 1  Dill and Collins paper, print papers, 1909-1927
Box 413, Folder 1  National Food Magazine publications, 1909-1927
Box 413, Folder 1  Drew Line Company farm equipment, 1909-1927
Box 413, Folder 1  Manlius, St. John's Military Academy schools, 1909-1927
Box 413, Folder 1  Modoc Sulphurs insecticides, 1909-1927
Box 413, Folder 1  Eli's Gasoline Engine engines, 1909-1927
Box 413, Folder 1  Eclipse Spray Pump insecticides, 1909-1927
Box 414, Folder 1  Fatima Cigarettes tobacco, 1909-1927
Box 414, Folder 1  County Gentlemen tobacco, 1915 (ca.)
Box 414, Folder 1  Tuxedo Tobacco tobacco, 1915 (ca.)
Box 414, Folder 1  Haidee Cigarettes tobacco, 1915 (ca.)
Box 414, Folder 1  Tiger Cigarettes tobacco, 1915 (ca.)
Box 414, Folder 1  Picayune Cigarettes tobacco, 1915 (ca.)
Box 414, Folder 1  Velvet Tobacco tobacco, 1915 (ca.)
Box 415, Folder 1  Clark and Snover Tobacco tobacco, 1915 (ca.)
Box 415, Folder 1  Haidel Cigarettes tobacco, 1916 (ca.)
Box 415, Folder 1  Favorite Cigarettes tobacco, 1916 (ca.)
Box 415, Folder 1  Recruit Cigarettes tobacco, 1916 (ca.)
Box 415, Folder 1  Five Bros.Cigarettes tobacco, 1916 (ca.)
Box 415, Folder 1  Fifth Avenue Cigarettes tobacco, 1916 (ca.)
Box 415, Folder 1  Fifty-Six Cigarettes tobacco, 1916 (ca.)
Box 415, Folder 1  Tiger Cigarettes tobacco, 1916 (ca.)
Box 415, Folder 1  Piedmont Cigarettes tobacco, 1916 (ca.)
Box 415, Folder 1  Fatima Cigarettes tobacco, 1916 (ca.)
Box 415, Folder 1  Rameses Cigarettes tobacco, 1916 (ca.)
Box 415, Folder 1  Zira Cigarettes tobacco, 1916 (ca.)
Box 415, Folder 1  Egyptian Straights Cigarettes tobacco, 1916 (ca.)
Box 415, Folder 1  Shadur Cigarettes tobacco, 1916 (ca.)
Box 415, Folder 1  Sweet Caporal Cigarettes tobacco, 1916 (ca.)
Box 415, Folder 1  Vafiadis Cigarettes tobacco, 1916 (ca.)
Box 415, Folder 1  Ivory Cigarettes tobacco, 1916 (ca.)
Box 415, Folder 1  Schinasi Cigarettes tobacco, 1916 (ca.)
Box 415, Folder 1  Perfection Cigarettes tobacco, 1916 (ca.)
Box 415, Folder 1  Courtessis Cigarettes tobacco, 1916 (ca.)
Box 415, Folder 1  Relu Cigarettes tobacco, 1916 (ca.)
Box 415, Folder 1  Egyptian Deities Cigarettes tobacco, 1916 (ca.)
Box 415, Folder 1  Grays Cigarettes tobacco, 1916 (ca.)
Box 416, Folder 1  Patterson's Frat Tobacco tobacco, 1916 (ca.)
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
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
1 Item (Ink on paper.; 9.5" x 6.6").
Image(s): The Lively Smoke for Lifely Times [color advertisement; tear sheet].

American Tobacco Company., Advertiser
"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.

In Series ?, Box 416, Folder ?.

Local Numbers
AC0059-0000196 (AC Scan)

Topic: Cigarettes
Tobacco advertising

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

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
"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.

In Series ?, Box 416, Folder ?.

Local Numbers
AC0059-0000197 (AC Scan)

Topic: Cigarettes
Tobacco advertising

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

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
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
Image(s): Lucky Strike roll cut tobacco. [black & white advertisement; tear sheet].
American Tobacco Company., Advertiser
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 background. 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/ Form: Advertisements -- 1910-1920
Tear sheets

Image(s): Lucky Strike roll cut tobacco [black & white; tear sheet].
American Tobacco Company., Advertiser
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/ Form: Advertisements -- 1910-1920
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

Box 417, Folder 1  Regal Shoes shoes, undated

Box 417, Folder 1  Essex Fertilizer Company fertilizer, 1940-1943

Box 418, Folder 1  Tuxedo Tobacco tobacco, 1916

Box 418, Folder 1  Bull Durham tobacco, 1914

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.)

Box 419, Folder 1  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

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

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
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

Box 419, Folder 1 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
... 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
... 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

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
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/ Form: Advertisements -- 1910-1920

All for One - One for All / Murad Cigarettes [color advertisement; tear sheet], Circa 1917
Image(s): All for One - One for All / Murad Cigarettes [color advertisement; tear sheet].

P. Lorillard Company. S. Anagyros, Advertiser

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/ Form: Advertisements -- 1910-1920
Tear sheets

Murad the Turkish Cigarette [color advertisement; tear sheet], Circa 1917

Image(s): Murad the Turkish Cigarette [color advertisement; tear sheet].

P. Lorillard Company. S. Anagyros, Advertiser

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

Image(s): Murad the Turkish Cigarette [color advertisement; tear sheet].

P. Lorillard Company. S. Anagyros, Advertiser

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.)
Box 419, Folder 1  Players Navy Cut Cigarettes tobacco, 1918 (ca.)
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.)
Box 420, Folder 1  Mecca Cigarettes tobacco, undated
Box 420, Folder 1  Piedmont Cigarettes tobacco, undated
Box 420, Folder 1  Fatima Cigarettes tobacco, undated
Box 421, Folder 1  Richmond Straight Cut Cigarettes tobacco, undated
Box 421, Folder 1  Tareyton Cigarettes tobacco, 1916 (ca.)
Box 421, Folder 1  Chesterfield Cigarettes tobacco, 1916 (ca.)
Box 421, Folder 1  La Marquise Cigarettes tobacco, 1916 (ca.)
Box 421, Folder 1  Helmar Cigarettes tobacco, 1916 (ca.)
Box 421, Folder 1  Pall Mall Cigarettes tobacco, 1916 (ca.)
Box 421, Folder 1  Milo Cigarettes tobacco, 1916 (ca.)
Box 421, Folder 1  Shadur Cigarettes tobacco, 1916 (ca.)
Box 421, Folder 1  Marmay Cigarettes tobacco, 1916 (ca.)
Box 421, Folder 1  Mecca Cigarettes tobacco, 1916 (ca.)
Box 421, Folder 1  Sinsible Cigarettes tobacco, 1916 (ca.)
Box 421, Folder 1  Murad Cigarettes tobacco, 1916 (ca.)
Box 421, Folder 1  Lord Salisbury Cigarettes tobacco, 1916 (ca.)
Box 421, Folder 1  Arcadia Cigarettes tobacco, 1916 (ca.)
Box 421, Folder 1  Oasis Cigarettes tobacco, 1916 (ca.)
Box 421, Folder 1  Sovereign Cigarettes tobacco, 1916 (ca.)
Box 421, Folder 1  Favorite Cigarettes tobacco, 1916 (ca.)
Box 422, Folder 1  Columbia Graphophone Company, phonographs, 1916 (ca.)
Box 422, Folder 1  Restcraft Gifts, 1920
Box 422, Folder 1  Armstrong Manufacturing Co., stoves, 1924
Box 422, Folder 1  Detso, soap, 1924-1925
Box 422, Folder 1  Art Metal Works, toys, 1923-1925
Box 423, Folder 1  Columbia Phonograph Company, Inc., music, records, recording, 1924
Box 424, Folder 1  Corona Dry Chemical Company, insecticides, 1922-1923
Box 424, Folder 1  Thomas Dalby Company, underwear, 1899-1924
Box 424, Folder 1  Dame Nature Cream cosmetics, 1899-1924
Box 424, Folder 1  Cloister Clock Company clocks, 1899-1924
Box 424, Folder 1  Cheramy Inc. toiletries, 1899-1924
Box 424, Folder 1  Central Chemical Company fertilizer, 1899-1924
Box 424, Folder 1       Collier Cut Underwear underwear, 1899-1924

Return to Table of Contents
Series 3: Proof Sheets, circa 1920-1975

Box 1, Folder 7  Agricultural Publisher's Association, publishing, farm magazines, 1940-1942
Box 1, Folder 8  Allen Organ, organs, 1963-1967
Box 2, Folder 1  Allerton Club Residences, Allerton House, 1933
Box 2, Folder 2  Aylmer Golden Corn Kernels, aluminum, 1940
Box 2, Folder 3  Aluminum Ltd. Latin America, aluminum, 1937
Box 2, Folder 4  American Accident Insurance Company, insurance, 1940-1943
Box 3, Folder 1  American Boy, publications, 1932-1939
Box 3, Folder 2  American Export Lines, freight, shipping, 1940-1946

Image(s)

Box 3, Folder 2  "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.)
Image(s)
Kent, Rockwell, 1882-1971, Artist
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
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
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/ Advertisements -- 1940-1950
Form: Tear sheets

American Gas Company, gas, 1932-1934
American Airways, airlines, American Airways, Canadian Colonial Airways, 1932-1933
American Institute of Baking, bakeries, 1931
American Insurance Company, insurance, 1937-1946
American Mutual Liability Insurance Company, insurance, 1930-1936
American Writing Paper, paper, 1936
Apex-Vactric Ltd., appliances, 1936
American Stores, advertising, 1936-1937
Domino Cane Sugar Products and Franklin Cane Sugar, sugar, 1929-1937
Domino Cane Sugar Products and Franklin Cane Sugar, sugar, 1929-1937
Domino Cane Sugar Products and Franklin Cane Sugar, sugar, 1929-1937
Sunny Cane Sugar Products, sugar, W.J. McCahan Sugar Refining and Molasses Co., 1932-1935
Box 7, Folder 1  Sunny Cane Sugar Products, sugar, 1934-1937
Box 7, Folder 2  Johnson Candies and Chocolates, 1934-1937
Box 7, Folder 3  Domino Cane Sugar Products and Franklin Cane Sugar, sugar, 1938-1939
Box 8, Folder 1  Domino Cane Sugar Products and Franklin Cane Sugar, sugar, 1940-1944
Box 8, Folder 2  Domino Cane Sugar Products and Franklin Cane Sugar, sugar, 1944-1946
Box 8, Folder 3  Domino Cane Sugar Products and Franklin Cane Sugar, sugar, 1947-1948
Box 9, Folder 1  Bell Telephone Labs/Bell Telephone System, telephones, loose sheets, undated
Box 9, Folder 2  American Telephone and Telegraph Company, telephones, institutional advertising, 1931-1932
Box 9, Folder 3  American Telephone and Telegraph Company, telephones, institutional advertising, 1934-1937
Box 9, Folder 4  American Telephone and Telegraph Company, telephones, institutional advertising, 1938-1942
Box 10, Folder 1  American Telephone and Telegraph Company, telephones, institutional advertising, 1938-1941
Box 10, Folder 2  American Telephone and Telegraph Company, telephones, institutional advertising, 1943-1948
Box 10, Folder 3  American Telephone and Telegraph Company, telephones, institutional advertising, 1946-1949
    Image(s)
Box 11, Folder 1  American Telephone and Telegraph Company, telephones, institutional advertising, 1948-1949
Box 11, Folder 2  American Telephone and Telegraph Company, telephones, institutional advertising, 1950-1951
Box 11, Folder 3  American Telephone and Telegraph Company, telephones, institutional advertising, 1938-1941
Box 11, Folder 4  American Telephone and Telegraph Company, telephones, institutional advertising, 1947-1949
<table>
<thead>
<tr>
<th>Box 12, Folder 1</th>
<th>American Telephone and Telegraph Company, telephones, institutional advertising, 1958-1959</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 12, Folder 2</td>
<td>American Telephone and Telegraph Company, telephones, institutional advertising, 1960-1961</td>
</tr>
<tr>
<td>Box 12, Folder 3</td>
<td>American Telephone and Telegraph Company, telephones, institutional advertising, 1961</td>
</tr>
<tr>
<td>Box 13, Folder 1</td>
<td>American Telephone and Telegraph Company, telephones, institutional advertising, 1949-1950</td>
</tr>
<tr>
<td>Box 13, Folder 2</td>
<td>American Telephone and Telegraph Company, telephones, institutional advertising, 1951-1952</td>
</tr>
<tr>
<td>Box 13, Folder 3</td>
<td>American Telephone and Telegraph Company, telephones, institutional advertising, 1951-1957</td>
</tr>
<tr>
<td></td>
<td>Image(s)</td>
</tr>
<tr>
<td>Box 14, Folder 1</td>
<td>American Telephone and Telegraph Company, telephones, institutional advertising, 1952-1955</td>
</tr>
<tr>
<td>Box 14, Folder 2</td>
<td>American Telephone and Telegraph Company, telephones, institutional advertising, 1952-1955</td>
</tr>
<tr>
<td>Box 15, Folder 1</td>
<td>American Telephone and Telegraph Company, telephones, institutional advertising, 1955-1956</td>
</tr>
<tr>
<td>Box 15, Folder 2</td>
<td>American Telephone and Telegraph Company, telephones, institutional advertising, 1957</td>
</tr>
<tr>
<td>Box 15, Folder 3</td>
<td>American Telephone and Telegraph Company, telephones, institutional advertising, 1958-1959</td>
</tr>
<tr>
<td></td>
<td>Image(s)</td>
</tr>
<tr>
<td>Box 15, Folder 4</td>
<td>American Telephone and Telegraph Company, telephones, institutional advertising, 1958</td>
</tr>
<tr>
<td>Box 16, Folder 1</td>
<td>American Telephone and Telegraph Company, telephones, institutional advertising, 1946</td>
</tr>
<tr>
<td>Box 16, Folder 2</td>
<td>American Telephone and Telegraph Company, telephones, institutional advertising, 1943-1948</td>
</tr>
<tr>
<td>Box 16, Folder 3</td>
<td>American Telephone and Telegraph Company, telephones, institutional advertising, 1948-1949</td>
</tr>
</tbody>
</table>
Box 16, Folder 4  American Telephone and Telegraph Company, telephones, institutional advertising, undated

Box 16, Folder 5  American Telephone and Telegraph Company, telephones, institutional advertising, undated

Box 17, Folder 1  American Telephone and Telegraph Company, telephones, institutional advertising, 1944-1947

Box 17, Folder 2  American Telephone and Telegraph Company, telephones, institutional advertising, 1951-1953

Box 17, Folder 3  American Telephone and Telegraph Company, telephones, institutional advertising, 1955-1956

Box 17, Folder 4  American Telephone and Telegraph Company, telephones, institutional advertising, 1954-1957

Box 18, Folder 1  American Telephone and Telegraph Company, telephones, institutional advertising, 1958, 1959

Box 18, Folder 2  American Telephone and Telegraph Company, telephones, institutional advertising, 1959-1960

Box 18, Folder 3  American Telephone and Telegraph Company, telephones, institutional advertising, 1960

Box 18, Folder 4  American Telephone and Telegraph Company, telephones, institutional advertising, 1961-1963

Box 19, Folder 1  American Telephone and Telegraph Company, telephones, posters, 1954-1960

Box 19, Folder 2  American Telephone and Telegraph Company, telephones, posters, 1954-1960

Box 20, Folder 1  American Telephone and Telegraph Company, telephones, long lines communication, 1929-1932

Image(s)

Box 20, Folder 2  American Telephone and Telegraph Company, telephones, long lines communication, 1935-1937

Box 20, Folder 3  American Telephone and Telegraph Company, telephones, long lines communication, 1931-1935
Box 20, Folder 4  American Telephone and Telegraph Company, telephones, long lines communication, 1931-1933

Box 21, Folder 1  American Telephone and Telegraph Company, telephones, long lines communication, 1931-1937

Box 21, Folder 2  American Telephone and Telegraph Company, telephones, long lines communication, 1935-1937

Image(s)

Box 21, Folder 3  American Telephone and Telegraph Company, telephones, long lines communication, 1935-1937

Box 22, Folder 1  American Telephone and Telegraph Company, telephones, long lines communication, 1936-1937

Box 22, Folder 2  American Telephone and Telegraph Company, telephones, long lines communication, 1940-1943

Box 22, Folder 3  American Telephone and Telegraph Company, telephones, long lines communication, 1942-1944

Box 22, Folder 4  American Telephone and Telegraph Company, telephones, long lines communication, 1945

Box 22, Folder 5  American Telephone and Telegraph Company, telephones, long lines communication, 1946

Box 23, Folder 1  American Telephone and Telegraph Company, telephones, long lines communication, 1943-1944

Box 23, Folder 1  American Telephone and Telegraph Company, telephones, long lines communication, 1946

Box 23, Folder 2  American Telephone and Telegraph Company, telephones, long lines communication, 1950-1954

Box 23, Folder 3  American Telephone and Telegraph Company, telephones, long lines communication, 1954

Box 23, Folder 4  American Telephone and Telegraph Company, telephones, long lines communication, 1957

Box 24, Folder 1  American Telephone and Telegraph Company, telephones, long lines overseas, 1945
Box 24, Folder 1  American Telephone and Telegraph Company, telephones, long lines overseas, 1938-1944
Box 24, Folder 2  American Telephone and Telegraph Company, telephones, long lines overseas, 1957-1960
Box 24, Folder 2  American Telephone and Telegraph Company, telephones, long lines overseas, 1955
Box 24, Folder 3  American Telephone and Telegraph Company, telephones, long lines business, 1955-1957
Box 25, Folder 1  American Telephone and Telegraph Company, telephones, long lines business, 1955-1957
Box 25, Folder 2  American Telephone and Telegraph Company, telephones, long lines business, 1956-1957
Box 25, Folder 3  American Telephone and Telegraph Company, telephones, long lines residential, 1955-1956
Box 25, Folder 4  American Telephone and Telegraph Company, telephones, long lines residential, 1955-1957
Box 26, Folder 1  American Telephone and Telegraph Company, telephones, long lines overseas, 1955-1957
Box 26, Folder 2  American Telephone and Telegraph Company, telephones, architects and designers, 1929-1930
Box 26, Folder 3  American Telephone and Telegraph Company, telephones, architects and designers, 1931-1932
Box 26, Folder 4  American Telephone and Telegraph Company, telephones, architects and designers, 1932-1937
Box 26, Folder 5  American Telephone and Telegraph Company, telephones, architects and designers, 1945-1946
Box 27, Folder 1  American Telephone and Telegraph Company, telephones, architects and designers, 1949-1950
Box 27, Folder 2  American Telephone and Telegraph Company, telephones, architects and designers, 1951-1957
Box 27, Folder 3  American Telephone and Telegraph Company, telephones, architects and designers, 1958-1960

Box 27, Folder 4  American Telephone and Telegraph Company, telephones, architects and designers, 1960-1962

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

Box 28, Folder 3  American Telephone and Telegraph Company, telephones, farmers, 1951-1956

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)  Why you need a kitchen extension phone, [black & white advertisement; tear sheet]. 1959

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

American Telephone and Telegraph Company, Advertiser

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

Local Numbers

AC0059-0000099 (AC Scan)

Topic:  Communication
       Farm life
       Advertising
       Telephone

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

Box 29, Folder 2  American Telephone and Telegraph Company, telephones, hotel/motel owners, 1960-1961

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

Box 30, Folder 1  American Telephone and Telegraph Company, telephones, college students, 1963-1964
Image(s)

Box 30, Folder 2  American Telephone and Telegraph Company, telephones, college students, 1961

Box 30, Folder 3  American Telephone and Telegraph Company, telephones, college students, 1962-1963

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

Box 31, Folder 2  American Telephone and Telegraph Company, telephones, FTD long distance, 1937-1941

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
Box 34, Folder 3  American Telephone and Telegraph Company, telephones, Bell communications, 1962-1963
Box 34, Folder 4  American Telephone and Telegraph Company, radios, television, radio and television shows, 1950-1955
Box 35, Folder 1  American Telephone and Telegraph Company, radios, television, radio and television shows, 1956-1957
Box 35, Folder 2  American Telephone and Telegraph Company, radios, television, radio and television shows, 1956-1957
Box 35, Folder 3  American Telephone and Telegraph Company, radios, television, radio and television shows, 1957-1960
Box 35, Folder 4  American Telephone and Telegraph Company, radios, television, radio and television shows, 1958-1960
Box 35, Folder 5  American Telephone and Telegraph Company, radios, television, radio and television shows, 1960-1963
Box 36, Folder 1  American Telephone and Telegraph Company, television, 1962-1963
Box 36, Folder 2  American Telephone and Telegraph Company, advertising, Telephony Magazine, 1950-1957
Box 36, Folder 3  American Telephone and Telegraph Company, advertising, Telephony Magazine, 1950-1957
Box 36, Folder 4  American Telephone and Telegraph Company, advertising, Telephony Magazine, 1958
Box 37, Folder 1  American Telephone and Telegraph Company, advertising, Telephony Magazine, 1959-1961
Box 37, Folder 2  American Telephone and Telegraph Company, advertising, Telephony Magazine, 1959-1961
Box 37, Folder 3  American Telephone and Telegraph Company, advertising, Telephony Magazine, 1950-1954
Box 37, Folder 3  American Telephone and Telegraph Company, advertising, Telephony Magazine, 1947
Box 38, Folder 1  American Viscose Company, rayon, yarn, Seraceta, 1929
| 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 |
| | 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
Box 41, Folder 1  American Rolling Mill Corporation (ARMCO), stainless steel, iron, 1947-1950
Box 41, Folder 2  American Rolling Mill Corporation (ARMCO), stainless steel, iron, 1947-1950
Box 41, Folder 3  American Rolling Mill Corporation (ARMCO), stainless steel, iron, 1948-1951
Box 41, Folder 4  American Rolling Mill Corporation (ARMCO), stainless steel, iron, 1948-1951
Box 41, Folder 5  American Rolling Mill Corporation (ARMCO), stainless steel, iron, 1945-1946
Box 42, Folder 1  American Rolling Mill Corporation (ARMCO), stainless steel, iron, 1951-1952
Box 42, Folder 2  American Rolling Mill Corporation (ARMCO), stainless steel, iron, 1953-1956
Box 42, Folder 3  American Rolling Mill Corporation (ARMCO), stainless steel, iron, 1953-1956
Box 42, Folder 4  American Rolling Mill Corporation (ARMCO), stainless steel, iron, 1956-1960
Box 43, Folder 1  American Rolling Mill Corporation (ARMCO), stainless steel, iron, 1956-1960
Image(s)
Box 43, Folder 1  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
   Rocket and tableware.
Local Numbers
   AC0059-0000003 (AC Scan)
   Topic:  Rockets (Aeronautics)
   Steel, Stainless -- 20th century
   Tableware
   advertising
   Genre/ Form:  Advertisements -- 1950-1960
   Tear sheets -- 1940-1970
Box 43, Folder 2  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

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

Blue Bell, Inc., Advertiser
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
Only Blue Bell makes Walt Disney's official Davy Crockett jeans, jackets, shirts [black & white advertisement; tear sheet], Circa 1955

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

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

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
2  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
A young girl washing her hair. Possibly Eileen McKenna.
Don't worry, Dolly -- it doesn't sting. [Color advertisement; tear sheet], 1960

Don't worry, Dolly - it doesn't sting. [Color advertisement; tear sheet], 1959

Don't worry, Dolly - it doesn't sting. [color advertisement; tear sheet], 1959
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
A young girl having her hair washed. Possibly Eileen McKenna.

Local Numbers
AC0059-0000032 (AC Scan)

Topic: Child care
Hair preparations
Shampoos
advertising

Genre/ Form: Advertisements -- 1950-1960
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
A young girl having her hair washed. Possibly Eileen McKenna.

Local Numbers
AC0059-0000033 (AC Scan)

Topic: Child care
Hair preparations
Shampoos
advertising

Genre/ Form: Advertisements -- 1950-1960
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
A young girl having her hair washed. Possibly Eileen McKenna.

Local Numbers
AC0059-0000036 (AC Scan)

Topic: Child care
Hair preparations
Shampoos
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").

Breck Company., Advertiser
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

Genre/ Advertisements -- 1960-1970
Form: 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

Box 76, Folder 2
Brooklyn Union Gas Company, gas, 1946-1949

Box 76, Folder 3
Brooklyn Union Gas Company, gas, 1951-1954

Box 76, Folder 4
Brooklyn Union Gas Company, gas, 1951-1954

Box 76, Folder 5
Brough, Nicholson and Hall Ltd., clothing, 1936

Box 76, Folder 5
Brough, Nicholson and Hall Ltd., clothing, 1933

Box 77, Folder 1
Edward Budd Manufacturing Company, rail cars, 1934-1937

Box 77, Folder 2
Philadelphia Bulletin, newspapers, 1944-1947
Box 77, Folder 3  Philadelphia Bulletin, newspapers, 1944-1947
Box 78, Folder 1  Philadelphia Bulletin, newspapers, 1958-1960
Box 78, Folder 2  Philadelphia Bulletin, newspapers, 1961-1964
Box 78, Folder 3  Philadelphia Bulletin, newspapers, 1964-1967
Box 78, Folder 4  Butcher's Wax, wax, 1954-1959
Box 79, Folder 1  A.M. Byer's, wrought-iron, 1931-1932
Box 79, Folder 2  A.M. Byer's, wrought-iron, 1931-1932
Box 79, Folder 3  A.M. Byer's, wrought-iron, 1931-1932
Box 80, Folder 1  Container Corporation of America, 1961-1963
Box 80, Folder 2  C.F. Rump and Sons, leather, 1930-1931
Box 80, Folder 3  Calcium Chloride, 1933-1935
Box 81, Folder 1  Callaway Mills, 1932-1933
Box 81, Folder 2  Campfire Corporation, food, marshmallows, 1930
Box 81, Folder 3  Canada Dry, beverages, 1929-1930
Box 81, Folder 4  Canada Dry, beverages, 1930
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)

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

### 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
Box 92, Folder 3  Carrier Corporation, air conditioning, 1967-1968
Box 93, Folder 1  Carrier Corporation, air conditioning, 1946-1948
Box 93, Folder 2  Carrier Corporation, air conditioning, 1946-1948
Box 93, Folder 3  Carrier Corporation, air conditioning, 1948-1949
Box 94, Folder 1  Carrier Corporation, air conditioning, 1949-1950
Box 94, Folder 2  Carrier Corporation, air conditioning, 1950-1951
Box 94, Folder 3  Carrier Corporation, air conditioning, 1952
Box 95, Folder 1  Carrier Corporation, air conditioning, 1952
Box 95, Folder 2  Carrier Corporation, air conditioning, 1953
Box 95, Folder 3  Carrier Corporation, air conditioning, 1953-1954
Box 95, Folder 4  Carrier Corporation, air conditioning, 1954
Box 96, Folder 1  Carrier Corporation, air conditioning, 1954
Box 96, Folder 2  Carrier Corporation, air conditioning, 1954-1955
Box 96, Folder 3  Carrier Corporation, air conditioning, 1956
Box 97, Folder 1  Carrier Corporation, air conditioning, 1956
Box 97, Folder 2  Carrier Corporation, air conditioning, 1957
Box 97, Folder 3  Carrier Corporation, air conditioning, 1957-1958
Box 98, Folder 1  Carrier Corporation, air conditioning, 1958
Box 98, Folder 2  Carrier Corporation, air conditioning, 1958-1959
Box 98, Folder 3  Carrier Corporation, air conditioning, 1959
Box 99, Folder 1  Carrier Corporation, air conditioning, 1960
Box 99, Folder 2  Carrier Corporation, air conditioning, 1961
Box 99, Folder 3  Carrier Corporation, air conditioning, 1962-1963
Box 100, Folder 1  Carrier Corporation, air conditioning, 1962-1965
Box 100, Folder 2  Carrier Corporation, air conditioning, 1963
Box 100, Folder 3  Carrier Corporation, air conditioning, 1963-1964
Box 100, Folder 4  Carrier Corporation, air conditioning, 1964-1965
Box 101, Folder 1  Carrier Corporation, air conditioning, 1965-1967
Box 101, Folder 2  Carrier Corporation, air conditioning, 1965-1967
Box 101, Folder 3  Carrier Corporation, air conditioning, 1965-1970
Box 102, Folder 1  Carrier Corporation, air conditioning, 1970-1972
Box 102, Folder 2  Cartier, diamonds, 1937-1938
Box 102, Folder 3  Castle Films, motion pictures, 1933-1934
Box 102, Folder 4  Caterpillar Tractor Company, tractors, 1937
Box 102, Folder 5  Caterpillar Tractor Company, tractors, consumer magazines, 1930-1938
Box 103, Folder 1  Caterpillar Tractor Company, tractors, 1939-1948
Box 103, Folder 2  Caterpillar Tractor Company, tractors, 1939-1948
Box 103, Folder 3  Caterpillar Tractor Company, tractors, 1948-1951
Box 104, Folder 1  Caterpillar Tractor Company, tractors, 1951-1956
Box 104, Folder 2  Caterpillar Tractor Company, tractors, 1957-1960
<table>
<thead>
<tr>
<th>Box 104, Folder 3</th>
<th>Caterpillar Tractor Company, tractors, 1958-1959</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 105, Folder 1</td>
<td>Caterpillar Tractor Company, tractors, 1960-1962</td>
</tr>
<tr>
<td>Box 105, Folder 2</td>
<td>Caterpillar Tractor Company, tractors, 1962-1964</td>
</tr>
<tr>
<td>Box 105, Folder 3</td>
<td>Caterpillar Tractor Company, tractors, 1930-1933</td>
</tr>
<tr>
<td>Box 105, Folder 4</td>
<td>Caterpillar Tractor Company, tractors, foreign, 1957</td>
</tr>
<tr>
<td>Box 106, Folder 1</td>
<td>Caterpillar Tractor Company, tractors, foreign, 1957</td>
</tr>
<tr>
<td>Box 106, Folder 2</td>
<td>Caterpillar Tractor Company, tractors, foreign, 1957-1958</td>
</tr>
<tr>
<td>Box 106, Folder 3</td>
<td>Caterpillar Tractor Company, tractors, foreign, 1957-1958</td>
</tr>
<tr>
<td>Box 106, Folder 4</td>
<td>Caterpillar Tractor Company, tractors, foreign, 1957-1958</td>
</tr>
<tr>
<td>Box 107, Folder 1</td>
<td>Caterpillar Tractor Company, tractors, foreign, 1959</td>
</tr>
<tr>
<td>Box 107, Folder 2</td>
<td>Caterpillar Tractor Company, tractors, foreign, 1959-1960</td>
</tr>
<tr>
<td>Box 107, Folder 3</td>
<td>Caterpillar Tractor Company, tractors, foreign, 1961</td>
</tr>
<tr>
<td>Box 108, Folder 1</td>
<td>Caterpillar Tractor Company, tractors, foreign, 1962-1963</td>
</tr>
<tr>
<td>Box 108, Folder 2</td>
<td>Caterpillar Tractor Company, tractors, foreign, 1962-1963</td>
</tr>
<tr>
<td>Box 108, Folder 3</td>
<td>Caterpillar Tractor Company, tractors, foreign, 1963</td>
</tr>
<tr>
<td>Box 108, Folder 4</td>
<td>Caterpillar Tractor Company, tractors, foreign, 1963-1964</td>
</tr>
<tr>
<td>Box 108, Folder 5</td>
<td>Caterpillar Tractor Company, tractors, foreign, 1963-1964</td>
</tr>
<tr>
<td>Box 109, Folder 1</td>
<td>Caterpillar Tractor Company, tractors, foreign, 1944</td>
</tr>
<tr>
<td>Box 109, Folder 2</td>
<td>Caterpillar Tractor Company, tractors, foreign, 1950-1951</td>
</tr>
<tr>
<td>Box 109, Folder 3</td>
<td>Caterpillar Tractor Company, tractors, foreign, 1950-1952</td>
</tr>
<tr>
<td>Box 109, Folder 4</td>
<td>Caterpillar Tractor Company, tractors, foreign, 1950-1952</td>
</tr>
<tr>
<td>Box 110, Folder 1</td>
<td>Caterpillar Tractor Company, tractors, 1952</td>
</tr>
<tr>
<td>------------------</td>
<td>---------------------------------------------</td>
</tr>
<tr>
<td>Box 110, Folder 2</td>
<td>Caterpillar Tractor Company, tractors, 1952</td>
</tr>
<tr>
<td>Box 110, Folder 3</td>
<td>Caterpillar Tractor Company, tractors, 1953</td>
</tr>
<tr>
<td>Box 111, Folder 1</td>
<td>Caterpillar Tractor Company, tractors, 1953</td>
</tr>
<tr>
<td>Box 111, Folder 2</td>
<td>Caterpillar Tractor Company, tractors, 1953-1954</td>
</tr>
<tr>
<td>Box 111, Folder 3</td>
<td>Caterpillar Tractor Company, tractors, 1953-1954</td>
</tr>
<tr>
<td>Box 111, Folder 4</td>
<td>Caterpillar Tractor Company, tractors, 1953-1954</td>
</tr>
<tr>
<td>Box 112, Folder 1</td>
<td>Caterpillar Tractor Company, tractors, 1954</td>
</tr>
<tr>
<td>Box 112, Folder 2</td>
<td>Caterpillar Tractor Company, tractors, 1954</td>
</tr>
<tr>
<td>Box 112, Folder 3</td>
<td>Caterpillar Tractor Company, tractors, 1954</td>
</tr>
<tr>
<td>Box 112, Folder 4</td>
<td>Caterpillar Tractor Company, tractors, 1955</td>
</tr>
<tr>
<td>Box 113, Folder 1</td>
<td>Caterpillar Tractor Company, tractors, 1955</td>
</tr>
<tr>
<td>Box 113, Folder 2</td>
<td>Caterpillar Tractor Company, tractors, 1955-1956</td>
</tr>
<tr>
<td>Box 113, Folder 3</td>
<td>Caterpillar Tractor Company, tractors, 1955-1956</td>
</tr>
<tr>
<td>Box 114, Folder 1</td>
<td>Caterpillar Tractor Company, tractors, 1956</td>
</tr>
<tr>
<td>Box 114, Folder 2</td>
<td>Caterpillar Tractor Company, tractors, 1956</td>
</tr>
<tr>
<td>Box 114, Folder 3</td>
<td>Caterpillar Tractor Company, tractors, 1956</td>
</tr>
<tr>
<td>Box 114, Folder 4</td>
<td>Caterpillar Tractor Company, tractors, 1956-1957</td>
</tr>
<tr>
<td>Box 115, Folder 1</td>
<td>Caterpillar Tractor Company, tractors, 1956-1957</td>
</tr>
<tr>
<td>Box 115, Folder 2</td>
<td>Caterpillar Tractor Company, tractors, 1957-1958</td>
</tr>
<tr>
<td>Box 115, Folder 3</td>
<td>Caterpillar Tractor Company, tractors, 1957-1958</td>
</tr>
<tr>
<td>Box 116, Folder 1</td>
<td>Caterpillar Tractor Company, tractors, 1959</td>
</tr>
</tbody>
</table>
Box 116, Folder 2  Caterpillar Tractor Company, tractors, 1960
Box 116, Folder 3  Caterpillar Tractor Company, tractors, 1961
Box 117, Folder 1  Caterpillar Tractor Company, tractors, 1962
Box 117, Folder 2  Caterpillar Tractor Company, tractors, 1962-1963
Box 117, Folder 3  Caterpillar Tractor Company, tractors, 1963-1964
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
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
Tear sheets

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
Box 125, Folder 2  Chesapeake and Potomac Telephone Company, telephones, Maryland, 1962-1963
Box 125, Folder 3  Chesapeake and Potomac Telephone Company, telephones, Maryland, 1964-1967
Box 125, Folder 4  Chesapeake and Potomac Telephone Company, telephones, Maryland, 1964-1967
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

Box 128, Folder 2  Chesapeake and Potomac Telephone Company, telephones, Washington, DC, 1957

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
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)
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
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)

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  Coffee (various), coffee, 1961-1964
Box 140, Folder 1  Coffee (various), coffee, 1965
Box 140, Folder 1  Coffee (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

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

Concentration advertising proof sheet], [ca. 1940s :
1 Sheet (Ink on paper, glued to paper page.)
Container Corporation of America, Advertiser
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 American, 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

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.)
Reproductions
Tear sheets -- 1940-1950

Box 142, Folder 1343-1344
Aim Hisgh! [color advertisement; tear sheet], 1943
1 Item (Ink on paper.; 14.4" x 12.2").
Image(s): Aim Hisgh! [color advertisement; tear sheet].
Container Corporation of America, Advertiser
"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
Tear sheets

Container Corporation of American, containers, 1945 - 1946

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

Image(s)

Box 148, Folder 1  O Time Too Swift [photomechanical reproduction of painting], 1940
1 Sheet (approx. 5.0" x 7.0" image in a 16.5" x 9.8" advertisement; Ink on paper, glued to paper page.)

Image(s): O Time Too Swift [photomechanical reproduction of painting], Picasso, Pablo, 1881-1973, Artist
N. W. Ayer and Son, Advertiser
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
Paintings -- Reproductions
Photomechanical prints
Proofs (printed matter)
Tear sheets

Box 148, Folder 1941, 1944-51, 1947-98  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
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
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
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
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
Advertisement for De Beers Diamonds with reproduction of painting by Lamotte.


Probable copyright and trademark restrictions. Neg. no. (NMAH) 91-3331. Copy prints are available from the Smithsonian Institution Office of Printing and Photographic Services for scholarly research, but permission to publish should be obtained from the advertiser or its successor.

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

Genre/ Form: Advertisements
            Paintings -- Reproductions
            Photomechanical prints
            Print advertising
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

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

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
Image(s): A Diamond is Forever [color advertisement; tear sheet].
De Beers Consolidated Mines, Advertiser
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 De Beers Consolidated Mines, Ltd., diamonds, 1966-1968
Box 149, Folder 3 De Beers Consolidated Mines, Ltd., diamonds, 1966-1968
Box 149, Folder 4 De Beers Consolidated Mines, Ltd., diamonds, 1964-1966

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
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 Dooodle 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. Du Pont de Nemours and Company, Incorporated, synthetic rubbers, fabric, 1960
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 158A, Folder 1</td>
<td>General Plastics Inc., plastics, Durez, 1929</td>
</tr>
<tr>
<td>Box 158A, Folder 1</td>
<td>General Plastics Inc., plastics, Durez, 1931-1933</td>
</tr>
<tr>
<td>Box 158A, Folder 2</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, motion pictures, undated</td>
</tr>
<tr>
<td>Box 159, Folder 1</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, carpet, 1964</td>
</tr>
<tr>
<td>Box 159, Folder 2</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, carpet, 1964</td>
</tr>
<tr>
<td>Box 159, Folder 3</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, carpet, 1961-1963</td>
</tr>
<tr>
<td>Box 161, Folder 3</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, dyes and chemicals, 1961-1964</td>
</tr>
<tr>
<td>Box 162, Folder 1</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, elastomers, 1957</td>
</tr>
<tr>
<td>Box</td>
<td>Folder</td>
</tr>
<tr>
<td>--------------------</td>
<td>---------</td>
</tr>
<tr>
<td>162, Folder 2</td>
<td></td>
</tr>
<tr>
<td>162, Folder 4</td>
<td></td>
</tr>
<tr>
<td>163, Folder 1</td>
<td></td>
</tr>
<tr>
<td>163, Folder 3</td>
<td></td>
</tr>
<tr>
<td>164, Folder 5</td>
<td></td>
</tr>
<tr>
<td>165, Folder 4</td>
<td></td>
</tr>
<tr>
<td>166, Folder 1</td>
<td></td>
</tr>
<tr>
<td>166, Folder 3</td>
<td></td>
</tr>
<tr>
<td>Box 166, Folder 4</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, photo products, 1957-1958</td>
</tr>
<tr>
<td>------------------</td>
<td>----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Box 167, Folder 1</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, photo products, 1959</td>
</tr>
<tr>
<td>Box 167, Folder 3</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, photo products, 1961-1964</td>
</tr>
<tr>
<td>Box 168, Folder 1</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, automobile paints, 1965</td>
</tr>
<tr>
<td>Box 169, Folder 3</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, 1967</td>
</tr>
<tr>
<td>Box 170, Folder 1</td>
<td>Eagle Papers, stationery, 1931</td>
</tr>
<tr>
<td>Box 170, Folder 2</td>
<td>Eastern Steamships Lines, steamships, 1932-1935</td>
</tr>
<tr>
<td>Box 170, Folder 3</td>
<td>Eastern Steamships Lines, steamships, 1932-1935</td>
</tr>
<tr>
<td>Box 171, Folder 1</td>
<td>Eastern Steamships Lines, steamships, 1935-1937</td>
</tr>
<tr>
<td>Box 171, Folder 2</td>
<td>Eastern Steamships Lines, steamships, 1935-1937</td>
</tr>
<tr>
<td>Box 171, Folder 3</td>
<td>Eastern Steamships Lines, steamships, 1935-1941</td>
</tr>
<tr>
<td>Box 172, Folder 1</td>
<td>Eastern Steamships Lines, steamships, 1935-1941</td>
</tr>
<tr>
<td>Box 172, Folder 2</td>
<td>Eastern Steamships Lines, steamships, 1937-1940</td>
</tr>
<tr>
<td>Box 173, Folder 1</td>
<td>Eastern Steamships Lines, steamships, 1937-1940</td>
</tr>
</tbody>
</table>
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
Box 178, Folder 2  American Electric Company, advertising, radio show, MAT Service, 1957-1960
Box 178, Folder 3  American Electric Company, advertising, radio show, MAT Service, 1957-1960
Box 178, Folder 4  American Electric Company, advertising, radio show, MAT Service, 1956-1957
Box 179, Folder 1  American Electric Company, advertising, radio show, 1962
Box 179, Folder 2  American Electric Company, advertising, radio show, 1962-1963
Box 179, Folder 3  American Electric Company, advertising, radio show, 1963
Box 179, Folder 4  American Electric Company, advertising, radio show, 1966
Box 179, Folder 5  American Electric Company, advertising, radio show, 1967
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

Box 181, Folder 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
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/    Advertisements -- 1920-1930
Form:     Tear sheets
<p>| Box 181, Folder 4 | Encyclopaedia Britannica Company Ltd., encyclopedias, 1935 |
| Box 181, Folder 4 | Encyclopaedia Britannica Company Ltd., encyclopedias, 1938-1942 |
| Box 181, Folder 5 | Encyclopaedia Britannica Company Ltd., encyclopedias, 1943-1947 |
| Box 182, Folder 1 | Endocreme, cosmetics, 1938 |
| Box 182, Folder 2 | 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 | Evening Bulletin, newspapers, Philadelphia Beulletin, 1941-1943 |
| Box 183, Folder 1 | Evening Bulletin, newspapers, Philadelphia Beulletin, 1948-1953 |
| Box 183, Folder 2 | Evening Bulletin, newspapers, Philadelphia Beulletin, 1955 |
| Box 183, Folder 3 | Evening Bulletin, newspapers, Philadelphia Beulletin, 1957 |
| Box 184, Folder 1 | Evening Bulletin, newspapers, Philadelphia Beulletin, 1954-1956 |
| 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 |
| Box 186, Folder 3 | National Carbon Company, batteries, Eveready Raytheon Tubes, 1930-1933 |
| Box 187, Folder 1 | National Carbon Company, batteries, Rustone, 1930-1933 |</p>
<table>
<thead>
<tr>
<th>Box 187, Folder 2</th>
<th>National Carbon Company, batteries, Rustone, 1930-1933</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 187, Folder 3</td>
<td>N. Erlanger, Blumgart and Company, Inc., cotton fabrics, Everfast Fabrics, 1930-1931</td>
</tr>
<tr>
<td>Box 187, Folder 4</td>
<td>Expello Corporation, 1930-1933</td>
</tr>
<tr>
<td>Box 188, Folder 1</td>
<td>Farnsworth Television and Radio Corporation, television, radio, 1943-1944</td>
</tr>
<tr>
<td>Box 188, Folder 2</td>
<td>Farnsworth Television and Radio Corporation, television, radio, 1939-1942</td>
</tr>
<tr>
<td>Box 188, Folder 3</td>
<td>Farnsworth Television and Radio Corporation, television, radio, 1939-1942</td>
</tr>
<tr>
<td>Box 188, Folder 4</td>
<td>Family Circle, publications, 1942</td>
</tr>
<tr>
<td>Box 189, Folder 1</td>
<td>Farnsworth Television and Radio Corporation, television, radio, 1944-1947</td>
</tr>
<tr>
<td>Box 189, Folder 2</td>
<td>Farnsworth Television and Radio Corporation, television, radio, 1944-1947</td>
</tr>
<tr>
<td>Box 189, Folder 3</td>
<td>Farnsworth Television and Radio Corporation, television, radio, 1944-1947</td>
</tr>
<tr>
<td>Box 189, Folder 4</td>
<td>Farnsworth Television and Radio Corporation, television, radio, 1943-1944</td>
</tr>
<tr>
<td>Box 189, Folder 5</td>
<td>Farrington Manufacturing Company, optical scanners, 1959-1961</td>
</tr>
<tr>
<td>Box 190, Folder 1</td>
<td>Fashion Park, clothing, men's clothing, 1936-1945</td>
</tr>
<tr>
<td>Box 190, Folder 1</td>
<td>Fashion Park, clothing, men's clothing, 1935</td>
</tr>
<tr>
<td>Box 190, Folder 2</td>
<td>Fatima, fingernail polish, undated</td>
</tr>
<tr>
<td>Box 190, Folder 3</td>
<td>Felt and Tarrant Manufacturing, adding machines, 1931-1943</td>
</tr>
<tr>
<td>Box 190, Folder 4</td>
<td>Felt and Tarrant Manufacturing, adding machines, 1943-1947</td>
</tr>
<tr>
<td>Box 191, Folder 1</td>
<td>Felt and Tarrant Manufacturing, adding machines, 1948-1950</td>
</tr>
<tr>
<td>Box 191, Folder 2</td>
<td>Felt and Tarrant Manufacturing, adding machines, 1951-1954</td>
</tr>
<tr>
<td>Box 191, Folder 3</td>
<td>Felt and Tarrant Manufacturing, adding machines, 1955-1956</td>
</tr>
<tr>
<td>Box 191, Folder 4</td>
<td>Ferranti Ltd., clocks, electric clocks, 1930-1932</td>
</tr>
<tr>
<td>Box/ Folder</td>
<td>Description</td>
</tr>
<tr>
<td>-------------</td>
<td>-------------</td>
</tr>
<tr>
<td>192, Folder 1</td>
<td>D.M. Ferry and Company, seed companies, nurseries, 1930-1937</td>
</tr>
<tr>
<td>1, Folder 4</td>
<td>Ad Council to Education, advertising, 1961</td>
</tr>
<tr>
<td>192, Folder 2</td>
<td>Ferry Morse Seed Company, seed companies, nurseries, 1937-1942</td>
</tr>
<tr>
<td>192, Folder 3</td>
<td>5th Avenue Building, office building, 1932-1936</td>
</tr>
<tr>
<td>193, Folder 1</td>
<td>6th Avenue Building, office building, 1932-1936</td>
</tr>
<tr>
<td>193, Folder 2</td>
<td>7th Avenue Building, office building, 1932-1936</td>
</tr>
<tr>
<td>193, Folder 3</td>
<td>8th Avenue Building, office building, 1938-1942</td>
</tr>
<tr>
<td>194, Folder 1</td>
<td>First Pennsylvania Banking and Trust Company, banking, First California Bank, 1964-1966</td>
</tr>
<tr>
<td>194, Folder 2</td>
<td>First Pennsylvania Banking and Trust Company, banking, First California Bank, 1964-1966</td>
</tr>
<tr>
<td>194, Folder 3</td>
<td>Pennsylvania Company, insurance, 1944-1946</td>
</tr>
<tr>
<td>195, Folder 1</td>
<td>Pennsylvania Company, insurance, 1948-1949</td>
</tr>
<tr>
<td>195, Folder 2</td>
<td>Pennsylvania Company, insurance, 1951-1953</td>
</tr>
<tr>
<td>196, Folder 1</td>
<td>Pennsylvania Company, insurance, 1953-1956</td>
</tr>
<tr>
<td>196, Folder 2</td>
<td>Pennsylvania Company, insurance, 1957</td>
</tr>
<tr>
<td>196, Folder 3</td>
<td>Pennsylvania Company, insurance, 1960-1961</td>
</tr>
<tr>
<td>197, Folder 1</td>
<td>First Pennsylvania Banking and Trust Company, banking, 1962-1963</td>
</tr>
<tr>
<td>197, Folder 2</td>
<td>First Pennsylvania Banking and Trust Company, banking, 1966-1967</td>
</tr>
<tr>
<td>198, Folder 1</td>
<td>First Pennsylvania Banking and Trust Company, banking, 1967</td>
</tr>
<tr>
<td>198, Folder 2</td>
<td>First Pennsylvania Banking and Trust Company, banking, 1967</td>
</tr>
<tr>
<td>198, Folder 3</td>
<td>First Pennsylvania Banking and Trust Company, banking, 1969</td>
</tr>
</tbody>
</table>
Box 199, Folder 1  First Pennsylvania Banking and Trust Company, banking, 1967
Box 200, Folder 1  Frank H. Fleer Corporation, candy, bubble gum, 1940-1941
Box 200, Folder 2  Firth Carpet Company, carpet, 1935-1937
Box 200, Folder 3  Fleecy White Laundry Bleach, bleach, 1938
Box 200, Folder 4  Florida East Coast Railway, railroads, 1940
Box 201, Folder 1  Ford Motor Company, automobiles, 1929-1930
Box 201, Folder 2  Ford Motor Company, automobiles, 1929-1930
Box 201, Folder 3  Ford Motor Company, automobiles, 1939-1940
Box 202, Folder 1  Ford Motor Company, automobiles, 1940
Box 202, Folder 2  Ford Motor Company, automobiles, 1932-1934
Box 202, Folder 3  Ford Motor Company, automobiles, 1932-1934
Box 203, Folder 1  Ford Motor Company, automobiles, 1935
Box 203, Folder 2  Ford Motor Company, automobiles, 1932-1934
Box 203, Folder 3  Ford Motor Company, automobiles, 1935
Box 204, Folder 1  Ford Motor Company, automobiles, 1935-1936
Box 204, Folder 2  Ford Motor Company, automobiles, 1935-1936
Box 204, Folder 3  Ford Motor Company, automobiles, 1935-1936
Box 205, Folder 1  Ford Motor Company, automobiles, 1935-1936
Box 205, Folder 2  Ford Motor Company, automobiles, 1934-1935
Box 205, Folder 3  Ford Motor Company, automobiles, 1934-1935
Box 206, Folder 1  Ford Motor Company, automobiles, 1934-1935
Box 206, Folder 2  Ford Motor Company, automobiles, 1937-1938
Box 206, Folder 3  Ford Motor Company, automobiles, 1937-1938
Box 207, Folder 1  Ford Motor Company, automobiles, Lincoln Cars, 1930-1931
Box 207, Folder 2  Ford Motor Company, automobiles, Lincoln Cars, 1938-1940
Box 207, Folder 3  Ford Motor Company, automobiles, Lincoln Cars, 1938-1940
Box 208, Folder 1  Ford Motor Company, automobiles, Lincoln Cars, 1936-1940
Box 208, Folder 2  Ford Motor Company, automobiles, Lincoln Cars, 1936-1937
Box 208, Folder 3  Ford Motor Company, automobiles, Lincoln Cars, 1930-1931
Box 209, Folder 1  Ford Motor Company, automobiles, Lincoln Cars, 1935-1939
Box 209, Folder 2  Ford Motor Company, automobiles, Lincoln Cars, 1935-1939
Box 209, Folder 3  Ford Motor Company, automobiles, Lincoln Cars, 1934
Box 209, Folder 4  Ford Motor Company, automobiles, Lincoln Cars, 1936-1940
Box 210, Folder 1  Ford Motor Company, automobiles, Lincoln Cars, 1938-1939
Box 210, Folder 2  Ford Motor Company, automobiles, Lincoln Cars, 1939-1940
Box 210, Folder 3  Ford Motor Company, automobiles, Lincoln Cars, 1936-1940
Box 211, Folder 1  Ford Motor Company, automobiles, trucks, 1933-1937
Box 211, Folder 2  Ford Motor Company, automobiles, trucks, 1933-1937
Box 211, Folder 3  Ford Motor Company, automobiles, trucks, 1933-1937
Box 212, Folder 1  Ford Motor Company, automobiles, trucks, 1937-1939
Box 212, Folder 2  Ford Motor Company, automobiles, trucks, 1937-1939
Box 212, Folder 3  Ford Motor Company, automobiles, trucks, 1933-1937
Box 213, Folder 1  Ford Motor Company, trucks, 1936-1937
Box 213, Folder 2  Ford Motor Company, trucks, 1931-1934
Box 213, Folder 3  Ford Motor Company, automobiles, trucks, 1934-1936
Box 213, Folder 4  Ford Motor Company, automobiles, trucks, 1934-1936
Box 214, Folder 1  Ford Motor Company, trucks, 1931
Box 214, Folder 2  Ford Motor Company, trucks, 1936-1937
Box 214, Folder 3  Ford Motor Company, trucks, 1936-1937
Box 215, Folder 1  Ford Motor Company, trucks, 1938-1940
Box 215, Folder 2  Ford Motor Company, trucks, 1934
Box 215, Folder 3  Ford Motor Company, trucks, 1934
Box 216, Folder 1  Ford Motor Company, trucks, tractors, 1930-1931
Box 216, Folder 2  Ford Motor Company, trucks, tractors, 1930-1931
Box 216, Folder 3  Ford Motor Company, trucks, 1938-1940
Box 217, Folder 1  Ford Motor Company, automobiles and trucks, 1934-1937
Box 217, Folder 2  Ford Motor Company, automobiles and trucks, 1934-1937
Box 217, Folder 3  Ford Motor Company, automobiles and trucks, 1934-1937
Box 217, Folder 4  Ford Motor Company, 1940
Box 218, Folder 1  Ford Motor Company, parts, service, 1937-1940
Box 218, Folder 2  Ford Motor Company, parts, service, 1937-1940
Box 218, Folder 3  Ford Motor Company, automobiles and trucks, 1938-1939
Box 218, Folder 4  Ford Motor Company, automobiles and trucks, 1938-1939
Box 219, Folder 1  Ford Motor Company, charcoal, coke, 1935-1940
Box 219, Folder 2  Ford Motor Company, plane engines, wings, 1930-1932
<table>
<thead>
<tr>
<th>Box 219, Folder 3</th>
<th>Ford Motor Company, tractors, trucks, undated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 220, Folder 1</td>
<td>Ford Motor Company Latin America, service, 1930-1934</td>
</tr>
<tr>
<td>Box 220, Folder 2</td>
<td>Ford Motor Company Latin America, automobiles, V-8 engine, 1930-1934</td>
</tr>
<tr>
<td>Box 220, Folder 3</td>
<td>Ford Motor Company Latin America, automobiles and trucks, 1930</td>
</tr>
<tr>
<td>Box 220, Folder 4</td>
<td>Ford Motor Company Latin America, automobiles and trucks, 1930</td>
</tr>
<tr>
<td>Box 221, Folder 1</td>
<td>Ford Motor Company Latin America, trucks, 1930-1937</td>
</tr>
<tr>
<td>Box 221, Folder 2</td>
<td>Ford Motor Company Latin America, trucks, 1930-1937</td>
</tr>
<tr>
<td>Box 221, Folder 3</td>
<td>Ford Motor Company Latin America, trucks, 1930-1937</td>
</tr>
<tr>
<td>Box 222, Folder 1</td>
<td>Ford Motor Company Latin America, automobiles, 1931</td>
</tr>
<tr>
<td>Box 222, Folder 2</td>
<td>Ford Motor Company Latin America, automobiles, 1931</td>
</tr>
<tr>
<td>Box 222, Folder 3</td>
<td>Ford Motor Company Latin America, automobiles, 1931</td>
</tr>
<tr>
<td>Box 223, Folder 1</td>
<td>Ford Motor Company, automobiles, cars, trucks, buses, 1934-1937</td>
</tr>
<tr>
<td>Box 223, Folder 2</td>
<td>Ford Motor Company, automobiles and trucks, 1934-1937</td>
</tr>
<tr>
<td>Box 223, Folder 3</td>
<td>Ford Motor Company, automobiles, V-8 engine, 1931-1932</td>
</tr>
<tr>
<td>Box 224, Folder 1</td>
<td>Ford Motor Company Latin America, automobiles, 1938-1940</td>
</tr>
<tr>
<td>Box 224, Folder 2</td>
<td>Ford Motor Company Latin America, automobiles, 1938-1940</td>
</tr>
<tr>
<td>Box 224, Folder 3</td>
<td>Ford Motor Company Latin America, automobiles and trucks, 1934-1937</td>
</tr>
<tr>
<td>Box 225, Folder 1</td>
<td>Ford Motor Company England, trucks, cars, tractors, 1931-1932</td>
</tr>
<tr>
<td>Box 225, Folder 2</td>
<td>Ford Motor Company Latin America, automobile parts, 1934-1937</td>
</tr>
<tr>
<td>Box 225, Folder 3</td>
<td>Ford Motor Company Latin America, trucks, service, 1932-1936</td>
</tr>
<tr>
<td>Box 225, Folder 4</td>
<td>Ford Motor Company Latin America, automobiles, 1938-1940</td>
</tr>
</tbody>
</table>
Box 226, Folder 1  Ford Motor Company England, automobile engines, Fordson Trucks, 1930-1932
Box 226, Folder 2  Ford Motor Company England, automobile engines, Fordson Trucks, 1930-1932
Box 226, Folder 3  Ford Motor Company England, automobile engines, Fordson Trucks, 1932-1935
Box 227, Folder 1  Ford Motor Company England, automobile engines, Fordson Trucks, 1937-1940
Box 227, Folder 2  Ford Motor Company England, automobile engines, Fordson Trucks, 1936-1937
Box 227, Folder 3  Ford Motor Company England, automobile engines, Fordson Trucks, 1932-1935
Box 228, Folder 1  Ford Motor Company England, automobile engines, Fordson Trucks, 1930-1932
Box 228, Folder 2  Ford Motor Company England, automobile engines, Fordson Trucks, 1931-1934
Box 228, Folder 3  Ford Motor Company England, automobile engines, Fordson Trucks, 1930
Box 229, Folder 1  Ford Motor Company England, automobile engines, Fordson Trucks, 1930-1935
Box 229, Folder 2  Ford Motor Company England, automobile engines, Fordson Trucks, 1932-1934
Box 229, Folder 3  Ford Motor Company England, automobile engines, Fordson Trucks, 1930-1938
Box 230, Folder 1  Ford Motor Company Canada, automobiles, used cars, 1936-1937
Box 230, Folder 2  Ford Motor Company Canada, automobiles, used cars, 1936-1937
Box 230, Folder 3  Ford Motor Company Canada, automobiles, 1930
Box 230, Folder 4  Ford Motor Company Canada, automobiles and trucks, 1930
Box 231, Folder 1  Ford Motor Company Canada, automobiles, used cars and trucks, 1937-1939
Box 231, Folder 2  Ford Motor Company Canada, automobiles, used cars and trucks, 1937-1939
Box 231, Folder 3  Ford Motor Company Canada, automobiles and trucks, 1937-1939
Box 232, Folder 1  Ford Motor Company Canada, automobiles, used cars, 1930-1932
Box 232, Folder 2  Ford Motor Company, briquets, coke, cement, 1929-1931
Box 232, Folder 3  Ford Motor Company, automobiles, Good Driving League, 1940
Box 232, Folder 4    Ford Motor Company, tractors, trucks, 1939-1940
Box 232A, Folder 1    Ford Motor Company, automobiles, 1930-1931
Box 232A, Folder 2    Ford Motor Company Latin America, automobiles and trucks, 1937-1938
Box 232B, Folder 1    Ford Motor Company, trucks, buses, vans, 1935-1936
Box 232B, Folder 2    Ford Motor Company England, trucks, tractors, Fordson Trucks, 1937-1940
Box 232C, Folder 1    Ford Motor Company, automobiles and buses, 1937-1940
Box 232C, Folder 2    Ford Motor Company, automobiles and buses, 1937-1940
Box 232, Folder 1    Ford Motor Company, automobiles, new and used, 1938-1939
Box 232, Folder 2    Ford Motor Company, automobiles, new and used, 1938-1939
Box 232E, Folder 1    Ford Motor Company Canada, trucks, vans, parts, Fordson Tractor, 1931-1940
Box 232E, Folder 2    Ford Motor Company, trucks, tractors, Fordson, 1941-1942
Box 232E, Folder 3    W.T. Grant Company, paints and finishes, 1937
Box 233, Folder 1    Forstmann Woolen Company, woolen fabrics, 1940-1944
Box 233, Folder 2    Fortune Magazine, publications, 1940-1941
Box 233, Folder 2    Fortune Magazine, publications, 1946-1947
Box 233, Folder 2    Fortune Magazine, publications, 1949
Box 233, Folder 3    Fostoria Glass Company, glass, 1929-1931
Box 233, Folder 4    Fownes Brothers and Company, gloves, 1933
Box 233, Folder 4    Fownes Brothers and Company, gloves, 1935-1938
Box 233, Folder 4    Fownes Brothers and Company, gloves, 1929-1931, 1933, 1935-1938
Box 234, Folder 1    French Line, cruises, 1932-1960
Box 235, Folder 1  
French Line, cruises, 1930-1933

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

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

Box 235, Folder 3  
French Line, cruises, 1933-1938

Box 235, Folder 4  
French Line, cruises, 1938-1948

Box 236, Folder 1  
French Line, cruises, 1949-1956

Box 236, Folder 2  
French Line, cruises, 1957

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
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  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

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/ Advertisements -- 1940-1950
Form: 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

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
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

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 1933-1941  [Dole pineapple juice advertisement, "recaptured with photograph by Bruehl-Burgess : photomechanical proof sheet], 1937
1 Sheet (Ink on paper.)
Bruehl, Anton, Photographer
Dole Pineapple, Advertiser
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.)
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
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
Image(s)

Box 261, Folder Hawaiian Pineapple 1954-1955

Five-flavor harmony! [color advertisement; tear sheet], 1953
1 Item (Ink on paper.; 19.3” x 13.9”).
Image(s): Five-flavor harmony! [color advertisement; tear sheet].
Hawaiian Pineapple Co., Advertiser
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.
Hawaiian Pineapple Company, 1943

Two appetites that Beat as One [color advertisement; tear sheet], 1939
1 Item (Ink on paper.; 15.6” x 8.2”)

Image(s): Two appetites that Beat as One [color advertisement; tear sheet].

Hawaiian Pineapple Co., Advertiser
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

Place: Hawaii

Hawaiian Pineapple Company, 1946

Hawaiian Pineapple Company, 1938-1939

Hawaiian Pineapple Company, 1950-1953

[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
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
... (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
Ukulele
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
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
Tear sheets
### Place: Hawaii

<table>
<thead>
<tr>
<th>Box 263, Folder 1</th>
<th>Hawaiian Pineapple Company, 1956-1957</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 263, Folder 2</td>
<td>Hawaiiian Trust Company, 1940-1946</td>
</tr>
<tr>
<td></td>
<td><strong>Image(s)</strong></td>
</tr>
</tbody>
</table>

Box 263, Folder 3 Hawaiian Pineapple (Dole) 1956-1957

<table>
<thead>
<tr>
<th>See the difference DOLE makes! [color advertisement; tear sheet], circa 1956</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 Item (Ink on paper.; 16.2&quot; x 12.2&quot;).</strong></td>
</tr>
<tr>
<td><strong>Image(s): See the difference DOLE makes! [color advertisement; tear sheet].</strong></td>
</tr>
<tr>
<td>Hawaiian Pineapple Co., Advertiser</td>
</tr>
<tr>
<td>&quot;Enjoy a DOLE Hawaiian Pineapple Barbeque!&quot; Scene of a table filled with pineapple foods and a young boy peering at the table.</td>
</tr>
</tbody>
</table>

**Local Numbers**

- AC0059-0000268 (AC Scan)

**Names:** Dole Food Company.

**Topic:** Cookery (Pineapples) Pineapples -- Hawaii advertising

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

<table>
<thead>
<tr>
<th>Box 263, Folder 3</th>
<th>Dr. Hess and Clark Inc., 1936-1942</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 264, Folder 1</td>
<td>Dr. Hess and Clark Inc., 1942-1944</td>
</tr>
<tr>
<td>Box 264, Folder 2</td>
<td>Dr. Hess and Clark Inc., 1945-1946</td>
</tr>
<tr>
<td>Box 264, Folder 3</td>
<td>Dr. Hess and Clark Inc., 1946-1948</td>
</tr>
<tr>
<td>Box 265, Folder 1</td>
<td>Dr. Hess and Clark Inc., 1948-1951</td>
</tr>
<tr>
<td>Box 265, Folder 2</td>
<td>Hills Bros., 1930-1939</td>
</tr>
<tr>
<td></td>
<td><strong>Image(s)</strong></td>
</tr>
</tbody>
</table>

| I never realized how important the coffee-tester is! [black & white advertisement; tear sheet], 1939 |

Page 277 of 520
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

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

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
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
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
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
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.

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
Eight reasons for store owners to "spotlight" Hills Bros coffee illustrated by cartoons.

In Series 3?, Box O/S 268, Folder 1960-1964.

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
Illustrated with an open jar of Hills Bros instant coffee and a filled cup and saucer sitting on a 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
1 Item (ink on paper.; approximately 7.5" x 4.0")

Image(s): Gourmet cooking is Child's play when ... [black & white advertisement; tear sheet].
Hills Bros. Coffee, Inc., Advertiser
...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

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

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

Box 271, Folder Howard Johnson's 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
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
Image(s): Put away the skillet, Mom, tonight it's Howard Johnson's [color advertisement; tear sheet].

Howard Johnson's, Advertiser
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
Box 276, Folder 2  Illinois Bell Telephone Company (IBT), 1953
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
Box 278, Folder 2  Illinois Bell Telephone Company (IBT), 1957
Box 279, Folder 1  Illinois Bell Telephone Company (IBT), 1957
Box 279, Folder 2  Illinois Bell Telephone Company (IBT), 1958
Box 279, Folder 3  Illinois Bell Telephone Company (IBT), 1958
Box 280, Folder 1  Illinois Bell Telephone Company (IBT), 1958
Box 280, Folder 2  Illinois Bell Telephone Company (IBT), 1958
Box 280, Folder 3  Illinois Bell Telephone Company (IBT), 1959
Box 281, Folder 1  Illinois Bell Telephone Company (IBT), 1959
Box 281, Folder 2  Illinois Bell Telephone Company (IBT), 1960
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
<table>
<thead>
<tr>
<th>Box 284, Folder 2</th>
<th>Imperial Rayon, 1939-1940</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 284, Folder 3</td>
<td>Insurance Company of North America, 1950-1952</td>
</tr>
<tr>
<td>Box 284, Folder 4</td>
<td>Insurance Company of North America, 1950-1952</td>
</tr>
<tr>
<td>Box 285, Folder 1</td>
<td>Insurance Company of North America, 1953</td>
</tr>
<tr>
<td>Box 285, Folder 2</td>
<td>Insurance Company of North America, 1951-1955</td>
</tr>
<tr>
<td>Box 285, Folder 3</td>
<td>Insurance Company of North America, 1955-1956</td>
</tr>
<tr>
<td>Box 285, Folder 4</td>
<td>Insurance Company of North America, 1956-1957</td>
</tr>
<tr>
<td>Box 286, Folder 1</td>
<td>Insurance Company of North America, 1958</td>
</tr>
<tr>
<td>Box 286, Folder 2</td>
<td>Insurance Company of North America, 1958-1959</td>
</tr>
<tr>
<td>Box 286, Folder 3</td>
<td>Insurance Company of North America, 1960</td>
</tr>
<tr>
<td>Box 286, Folder 4</td>
<td>Insurance Company of North America, 1961</td>
</tr>
<tr>
<td>Box 287, Folder 1</td>
<td>Insurance Company of North America, 1962-1963</td>
</tr>
<tr>
<td>Box 287, Folder 2</td>
<td>Insurance Company of North America, 1964-1965</td>
</tr>
<tr>
<td>Box 288, Folder 1</td>
<td>Insurance Company of North America, 1965</td>
</tr>
<tr>
<td>Box 288, Folder 2</td>
<td>Insurance Company of North America, 1964-1968</td>
</tr>
<tr>
<td>Box 288, Folder 3</td>
<td>Insurance Company of North America, 1966-1968</td>
</tr>
<tr>
<td>Box 289, Folder 1</td>
<td>International Correspondence School, 1929-1933</td>
</tr>
<tr>
<td>Box 289, Folder 2</td>
<td>International Correspondence School, 1934-1936</td>
</tr>
<tr>
<td>Box 289, Folder 3</td>
<td>International Correspondence School, 1938-1941</td>
</tr>
<tr>
<td>Box 290, Folder 1</td>
<td>International Correspondence School, 1941-1945</td>
</tr>
<tr>
<td>Box 290, Folder 2</td>
<td>International Correspondence School, 1944-1946</td>
</tr>
<tr>
<td>Box 290, Folder 3</td>
<td>International Correspondence School, 1949-1950</td>
</tr>
<tr>
<td>------------------</td>
<td>-----------------------------------------------</td>
</tr>
<tr>
<td>Box 291, Folder 1</td>
<td>International Correspondence School, 1950-1954</td>
</tr>
<tr>
<td>Box 291, Folder 2</td>
<td>International Correspondence School, 1950-1954</td>
</tr>
<tr>
<td>Box 291, Folder 3</td>
<td>International Correspondence School, 1955-1958</td>
</tr>
<tr>
<td>Box 292, Folder 1</td>
<td>International Correspondence School, 1958-1961</td>
</tr>
<tr>
<td>Box 292, Folder 2</td>
<td>International Correspondence School, 1961-1963</td>
</tr>
<tr>
<td>Box 292, Folder 3</td>
<td>International Correspondence School, 1963-1967</td>
</tr>
<tr>
<td>Box 293, Folder 1</td>
<td>International Correspondence School, 1963-1967</td>
</tr>
<tr>
<td>Box 293, Folder 2</td>
<td>International Plastic Corporation, 1945</td>
</tr>
<tr>
<td>Box 293, Folder 3</td>
<td>International Silver Company, 1937</td>
</tr>
<tr>
<td>Box 293, Folder 4</td>
<td>Investor Owned Electric, Light and Power Company, 1965-1966</td>
</tr>
<tr>
<td>Box 293, Folder 5</td>
<td>Ivanhoe Mayonaisse, 1933-1934</td>
</tr>
<tr>
<td>Box 294, Folder 1</td>
<td>Johnson and Johnson, 1944-1947</td>
</tr>
<tr>
<td>Box 294, Folder 2</td>
<td>Jeddo Coal, 1933</td>
</tr>
<tr>
<td>Box 294, Folder 3</td>
<td>Jersey Ice Cream, 1936-1942</td>
</tr>
<tr>
<td>Box 294, Folder 4</td>
<td>Robert A. Johnson, 1941-1943</td>
</tr>
<tr>
<td>Box 295, Folder 1</td>
<td>Johnson and Johnson, 1949-1953</td>
</tr>
<tr>
<td>Box 295, Folder 2</td>
<td>Johnson and Johnson, 1944-1949</td>
</tr>
<tr>
<td>Box 295, Folder 3</td>
<td>Johnson and Johnson, 1953-1959</td>
</tr>
<tr>
<td>Box 296, Folder 1</td>
<td>Johnson and Johnson, 1961</td>
</tr>
<tr>
<td>Box 296, Folder 2</td>
<td>Johnson and Johnson, 1960-1963</td>
</tr>
</tbody>
</table>
Box 296, Folder 3  Jones Brothers Company, 1930-1932
Box 296, Folder 4  Joyce Shoes, 1946-1949
Box 296, Folder 5  Joyce Shoes, 1949-1952
Box 297, Folder 1  Kalamazoo Vegetable Parchment Company, 1937-1939
Box 297, Folder 2  Kari-keen Manufacturing Company, Inc., 1931
Box 297, Folder 3  Keasby * Matison Company, 1932-1934
Box 297, Folder 4  W.H. Kellogg Company, 1930
Box 297, Folder 5  W.H. Kellogg Company, 1930-1932
Box 297, Folder 6  W.H. Kellogg Company, 1930-1932
Box 298, Folder 1  W.H. Kellogg Company, 1930-1934

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
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
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."
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
Advertisement for Kellogg's Corn Flakes cereal illustrated with mother and daughter in kitchen.

"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
Kellogg's Rice Krispies ad Illustrated with mother and daughter listening for "snap! crackle! and pop!.

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
Kellogg's Rice Krispies ad Illustrated with two children listening for "snap! crackle! and pop!.
Box 298, Folder 2  
W.H. Kellogg Company, 1934

Image(s)

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

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
Children in advertising
advertising

Genre/ Form: Advertisements -- 1930-1940
Photographs -- 1930-1940 -- Black-and-white photoprints
-- Reproductions
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

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
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
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
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

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

Box 304, Folder 1

Kohler, 1931-1934
<table>
<thead>
<tr>
<th>Box 304, Folder 2</th>
<th>Kohler, 1935-1936</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 304, Folder 3</td>
<td>Kohler, 1937-1940</td>
</tr>
<tr>
<td>Box 305, Folder 1</td>
<td>Kohler, 1941-1944</td>
</tr>
<tr>
<td>Box 305, Folder 2</td>
<td>Kohler, 1937-1940</td>
</tr>
<tr>
<td>Box 305, Folder 3</td>
<td>Kohler, 1941-1944</td>
</tr>
<tr>
<td>Box 306, Folder 1</td>
<td>Koppers Coke, 1933-1936</td>
</tr>
<tr>
<td>Box 306, Folder 2</td>
<td>Koppers Coke, 1934-1940</td>
</tr>
<tr>
<td>Box 307, Folder 1</td>
<td>Koppers Coke, 1934-1940</td>
</tr>
<tr>
<td>Box 307, Folder 2</td>
<td>Koppers Coke, 1937-1940</td>
</tr>
<tr>
<td>Box 308, Folder 1</td>
<td>Koppers Coke, 1934-1940</td>
</tr>
<tr>
<td>Box 308, Folder 2</td>
<td>Korman Corp., 1969-1971</td>
</tr>
<tr>
<td>Box 308, Folder 3</td>
<td>Kraft Inc., 1933-1935</td>
</tr>
<tr>
<td>Box 309, Folder 1</td>
<td>Kundred, 1930-1937</td>
</tr>
<tr>
<td>Box 309, Folder 2</td>
<td>Kurlash Company, 1933-1939</td>
</tr>
<tr>
<td>Box 310, Folder 1</td>
<td>LaChoy Food Products, Inc., food, chinese foods, 1932-1936</td>
</tr>
</tbody>
</table>

**Image(s)**

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

... 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
Image(s)

Box 311, Folder 1 Things Happen when the Griffins Come Our! [color advertisement; tear sheet], 1940
Image(s): Things Happen when the Griffins Come Our! [color advertisement; tear sheet].
Ladies' Home Journal, Advertiser
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
Image(s)

Box 311, Folder 2 X Marks the Spot, [black & white advertisement; tear sheet], 1939
Image(s): X Marks the Spot, [black & white advertisement; tear sheet].
Ladies' Home Journal, Advertiser
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
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

Box 311, Folder 3 Ladies Home Journal, publications, 1939-1941
Box 312, Folder 1 Ladies Home Journal, publications, 1942-1944
Box 312, Folder 2 Ladies Home Journal, publications, 1942-1944
Box 313, Folder 1 Ladies Home Journal, publications, 1944
Box 313, Folder 2 Ladies Home Journal, publications, 1945
Box 314, Folder 1 Ladies Home Journal, publications, 1946
Box 314, Folder 2 Ladies Home Journal, publications, 1947
Box 314, Folder 3 Ladies Home Journal, publications, 1947
Box 315, Folder 1 Ladies Home Journal, publications, 1947-1948
Box 315, Folder 2 Ladies Home Journal, publications, 1948-1949
Box 315, Folder 3 Ladies Home Journal, publications, 1949
Box 316, Folder 1 Ladies Home Journal, publications, 1949-1950
Box 316, Folder 2 Ladies Home Journal, publications, 1950-1951
Box 316, Folder 3 Ladies Home Journal, publications, 1951-1952
Box 317, Folder 1 Ladies Home Journal, publications, 1952
Box 317, Folder 2  Lan-Air Cel, cellular blankets, 1931-1932
Box 317, Folder 2  Lord Baltimore Hotel, hotels, 1936
Box 317, Folder 3  Lederle Labs, 1929-1932
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
      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 Furnance Company, steel furnaces, 1930-1931
Box 318, Folder 3  Letz Manufacturing, feed mills, 1930-1932
Box 318, Folder 4  Leitz, Inc., photography, 1953-1954
Box 319, Folder 1  Lever Brothers Company, detergent, 1950-1951
Box 319, Folder 2  Libby Glass Manufacturing Company, 1933
Box 319, Folder 3  Lever Brothers Company, 1951-1953
Box 319, Folder 4  Lightolier, 1938
Box 320, Folder 1  Ford and Levertons, 1946
Box 320, Folder 2  Literary Digest, 1931-1932
Box 320, Folder 3  Louisiana State Rice Milling Company, Inc., 1934-1935
Box 320, Folder 4  Luxor Ltd., 1931-1933
Box 321, Folder 1  Magna Engineering Corp., 1949-1952
Box 321, Folder 2  Magna Shopsmith, 1953-1955
Box 321, Folder 3  Maine Development Commission, 1935-1943
Box 322, Folder 1  Maine Development Commission, undated
Box 322, Folder 2  Maltine Company, 1930-1934
Box 323, Folder 1  Maltine Company, 1930-1934
Box 323, Folder 2  Maltine Company, 1935-1937
Box 323, Folder 3  Maltine Company, 1938-1946
Box 324, Folder 1  Marcus and Company, 1930-1932
Box 324, Folder 2  Marshall's, 1932
Box 324, Folder 3  Marshall Field and Company, 1932-1935
Box 324, Folder 4  Masonite Corp., wood products, 1932-1936
Box 325, Folder 1  Masonite Corp., wood products, 1937-1941
Box 325, Folder 2  Masonite Corp., wood products, 1941-1943
Box 326, Folder 1  Masonite Corp., wood products, 1943-1945
Box 326, Folder 2  Masonite Corp., wood products, 1946-1947
Box 326, Folder 3  Masonite Corp., 1948-1949
Box 326, Folder 4  Masonite Corp., 1949
Box 327, Folder 1  McCall's Magazine, 1937
Box 327, Folder 2  McCall's Magazine, 1936
Box 327, Folder 3  McKesson and Robbins Inc., 1934-1935
Box 327, Folder 4  McKesson and Robbins Inc., 1934-1935
Box 327, Folder 5  McCurrach Inc., 1938
Box 328, Folder 1  McKesson and Robbins Inc., 1935
Box 328, Folder 2  McKesson and Robbins Inc., 1935-1937
Box 328, Folder 3  Mercury, 1938-1940
Box 328, Folder 4  Mercury, 1938-1940
Box 329, Folder 1  Meridale Farms, 1929-1930
Box 329, Folder 2  Meridale Farms, 1930-1936
Box 329, Folder 3  Meridale Farms, 1937-1942
Box 329, Folder 4  Meridale Farms, 1942-1947
Box 329, Folder 5  Merrill Lynch and Company, 1930-1931
Box 330, Folder 1  Michigan Alkali Company, 1940-1944
Box 330, Folder 2  Michigan Bell Company, telephones, 1935-1938
Box 331, Folder 1  Michigan Bell Company, telephones, 1943-1944
Box 331, Folder 2  Michigan Bell Company, telephones, 1954-1955
Box 332, Folder 1  Michigan Bell Company, telephones, 1956
Box 332, Folder 2  Michigan Bell Company, telephones, 1957
Box 332, Folder 3  Michigan Bell Company, telephones, 1957-1963
Box 333, Folder 1  Michigan Bell Company, telephones, 1959
Box 333, Folder 2  Michigan Bell Company, telephones, 1959-1960
Box 333, Folder 3  Michigan Bell Company, telephones, 1959-1960
Box 334, Folder 1  Michigan Bell Company, telephones, 1964-1965
Box 334, Folder 2  Michigan Bell Company, telephones, 1965-1967
Box 334, Folder 3  Russell Miller Mining Company, 1940-1942
Box 334, Folder 4  Milton Market Newspapers, Inc., publishing, undated
Box 335, Folder 1  Mitsubishi-Shoji Kaisha Ltd., food, crabmeat, 1931-1933
Box 335, Folder 2  Mobilization for Human Needs, financial aid, 1936
Box 335, Folder 3  Molly Benum, alloys, 1933-1938
Box 335, Folder 4  Moore Business Forms, business forms, 1945-1948
Box 336, Folder 1  Moore Business Forms, business forms, 1948-1950
Box 336, Folder 2  Moore Business Forms, business forms, 1951-1954
Box 336, Folder 3  Moore Business Forms, business forms, 1955-1957
Box 336, Folder 4  Moore Business Forms, business forms, 1958-1959
Box 337, Folder 1  Moore Business Forms, business forms, 1960
Box 337, Folder 2  Moore Business Forms, business forms, 1961
Box 337, Folder 3  Moore Business Forms, business forms, 1962-1963
Box 337, Folder 4  Moore Business Forms, business forms, 1964-1965
Box 338, Folder 1  Moore Business Forms, business forms, 1966-1967
Box 338, Folder 2  Moore Business Forms, business forms, 1966-1967
Box 338, Folder 3  John Morrell and Company, pet food, 1941-1949
<table>
<thead>
<tr>
<th>Box 339, Folder 1</th>
<th>John Morrell and Company, pet food, 1949-1950</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 339, Folder 2</td>
<td>John Morrell and Company, pet food, 1951-1954</td>
</tr>
<tr>
<td>Box 339, Folder 3</td>
<td>Mrs. Day's Ideal Baby Shoes, baby shoes, 1932-1933</td>
</tr>
<tr>
<td>Box 339, Folder 4</td>
<td>Murray Corporation of America, automobile design, 1932-1939</td>
</tr>
<tr>
<td>Box 340, Folder 1</td>
<td>National Cash Register Company, cash registers, 1929-1930</td>
</tr>
<tr>
<td>Box 340, Folder 2</td>
<td>National Cash Register Company, cash registers, 1936</td>
</tr>
<tr>
<td>Box 340, Folder 3</td>
<td>National Cash Register Company, cash registers, 1936</td>
</tr>
<tr>
<td>Box 341, Folder 1</td>
<td>National Cash Register Company, cash registers, 1936-1939</td>
</tr>
<tr>
<td>Box 341, Folder 2</td>
<td>National Cash Register Company, cash registers, 1937</td>
</tr>
<tr>
<td>Box 341, Folder 3</td>
<td>National Cash Register Company, cash registers, 1937</td>
</tr>
<tr>
<td>Box 341, Folder 4</td>
<td>National Cash Register Company, cash registers, 1938</td>
</tr>
<tr>
<td>Box 342, Folder 1</td>
<td>National Cash Register Company, cash registers, 1939</td>
</tr>
<tr>
<td>Box 342, Folder 2</td>
<td>National Cash Register Company, cash registers, 1940</td>
</tr>
<tr>
<td>Box 342, Folder 3</td>
<td>National Cash Register Company, cash registers, 1941</td>
</tr>
<tr>
<td>Box 342, Folder 4</td>
<td>National Cash Register Company, cash registers, 1942</td>
</tr>
<tr>
<td>Box 343, Folder 1</td>
<td>National Cash Register Company, cash registers, 1942</td>
</tr>
<tr>
<td>Box 343, Folder 2</td>
<td>National Cash Register Company, cash registers, 1942-1944</td>
</tr>
<tr>
<td>Box 343, Folder 3</td>
<td>National Cash Register Company, cash registers, 1942-1944</td>
</tr>
<tr>
<td>Box 344, Folder 1</td>
<td>National Dairy Company, dairy, Sealtest, 1921-1956</td>
</tr>
<tr>
<td>Box 344, Folder 2</td>
<td>National Dairy Company, dairy, Sealtest, 1929-1947</td>
</tr>
<tr>
<td>Box 344, Folder 3</td>
<td>National Dairy Company, dairy, Sealtest, 1931</td>
</tr>
<tr>
<td>Box 344, Folder 4</td>
<td>National Dairy Company, dairy, Sealtest, 1931-1936</td>
</tr>
</tbody>
</table>
Box 344, Folder 5  National Dairy Company, dairy, Sealtest, 1931-1934
Box 344, Folder 6  National Dairy Company, dairy, Sealtest, 1931-1934
Box 346, Folder 1  National Dairy Company, dairy, Sealtest, 1931-1936
Box 346, Folder 2  National Dairy Company, dairy, Sealtest, 1932-1933
Box 346, Folder 3  National Dairy Company, dairy, Sealtest, 1932-1935
Box 347, Folder 1  National Dairy Company, dairy, Sealtest, 1932-1937
Box 347, Folder 2  New York State Milk, dairy, 1934
Image(s)
Box 348, Folder 1  National Dairy Company, dairy, Sealtest, 1934-1940
Box 348, Folder 2  National Dairy Company, dairy, Sealtest, 1934-1940
Box 349, Folder 1  National Dairy Company, dairy, Sealtest, 1936-1937
Box 349, Folder 2  National Dairy Company, dairy, Sealtest, 1936, 1957
Box 349, Folder 2  National Dairy Company, dairy, Sealtest, 1957
Box 349, Folder 3  National Dairy Company, dairy, Sealtest, 1938-1942
Box 350, Folder 1  National Dairy Company, dairy, 1941-1942
Box 350, Folder 2  National Dairy Company, dairy, 1942
Box 350, Folder 3  National Dairy Company, dairy, 1942-1943
Box 351, Folder 1  National Dairy Company, dairy, 1943
Box 351, Folder 2  National Dairy Company, dairy, 1943-1945
Box 351, Folder 3  National Dairy Company, dairy, 1944
Box 352, Folder 1  National Dairy Company, dairy, 1945-1946
Box 352, Folder 2  National Dairy Company, dairy, 1945-1947
Box 352, Folder 3  National Dairy Company, dairy, 1945-1948

Box 352, Folder 4  National Dairy Company, dairy, 1946-1947

Box 353, Folder 1  National Dairy Company, dairy, Sealtest, 1946-1947

Box 353, Folder 2  National Dairy Company, dairy, 1946-1947

Box 353, Folder 3  National Dairy Company, dairy, Sealtest, 1947-1949

Box 353, Folder 4  National Dairy Company, dairy, Sealtest, 1948-1950

Box 354, Folder 1  National Dairy Products Corp., dairy, 1948-1950


Box 354, Folder 3  National Dairy Products Corp., dairy, Sealtest, 1951-1952

Box 354, Folder 4  National Dairy Products Corp., dairy, Sealtest, 1951-1957

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

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

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

Box 355, Folder 3  National Dairy Products Corp., dairy, Sealtest, 1951-1957
| Box 362, Folder 2 | National Dairy Company, dairy, 1964 |
| Box 363, Folder 1 | National Dairy Company, dairy, 1964-1965 |
| Box 364, Folder 1 | New England Mutual Insurance Company, insurance, 1938-1941 |
| Box 364, Folder 2 | New England Mutual Insurance Company, insurance, 1943-1945 |
| Box 364, Folder 3 | New England Mutual Insurance Company, insurance, 1946-1951 |
| Box 365, Folder 1 | New England Mutual Insurance Company, insurance, 1950-1954 |
| Box 365, Folder 2 | New Jersey Ice Cream, ice cream, 1943 |
| Box 365, Folder 3 | New Wellington, cocktail lounge, 1934 |
| Box 366, Folder 1 | New York Times, newspapers, ad space, 1936-1942 |
| Box 366, Folder 2 | Newsweek, publications, 1961 |
| Box 366, Folder 3 | Newsweek, publications, 1962-1963 |
| Box 367, Folder 1 | Newsweek, publications, 1964-1965 |
| Box 367, Folder 2 | Newsweek, publications, 1965 |
| Box 368, Folder 1 | Newsweek, publications, 1965-1966 |
| Box 368, Folder 2 | Nicholson File Company, files, saw files, 1940-1942 |
| Box 369, Folder 1 | Nicholson File Company, files, saw files, 1945 |
| Box 369, Folder 1 | Nicholson File Company, files, saw files, 1940-1942 |
| Box 369, Folder 2 | Nicholson File Company, files, saw files, 1942-1944 |
| Box 370, Folder 1 | Nicholson File Company, files, saw files, 1943 |
| Box 370, Folder 2 | Nicholson File Company, files, saw files, 1946-1947 |
| Box 370, Folder 3 | Nicholson File Company, files, saw files, 1947-1948 |
| Box 371, Folder 1 | Nicholson File Company, files, saw files, 1948-1949 |
Box 371, Folder 2  Nicholson File Company, files, saw files, 1949-1951
Box 372, Folder 1  Nicholson File Company, files, saw files, 1951
Box 372, Folder 2  Nicholson File Company, files, saw files, 1951-1953
Box 372, Folder 3  Nicholson File Company, files, saw files, 1952-1953
Box 373, Folder 1  Nicholson File Company, files, saw files, 1954
Box 373, Folder 2  Nicholson File Company, files, saw files, United States and Canadian, 1955
Box 374, Folder 1  Nicholson File Company, files, saw files, 1956
Box 374, Folder 2  Nicholson File Company, files, saw files, 1956-1958
Box 374, Folder 3  Nicholson File Company, files, saw files, 1957
Box 375, Folder 1  Nicholson File Company, files, saw files, 1957-1959
Box 375, Folder 2  Nicholson File Company, files, saw files, 1958-1959
Box 376, Folder 1  Nicholson File Company, files, saw files, 1959-1961
Box 376, Folder 2  Nicholson File Company, files, saw files, 1960
Box 376, Folder 3  Nicholson File Company, files, saw files, 1961
Box 377, Folder 1  Nicholson File Company, files, saw files, 1962
Box 377, Folder 2  Nicholson File Company, files, saw files, 1963
Box 378, Folder 1  Nisley Shoes, shoes, 1931-1933
Box 378, Folder 2  North Star Woolen Mills, wool blankets, 1932-1935
Box 378, Folder 3  Oak Flooring Manufacturing Association, flooring, 1930
Box 378, Folder 4  Ocean Bathing Suit Company, bathing suits, 1930
Box 379, Folder 1  Ohio Oil, heating oil, 1954-1957
Box 379, Folder 2  Ohio Oil, heating oil, 1958
Box 379, Folder 3  Ohio Oil, heating oil, 1959
Box 380, Folder 1  Ohio Oil, heating oil, 1960
Box 380, Folder 2  Ohio Oil, heating oil, 1961-1963
Box 381, Folder 1  Ohio Oil, 1962
Box 381, Folder 2  Old Town Canoe Company, sporting goods, canoes, 1932-1945
Box 381, Folder 3  Orinoka Mills, fabric, 1929-1938
Box 382, Folder 1  Otis Elevator Company, elevators, 1931-1934
Box 382, Folder 2  Otis Elevator Company, elevators, 1931-1934
Box 382, Folder 3  Otis Elevator Company, elevators, 1931-1934
Box 383, Folder 1  Otis Elevator Company, elevators, 1935-1938
Box 383, Folder 2  Otis Escalators, escalators, 1935-1938
Box 383, Folder 3  Ovson Egg Company, dairy, eggs, 1932
Box 383, Folder 4  Oyster Institute of North America, food, 1935-1937
Box 384, Folder 1  Paraffine Co., Inc., steel, Palco Stainless Steel, 1939-1941
Box 384, Folder 2  Palmer Institute of Authorship, schools, 1930-1933
Box 384, Folder 3  Parker Pen Company, pens, 1932-1936
Box 384, Folder 4  Parker Pen Company, pens, 1936-1937
Box 384, Folder 5  Patten Tractor and Equipment Company, tractors, 1961-1963
Box 385, Folder 1  Pennsylvania Company, insurance, 1946-1948
Box 385, Folder 2  Penn Fruit, fruit, 1955-1960
Box 385, Folder 3  Pennsylvania Mutual Life Insurance, insurance, 1935-1942
Box 386, Folder 1  People's Drugstore, drug stores, 1954-1962
Box 386, Folder 2  Honor Bilt Products, Inc., beds, mattresses, 1931-1935
Box 386, Folder 3  Personal Products Corp., tissues, 1946-1949
Box 386, Folder 4  Petroleum Carbon, carbon fuel, 1930
Box 387, Folder 1  Pharmaceutical Industry Advertising Program, advertising, 1964-1965
Box 387, Folder 2  Pharmaceutical Industry Advertising Program, advertising, 1962-1964
Box 387, Folder 3  Pharmaceutical Industry Advertising Program, advertising, 1965-1969
Box 387, Folder 4  Phamrco Inc., pharmaceuticals, 1960-1964
Box 388, Folder 1  Philadelphia Bar Association, legal services, 1969
Box 388, Folder 2  Philadelphia Gas Works, gas, 1933-1937
Box 388, Folder 2  Philadelphia Gas Works, gas, 1954
Box 388, Folder 3  Philadelphia Gas Works, gas, 1954
Box 388, Folder 3  Philadelphia Gas Works, gas, 1933-1937
Box 389, Folder 1  Philco Radio and Television Corp., television, radio, 1936-1937
Box 389, Folder 2  Philco Gas Works, gas, 1935-1937
Box 389, Folder 3  Philco Gas Works, gas, 1935-1937
Box 390, Folder 1  Phillip Morris Cigarettes, tobacco, 1956-1958
Box 390, Folder 2  Phillip Morris Cigarettes, tobacco, 1956-1958
Box 391, Folder 1  Pioneer, 1950-1953
Box 391, Folder 2  Pittsburgh Plate Glass Company, glass, 1934-1936
Box 391, Folder 3  Pittsburgh Plate Glass Company, glass, 1934-1936

Box 392, Folder 1  Chrysler Corporation, automobiles, Plymouth, 1939-1941

Box 392, Folder 2  Chrysler Corporation, automobiles, Plymouth, 1943-1947

Box 393, Folder 1  Chrysler Corporation, automobiles, Plymouth, 1947-1949

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

Box 393, Folder 2  Chrysler Corporation, automobiles, Plymouth, 1949-1950
| Box 394, Folder 1 | Chrysler Corporation, automobiles, Plymouth, 1949-1951 |
|-------------------------------|
| Box 394, Folder 2 | Chrysler Corporation, automobiles, Plymouth, 1952 |
| Box 395, Folder 1 | Chrysler Corporation, automobiles, Plymouth, 1953 |
| Box 395, Folder 2 | Chrysler Corporation, automobiles, Plymouth, 1953-1954 |
| Box 395, Folder 3 | Chrysler Corporation, automobiles, Plymouth, 1953-1954 |
| Box 396, Folder 1 | Chrysler Corporation, automobiles, Plymouth, 1954-1955 |
| Box 396, Folder 2 | Chrysler Corporation, automobiles, Plymouth, 1954-1955 |
| Box 397, Folder 1 | Chrysler Corporation, automobiles, Plymouth, 1955 |
| Box 397, Folder 2 | Chrysler Corporation, automobiles, Plymouth, 1955 |
| Box 397, Folder 3 | Chrysler Corporation, automobiles, Plymouth, 1955 |
| Box 398, Folder 1 | Chrysler Corporation, automobiles, Plymouth, 1955 |
| Box 398, Folder 2 | Chrysler Corporation, automobiles, Plymouth, 1955 |
| Box 399, Folder 1 | Chrysler Corporation, automobiles, Plymouth, 1955-1956 |
| Box 399, Folder 2 | Chrysler Corporation, automobiles, Plymouth, 1955-1956 |
| Box 399, Folder 3 | Chrysler Corporation, automobiles, Plymouth, 1955-1956 |
| Box 400, Folder 1 | Chrysler Corporation, automobiles, Plymouth, 1956-1957 |
| Box 400, Folder 2 | Chrysler Corporation, automobiles, Plymouth, 1956-1957 |
| Box 401, Folder 1 | Chrysler Corporation, automobiles, Plymouth, 1956-1957 |
| Box 401, Folder 2 | Chrysler Corporation, automobiles, Plymouth, 1957 |
| Box 402, Folder 1 | Chrysler Corporation, automobiles, Plymouth, 1958 |
| Box 402, Folder 2 | Chrysler Corporation, automobiles, Plymouth, 1958 |
| Box 402, Folder 3 | Chrysler Corporation, automobiles, Plymouth, 1958 |
Box 402, Folder 4  Chrysler Corporation, automobiles, Plymouth, 1958
Box 403, Folder 1  Chrysler Corporation, automobiles, Plymouth, 1958-1959
Box 403, Folder 2  Chrysler Corporation, automobiles, Plymouth, 1959
Box 404, Folder 1  Chrysler Corporation, automobiles, Plymouth, 1959-1960
Box 404, Folder 2  Chrysler Corporation, automobiles, Plymouth, 1959-1960
Box 404, Folder 3  Chrysler Corporation, automobiles, Plymouth, 1961
Box 405, Folder 1  Chrysler Corporation, automobiles, Plymouth, 1961
Box 405, Folder 2  Chrysler Corporation, automobiles, Plymouth, 1961
Box 405, Folder 3  Chrysler Corporation, automobiles, Plymouth, 1961
Box 406, Folder 1  Chrysler Corporation, automobiles, Plymouth, 1962
Box 406, Folder 2  Chrysler Corporation, automobiles, Plymouth, 1962-1963
Box 407, Folder 1  Chrysler Corporation, automobiles, Plymouth, 1964-1965
Box 407, Folder 2  Chrysler Corporation, automobiles, Plymouth, 1964-1965
Box 407, Folder 3  Chrysler Corporation, automobiles, Plymouth, 1965
Box 408, Folder 1  Chrysler Corporation, automobiles, Plymouth, 1966
Box 408, Folder 2  Chrysler Corporation, automobiles, Plymouth, 1966
Box 409, Folder 1  Chrysler Corporation, automobiles, Plymouth, 1966
Box 410, Folder 1  Chrysler Corporation, automobiles, Plymouth, 1966
Box 410, Folder 2  Chrysler Corporation, automobiles, Plymouth, 1967
Box 411, Folder 1  Chrysler Corporation, automobiles, Plymouth, 1967
Box 411, Folder 2  Newmode Electric Appliances Ltd., appliances, 1932-1933
Box 411, Folder 3  Polaroid Corporation, photography, 1938
Box 411, Folder 4  R.L. Polk and Company, 1931-1934
Box 412, Folder 1  Polk Miller, 1939-1944
Box 412, Folder 2  Polk Miller, 1945-1950
Box 413, Folder 1  Polk Miller, 1951-1958
Box 413, Folder 2  Pompeian Mfg., cosmetics, 1932-1933
Box 413, Folder 3  Post-Newsweek, publications, 1969
Box 414, Folder 1  Public Utility Holding Company, utilities, 1938
Box 414, Folder 2  Purity Bakeries, bakeries, 1930-1933
Box 415, Folder 1  Carbide and Carbon Chemicals Corporation, chemicals, Pyrofax Gas Ranges, 1929-1930
Box 415, Folder 2  Province of Quebec Bureau of Tourism, tourism, 1938-1939
Box 416, Folder 1  Raytheon Production Corp., radio tubes, 1934
Box 416, Folder 2  Redbook, publications, 1936-1940
Box 416, Folder 3  Red Star Yeast, 1937-1942
Box 416, Folder 4  Red Star Yeast, 1942-1945
Box 417, Folder 1  Regal Shoes, 1940-1943
Box 417, Folder 2  Regal Shoes, 1943-1951
Box 417, Folder 3  Regal Shoes, 1943-1951
Box 418, Folder 1  Remington Typewriter Company, typewriters, 1930-1931
Box 418, Folder 2  Remington Typewriter Company, typewriters, 1935
Box 418, Folder 3  Chicago Telephone Company, phone books, yellow pages, 1947-1949
| Box 419, Folder 1 | Chicago Telephone Company, phone books, yellow pages, 1950-1952 |
| Box 419, Folder 2 | Chicago Telephone Company, phone books, yellow pages, 1952-1957 |
| Box 420, Folder 1 | Rexall Drug Company, drug stores, 1947-1948 |
| Box 420, Folder 2 | Rexall Drug Company, drug stores, 1944-1946 |
| Box 420, Folder 3 | Rexall Drug Company, drug stores, 1946-1947 |
| Box 420, Folder 4 | Reynolds Metal Co., metal, 1933-1936 |
| Box 421, Folder 1 | R.J. Reynolds Tobacco Company, tobacco, Prince Albert Tobacco, 1930 |
| Box 421, Folder 2 | R.J. Reynolds Tobacco Company, 1929-1931 |
| Box 421, Folder 3 | R.J. Reynolds Tobacco Company, tobacco, camel cigarettes, 1930-1931 |
| Box 421, Folder 4 | R.J. Reynolds Tobacco Company, tobacco, camel cigarettes, 1930-1931 |
| Box 422, Folder 1 | Thos. D. Richardson Company, candy, mints, 1936-1942 |
| Box 422, Folder 2 | Standard Safety Razor Corp., razors, rio razor blades, 1935-1936 |
| Box 422, Folder 3 | Rock City Tobacco Company, Ltd., 1935-1938 |
| Box 422, Folder 4 | Rosemary Manufacturing Company, napkins, 1931-1932 |
| Box 423, Folder 1 | Royal Baking Powder, 1933-1934 |
| Box 423, Folder 2 | Royal Baking Powder, 1933-1934 |
| Box 423, Folder 3 | Runkel Bros. Inc., 1933-1934 |
| Box 424, Folder 1 | Salvation Army, 1933 |
| Box 424, Folder 2 | Sani Flush, hygiene, 1931-1937 |
| Box 424, Folder 3 | Sani Flush, hygiene, 1931-1937 |
| Box 425, Folder 1 | Sani Flush, hygiene, 1931-1937 |
| Box 425, Folder 2 | Sani Flush, hygiene, 1938-1940 |
Box 425, Folder 3  Sani Flush, hygiene, 1938-1940
Box 426, Folder 1  Sani Flush, hygiene, 1938-1940
Box 426, Folder 2  Sargeant and Company, hardware, 1929-1931
Box 426, Folder 3  Magazine Repeating Razor Company, razors, Schick razors, 1929-1930
Box 427, Folder 1  Schnefel Bros., Inc., manicure sets, 1931-1940
Box 427, Folder 2  Schnefel Bros., Inc., manicure sets, 1931-1940
Box 427, Folder 3  Schnefel Bros., Inc., manicure sets, 1936-1939
Box 428, Folder 1  A. Schrader's Son, Inc., tires, 1930-1936
Box 428, Folder 2  A. Schrader's Son, Inc., tires, 1930-1936
Box 429, Folder 1  A. Schrader's Son, Inc., tires, 1931-1932
Box 429, Folder 2  Scott and Bowne Laboratories, 1931-1934
Box 430, Folder 1  Scovill Manufacturing Company, 1931-1932
Box 430, Folder 2  Scovill Manufacturing Company, 1932-1935
Box 431, Folder 1  Scovill Manufacturing Company, 1935-1938
Box 431, Folder 2  Seabrook Farms, food, 1953-1956
Box 431, Folder 3  Seabrook Farms, food, 1953-1956
Box 431, Folder 4  Seabrook Farms, food, 1953-1956
Box 432, Folder 1  Sea Pack, food--frozen, 1955-1956
Box 432, Folder 2  Martin Senour Company, paints and finishes, undated
Box 432, Folder 3  Sleeper Product Corp., beds, mattresses, 1936-1940
Box 432, Folder 4  National Shawmut Bank of Boston, banking, 1965-1966
<table>
<thead>
<tr>
<th>Box 433, Folder 1</th>
<th>National Dairy Products Corp., dairy, Sheffield Farms Co., 1929-1930</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 433, Folder 2</td>
<td>National Dairy Products Corp., dairy, Sheffield Farms Co., 1935-1937</td>
</tr>
<tr>
<td>Box 434, Folder 1</td>
<td>National Dairy Products Corp., dairy, Sheffield Farms Co., 1935-1937</td>
</tr>
<tr>
<td>Box 434, Folder 2</td>
<td>National Dairy Products Corp., dairy, Sheffield Farms Co., 1938-1939</td>
</tr>
<tr>
<td>Box 434, Folder 3</td>
<td>National Dairy Products Corp., dairy, Sheffield Farms Co., 1938-1939</td>
</tr>
<tr>
<td>Box 435, Folder 1</td>
<td>National Dairy Products Corp., dairy, Sheffield Farms Co., 1939-1940</td>
</tr>
<tr>
<td>Box 435, Folder 2</td>
<td>National Dairy Products Corp., dairy, Sheffield Farms Co., 1941-1944</td>
</tr>
<tr>
<td>Box 435, Folder 3</td>
<td>National Dairy Products Corp., dairy, Sheffield Farms Co., 1944-1949</td>
</tr>
<tr>
<td>Box 436, Folder 1</td>
<td>National Dairy Products Corp., dairy, Sheffield Farms Co., 1949-1950</td>
</tr>
<tr>
<td>Box 436, Folder 2</td>
<td>Sherwin Williams, insecticides, 1947</td>
</tr>
<tr>
<td>Box 436, Folder 3</td>
<td>Shuron Optical Company, Inc., 1933-1934</td>
</tr>
<tr>
<td>Box 436, Folder 4</td>
<td>Sierra Mill and Lumber Company, insulation, 1932</td>
</tr>
<tr>
<td>Box 436, Folder 5</td>
<td>Silver Cup Bread, bread, 1961</td>
</tr>
<tr>
<td>Box 437, Folder 1</td>
<td>Simmons Chains, jewelry, 1929-1931</td>
</tr>
<tr>
<td>Box 437, Folder 2</td>
<td>Smith, Kline and French, pharmaceuticals, 1965-1966</td>
</tr>
<tr>
<td>Box 437, Folder 3</td>
<td>Soft-Lite Lenses, Ltd., lenses, 1937-1938</td>
</tr>
<tr>
<td>Box 438, Folder 1</td>
<td>Ford Motor Company, automobiles, 1940</td>
</tr>
<tr>
<td>Box 438, Folder 2</td>
<td>E.R. Squibb and Sons, pharmaceuticals, 1930</td>
</tr>
<tr>
<td>Box 439, Folder 1</td>
<td>E.R. Squibb and Sons, pharmaceuticals, 1931-1934</td>
</tr>
<tr>
<td>Box 439, Folder 2</td>
<td>E.R. Squibb and Sons, pharmaceuticals, 1931-1934</td>
</tr>
<tr>
<td>Box 440, Folder 1</td>
<td>Standard Accident Insurance Company of Detroit, insurance, 1937-1939</td>
</tr>
</tbody>
</table>
Box 441, Folder 1  Steinway and Sons, pianos, 1929

Box 441, Folder 2  Steinway and Sons, pianos, 1931-1932

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

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

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
| Box 441, Folder 3 | Steinway and Sons, pianos, 1931-1932 |
| Box 442, Folder 1 | Steinway and Sons, pianos, 1933-1934 |
| Box 442, Folder 2 | Steinway and Sons, pianos, 1933-1933 |
| Box 442, Folder 2 | Steinway and Sons, pianos, 1942 |
| Box 442, Folder 3 | Steinway and Sons, pianos, 1933-1942 |
| Box 443, Folder 1 | Steinway and Sons, pianos, 1938-1941 |
| Box 443, Folder 2 | Steinway and Sons, pianos, 1944-1946 |
| Box 443, Folder 3 | Steinway and Sons, pianos, 1947-1952 |
| Box 444, Folder 1 | Steinway and Sons, pianos, 1930 |
| Box 444, Folder 2 | Steinway and Sons, pianos, 1953-1955 |
| Box 444, Folder 3 | Steinway and Sons, pianos, 1956-1957 |
| Box 444, Folder 4 | Steinway and Sons, pianos, 1959-1960 |
| Box 444, Folder 5 | Steinway and Sons, pianos, 1961-1963 |
| Box 445, Folder 1 | Sterling Drug, Inc., pharmaceuticals, 1965-1966 |
| Box 445, Folder 2 | John B. Stetson Company, hats, 1930-1932 |
| Box 445, Folder 3 | John B. Stetson Company, hats, 1930-1932 |
| Box 446, Folder 1 | John B. Stetson Company, hats, 1933-1935 |
| Box 446, Folder 2 | John B. Stetson Company, hats, 1933-1935 |
| Box 446, Folder 3 | Stetson Shoe Company, shoes, 1933-1937 |
| Box 446, Folder 4 | Strawbridge and Clothier, clothing, 1935 |
Box 447, Folder 1  Sugar Institute, sugar, 1929-1933
Box 447, Folder 2  Sun-Up Shaving Cream, barbering, 1956-1963
Box 447, Folder 3  Sutton Seeds, seed companies, nurseries, 1930-1945
Box 447, Folder 4  Baer and Wilde Company, buttons, clips, Swank, 1930
Box 447, Folder 5  Symphonic Powders, cosmetics, 1932-1933
Box 448, Folder 1  TV Guide Magazine, television, 1963-1964
Box 448, Folder 2  TV Guide Magazine, television, 1964-1965
Box 449, Folder 1  TV Guide Magazine, television, 1965
Box 450, Folder 1  TV Guide Magazine, television, 1966-1967
Box 450, Folder 2  TV Guide Magazine, television, 1967
Box 451, Folder 1  TV Guide Magazine, television, 1967
Box 451, Folder 2  TV Guide Magazine, television, 1968
Box 452, Folder 1  TV Guide Magazine, publications, 1968-1969
Box 452, Folder 2  Tasty Bakeries, baked goods, 1954-1958
Image(s)

Teflon II for Two, [color advertisement; tear sheet], 1971
1 Item (Ink on paper; 16.3” x 12.2”).

Image(s): Teflon II for Two, [color advertisement; tear sheet].
DuPont (E. I.) de Nemours & Company, Advertiser
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

Box 453, Folder 2  Warren Telechron Company, clocks, 1930-1935
Box 453, Folder 3  Warren Telechron Company, clocks, 1930-1935
Box 453, Folder 4  Warren Telechron Company, clocks, 1930-1935
Box 453, Folder 5  Warren Telechron Company, clocks, 1930-1935
Box 454, Folder 1  Warren Telechron Company, clocks, 1932
Box 454, Folder 2  Warren Telechron Company, clocks, 1932
Box 454, Folder 3  Warren Telechron Company, clocks, 1946-1949
Box 454, Folder 4  Warren Telechron Company, clocks, 1946-1949
Box 454, Folder 5  Warren Telechron Company, clocks, 1946-1951
Box 455, Folder 1  Warren Telechron Company, clocks, 1951-1952
Box 455, Folder 2  Warren Telechron Company, clocks, 1953-1955
Box 455, Folder 3  Warren Telechron Company, clocks, 1953-1955
Box 456, Folder 1  Terminal Barber Shop, barbering, 1937-1939
Box 456, Folder 2  Joseph Tetley Company, tea, 1930
Box 456, Folder 3  Thompson Manufacturing Company, sprinkler systems, undated
Box 456, Folder 4  Todd Company, checks, 1930
Box 456, Folder 5  Tom Toasted Peanuts, food, peanut butter, 1930
Box 456, Folder 6  A.J. Tower Co., rainwear, 1930-1932
Box 456, Folder 7  Traub Manufacturing Company, jewelry, 1930-1935
Box 457, Folder 1  U.S. Royal Tire Company, tires, 1963
Box 457, Folder 2  U.S. Royal Tire Company, tires, 1963
Box 457, Folder 3  U.S. Rubber Export Company, undated
Box 457, Folder 4  U.S. L. Batteries, batteries, 1936
Box 458, Folder 1  United Fund, charities, 1952-1956
Box 458, Folder 2  United States Army, recruiting, 1940-1943
Box 460, Folder 1  United States Army, recruiting, 1945-1946
Box 460, Folder 2  United States Army, recruiting, 1946-1947
Box 460, Folder 3  United States Army, recruiting, 1947
Box 461, Folder 1  United States Army, recruiting, 1947-1948
Box 461, Folder 2  United States Army, recruiting, 1948
Box 461, Folder 3  United States Army, recruiting, 1943
Box 461, Folder 4  United States Envelope Company, envelopes, 1933-1944
Box 461, Folder 5  Unity Heating Ltd., heating, 1935
Box 461, Folder 6  Universal Credit, financial management, 1939
Box 462, Folder 1  Vacuum Oil Company Ltd. (England), petroleum, 1932-1933
Box 462, Folder 2  Van Raalte Company, clothing, 1930-1932
Box 462, Folder 3  Van Raalte Company, clothing, 1933
Box 463, Folder 1  E. Fougera and Company, Inc., medicine, Vapex, 1929-1933
Box 463, Folder 2  E. Fougera and Company, Inc., medicine, Vapex, 1929-1933
<table>
<thead>
<tr>
<th>Box 463, Folder 3</th>
<th>Vermont Marble Company, marble, 1932-1938</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 463, Folder 4</td>
<td>Vollrath Ware, kitchen ware, 1930-1932</td>
</tr>
<tr>
<td>Box 464, Folder 1</td>
<td>WCAU, television, radio, 1948-1949</td>
</tr>
<tr>
<td>Box 464, Folder 2</td>
<td>WCAU, television, radio, 1949-1957</td>
</tr>
<tr>
<td>Box 464, Folder 3</td>
<td>WPEN, television, radio, 1943</td>
</tr>
<tr>
<td>Box 464, Folder 4</td>
<td>Waltham Watch Company, watches, 1945-1948</td>
</tr>
<tr>
<td>Box 464, Folder 5</td>
<td>John Wanamaker, clothing, 1932-1934</td>
</tr>
<tr>
<td>Box 464, Folder 5</td>
<td>John Wanamaker, clothing, 1915</td>
</tr>
<tr>
<td>Box 464, Folder 5</td>
<td>John Wanamaker, clothing, 1907</td>
</tr>
<tr>
<td>Box 465, Folder 1</td>
<td>Washington Post, newspapers, 1962-1969</td>
</tr>
<tr>
<td>Box 465, Folder 2</td>
<td>Webster Tobacco Company, tobacco, 1936-1937</td>
</tr>
<tr>
<td>Box 465, Folder 3</td>
<td>Webster Tobacco Company, tobacco, 1934-1935</td>
</tr>
<tr>
<td>Box 465, Folder 4</td>
<td>Webster Tobacco Company, tobacco, 1934-1935</td>
</tr>
<tr>
<td>Box 466, Folder 1</td>
<td>Webster Tobacco Company, tobacco, 1938-1939</td>
</tr>
<tr>
<td>Box 466, Folder 2</td>
<td>Webster Tobacco Company, tobacco, 1940-1944</td>
</tr>
<tr>
<td>Box 466, Folder 3</td>
<td>Webster Tobacco Company, tobacco, 1945-1947</td>
</tr>
<tr>
<td>Box 467, Folder 1</td>
<td>Webster Tobacco Company, tobacco, 1948-1951</td>
</tr>
<tr>
<td>Box 467, Folder 2</td>
<td>Weller Pottery, ceramics, 1930</td>
</tr>
<tr>
<td>Box 467, Folder 3</td>
<td>Wells Fargo, 1963</td>
</tr>
<tr>
<td>Box 467, Folder 4</td>
<td>Western Clock Company, clocks and watches, undated</td>
</tr>
<tr>
<td>Box 468, Folder 1</td>
<td>Western Pine Manufacturing Company, wood, 1930-1931</td>
</tr>
<tr>
<td>Box 468, Folder 2</td>
<td>Western Pine Manufacturing Company, wood, 1936-1951</td>
</tr>
</tbody>
</table>
Box 468, Folder 3  Western Pine Manufacturing Company, wood, 1951-1955
Box 469, Folder 1  Western Pine Manufacturing Company, wood, 1956-1960
Box 469, Folder 2  Western Saving Fund Society, banking, 1935-1942
Box 469, Folder 3  Western Union Telegraph Company, telegraphy, 1934-1938
Box 470, Folder 1  White Cap, 1936-1941
Box 470, Folder 2  White Laboratories, baby ointment, 1962
Box 470, Folder 3  David Whitfield and Company, handkerchiefs, 1935
Box 1, Folder 5  Aetna Life Insurance Company, insurance, 1930
Box 470, Folder 4  Whitman Candy Company, candy, 1957-1959
Box 470, Folder 5  Whitman Candy Company, candy, 1959-1964
Box 471, Folder 1  Wilbert's, floor wax, 1933
Box 471, Folder 2  Window Shade Institute, window shades, 1936-1938
Box 471, Folder 3  Women's Institute, correspondence courses, 1930-1934
Box 471, Folder 4  Women's Institute, correspondence courses, 1932-1936
Box 471, Folder 5  Viscose Company, Women's Wear Daily, 1945-1950
Box 471, Folder 6  Viscose Company, Women's Wear Daily, 1945-1950
Box 472, Folder 1  Wyandotte Chemical Corp., cleansers, 1930-1939
Box 472, Folder 2  Wyandotte Chemical Corp., cleansers, 1931-1936
Box 472, Folder 3  Wyandotte Chemical Corp., cleansers, 1931-1936
Box 473, Folder 1  Wyandotte Chemical Corp., cleansers, 1938-1939
Box 473, Folder 2  Wyandotte Chemical Corp., cleansers, 1938-1939
Box 473, Folder 3  Wyandotte Chemical Corp., cleansers, 1939-1943
Box 474, Folder 1  Wyandotte Chemical Corp., cleansers, 1939-1943
Box 474, Folder 2  Wyandotte Chemical Corp., cleansers, 1940-1941
Box 474, Folder 3  Wyandotte Chemical Corp., cleansers, 1940-1942
Box 475, Folder 1  Wyandotte Chemical Corp., cleansers, 1940-1941
Box 475, Folder 2  Wyandotte Chemical Corp., cleansers, 1940-1942
Box 476, Folder 1  Wyandotte Chemical Corp., cleansers, 1945-1949
Box 476, Folder 2  Wyandotte Chemical Corp., cleansers, 1946-1947
Box 477, Folder 1  Wyandotte Chemical Corp., cleansers, 1946-1947
Box 477, Folder 2  Wyandotte Chemical Corp., cleansers, 1947-1948
Box 478, Folder 1  Wyandotte Chemical Corp., cleansers, 1950-1951
Box 478, Folder 2  Wyandotte Chemical Corp., cleansers, 1950-1951
Box 479, Folder 1  Yardley and Company, cosmetics, Yardley of London, 1929-1934
Box 479, Folder 2  Yardley and Company, cosmetics, Yardley of London, 1935-1937
Box 479, Folder 3  Yardley and Company (Latin America and Puerto Rico), cosmetics, Yardley of London, 1938-1940
Box 480, Folder 1  Yardley and Company, cosmetics, 1941-1945
Box 480, Folder 2  Yardley and Company, cosmetics, 1946-1947
Box 481, Folder 1  Yardley and Company, cosmetics, 1951-1952
Box 481, Folder 2  Yardley and Company, cosmetics, 1952-1956
Box 481, Folder 3  Yardley and Company, cosmetics, 1952-1956
Box 482, Folder 1  Yardley and Company, cosmetics, 1957-1960
Box 482, Folder 2  Yardley and Company, cosmetics, 1958-1959
Box 482, Folder 3  Yardley and Company, cosmetics, 1930s
Box 482, Folder 4  Personal Products Corp., tissues, 1949-1950
Box 482, Folder 5  Young Men's Christian Association, YMCA, 1944
Box 483, Folder 1  Zippo Manufacturing Company, lighters, 1953-1955
Box 483, Folder 2  Zippo Manufacturing Company, lighters, 1956-1957
Box 483, Folder 3  Armand Beauty Aids, cosmetics, 1930-1932
Box 484, Folder 1  Michigan Bell Company, telephones, 1938-1943
Box 484, Folder 2  Michigan Bell Company, telephones, 1944-1949
Box 485, Folder 1  Michigan Bell Company, telephones, 1946-1950
Box 485, Folder 2  Michigan Bell Company, telephones, 1948-1951
Box 486, Folder 1  Michigan Bell Company, telephones, 1951-1952
Box 486, Folder 2  Michigan Bell Company, telephones, 1953-1954
Box 487, Folder 1  Michigan Bell Company, telephones, 1958
Box 487, Folder 2  Michigan Bell Company, telephones, 1961
Box 488, Folder 1  Michigan Bell Company, telephones, 1962-1963
Box 488, Folder 2  Michigan Bell Company, telephones, 1962-1963
Box 488, Folder 3  Michigan Bell Company, telephones, 1964-1967
Box 489  Michigan Bell Company, television, tv program - "Explorers", 1955-1958
Box 489  Michigan Bell Company, television, tv program - "Explorers", undated
Box 489A  Sun-Up After Shave, barbering, undated
Box 490, Folder 1  United Air Lines, airlines, magazines, 1939-1946
<table>
<thead>
<tr>
<th>Box 490, Folder 2</th>
<th>United Air Lines, airlines, magazines, 1939-1946</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 490, Folder 3</td>
<td>United Air Lines, airlines, magazines, 1939-1946</td>
</tr>
<tr>
<td>Box 491, Folder 1</td>
<td>United Air Lines, airlines, magazines, 1955-1956</td>
</tr>
<tr>
<td>Box 491, Folder 2</td>
<td>United Air Lines, airlines, magazines, 1940-1942</td>
</tr>
<tr>
<td>Box 492, Folder 1</td>
<td>United Air Lines, airlines, magazines, 1950-1952</td>
</tr>
<tr>
<td>Box 492, Folder 2</td>
<td>United Air Lines, airlines, magazines, 1950-1952</td>
</tr>
<tr>
<td>Box 492, Folder 3</td>
<td>United Air Lines, airlines, magazines, 1953</td>
</tr>
<tr>
<td>Box 492, Folder 4</td>
<td>United Air Lines, airlines, magazines, 1953-1955</td>
</tr>
<tr>
<td>Box 493, Folder 1</td>
<td>United Air Lines, airlines, magazines, 1959-1960</td>
</tr>
<tr>
<td>Box 493, Folder 2</td>
<td>United Air Lines, airlines, magazines, 1957-1958</td>
</tr>
<tr>
<td>Box 493, Folder 3</td>
<td>United Air Lines, airlines, magazines, 1957-1958</td>
</tr>
<tr>
<td>Box 494, Folder 1</td>
<td>United Air Lines, airlines, magazines, 1959-1960</td>
</tr>
<tr>
<td>Box 494, Folder 2</td>
<td>United Air Lines, airlines, magazines, 1959-1960</td>
</tr>
<tr>
<td>Box 494, Folder 3</td>
<td>United Air Lines, airlines, magazines, 1961</td>
</tr>
<tr>
<td>Box 494, Folder 4</td>
<td>United Air Lines, airlines, magazines, 1961</td>
</tr>
<tr>
<td>Box 495, Folder 1</td>
<td>United Air Lines, airlines, magazines, 1963</td>
</tr>
<tr>
<td>Box 495, Folder 2</td>
<td>United Air Lines, airlines, magazines, 1963</td>
</tr>
<tr>
<td>Box 495, Folder 3</td>
<td>United Air Lines, airlines, magazines, 1963</td>
</tr>
<tr>
<td>Box 496, Folder 1</td>
<td>United Air Lines, airlines, newspapers, 1942-1945</td>
</tr>
<tr>
<td>Box 496, Folder 2</td>
<td>United Air Lines, airlines, newspapers, 1946</td>
</tr>
<tr>
<td>Box 496, Folder 3</td>
<td>United Air Lines, airlines, newspapers, 1947-1948</td>
</tr>
<tr>
<td>Box 497, Folder 1</td>
<td>United Air Lines, airlines, newspapers, 1955-1956</td>
</tr>
<tr>
<td>-------------------</td>
<td>--------------------------------------------------</td>
</tr>
<tr>
<td>Box 497, Folder 2</td>
<td>United Air Lines, airlines, newspapers, 1964-1965</td>
</tr>
<tr>
<td>Box 498, Folder 1</td>
<td>United Air Lines, airlines, newspapers, 1949</td>
</tr>
<tr>
<td>Box 498, Folder 2</td>
<td>United Air Lines, airlines, newspapers, 1949</td>
</tr>
<tr>
<td>Box 498, Folder 3</td>
<td>United Air Lines, airlines, newspapers, 1949-1950</td>
</tr>
<tr>
<td>Box 499, Folder 1</td>
<td>United Air Lines, airlines, newspapers, 1950-1952</td>
</tr>
<tr>
<td>Box 499, Folder 2</td>
<td>United Air Lines, airlines, newspapers, 1950-1952</td>
</tr>
<tr>
<td>Box 499, Folder 3</td>
<td>United Air Lines, airlines, newspapers, 1953</td>
</tr>
<tr>
<td>Box 499, Folder 4</td>
<td>United Air Lines, airlines, newspapers, 1953-1954</td>
</tr>
<tr>
<td>Box 500, Folder 1</td>
<td>United Air Lines, airlines, newspapers, 1954-1955</td>
</tr>
<tr>
<td>Box 500, Folder 2</td>
<td>United Air Lines, airlines, newspapers, 1954-1955</td>
</tr>
<tr>
<td>Box 500, Folder 3</td>
<td>United Air Lines, airlines, newspapers, 1954-1955</td>
</tr>
<tr>
<td>Box 500, Folder 4</td>
<td>United Air Lines, airlines, newspapers, 1955</td>
</tr>
<tr>
<td>Box 501, Folder 1</td>
<td>United Air Lines, airlines, newspapers, 1955</td>
</tr>
<tr>
<td>Box 501, Folder 2</td>
<td>United Air Lines, airlines, newspapers, 1955-1956</td>
</tr>
<tr>
<td>Box 501, Folder 3</td>
<td>United Air Lines, airlines, newspapers, 1955-1956</td>
</tr>
<tr>
<td>Box 502, Folder 1</td>
<td>United Air Lines, airlines, newspapers, 1955-1956</td>
</tr>
<tr>
<td>Box 502, Folder 2</td>
<td>United Air Lines, airlines, newspapers, 1957</td>
</tr>
<tr>
<td>Box 502, Folder 3</td>
<td>United Air Lines, airlines, newspapers, 1957</td>
</tr>
<tr>
<td>Box 503, Folder 1</td>
<td>United Air Lines, airlines, newspapers, 1957</td>
</tr>
<tr>
<td>Box 503, Folder 2</td>
<td>United Air Lines, airlines, newspapers, 1957</td>
</tr>
<tr>
<td>Box 503, Folder 3</td>
<td>United Air Lines, airlines, newspapers, 1957</td>
</tr>
</tbody>
</table>
Box 503, Folder 4  United Air Lines, airlines, newspapers, 1957
Box 504, Folder 1  United Air Lines, airlines, newspapers, 1958-1959
Box 504, Folder 2  United Air Lines, airlines, newspapers, 1958-1959
Box 504, Folder 3  United Air Lines, airlines, newspapers, 1959-1960
Box 505, Folder 1  United Air Lines, airlines, newspapers, 1959-1960
Box 505, Folder 2  United Air Lines, airlines, newspapers, 1959-1960
Box 505, Folder 3  United Air Lines, airlines, newspapers, 1959-1960
Box 506, Folder 1  United Air Lines, airlines, newspapers, 1961
Box 506, Folder 2  United Air Lines, airlines, newspapers, 1961
Box 506, Folder 3  United Air Lines, airlines, newspapers, 1961
Box 506, Folder 4  United Air Lines, airlines, newspapers, 1961
Box 507, Folder 1  United Air Lines, airlines, newspapers, 1961
Box 507, Folder 2  United Air Lines, airlines, newspapers, 1961
Box 508, Folder 1  United Air Lines, airlines, newspapers, 1961
Box 508, Folder 2  United Air Lines, airlines, newspapers, 1961
Box 508, Folder 3  United Air Lines, airlines, newspapers, 1961
Box 509, Folder 1  United Air Lines, airlines, newspapers, 1961
Box 509, Folder 2  United Air Lines, airlines, newspapers, 1961
Box 509, Folder 3  United Air Lines, airlines, newspapers, 1961
Box 510, Folder 1  United Air Lines, airlines, newspapers, 1964
Box 510, Folder 2  United Air Lines, airlines, newspapers, 1964
<table>
<thead>
<tr>
<th>Box 510, Folder 3</th>
<th>United Air Lines, airlines, newspapers, 1962</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 510, Folder 4</td>
<td>United Air Lines, airlines, newspapers, 1962</td>
</tr>
<tr>
<td>Box 511, Folder 1</td>
<td>United Air Lines, airlines, newspapers, 1964</td>
</tr>
<tr>
<td>Box 511, Folder 2</td>
<td>United Air Lines, airlines, newspapers, 1964</td>
</tr>
<tr>
<td>Box 511, Folder 3</td>
<td>United Air Lines, airlines, newspapers, 1964</td>
</tr>
<tr>
<td>Box 511, Folder 4</td>
<td>United Air Lines, airlines, newspapers, 1964</td>
</tr>
<tr>
<td>Box 512, Folder 1</td>
<td>United Air Lines, airlines, magazines, 1946-1950</td>
</tr>
<tr>
<td>Box 512, Folder 2</td>
<td>United Air Lines, airlines, magazines, 1946-1950</td>
</tr>
<tr>
<td>Box 512, Folder 3</td>
<td>United Air Lines, airlines, magazines, 1946-1950</td>
</tr>
<tr>
<td>Box 513, Folder 1</td>
<td>United Air Lines, airlines, magazines, 1952</td>
</tr>
<tr>
<td>Box 513, Folder 2</td>
<td>United Air Lines, airlines, magazines, 1956-1957</td>
</tr>
<tr>
<td>Box 513, Folder 3</td>
<td>United Air Lines, airlines, magazines, 1956-1957</td>
</tr>
<tr>
<td>Box 514, Folder 1</td>
<td>American Tobacco Company, tobacco, 1936-1937</td>
</tr>
<tr>
<td>Box 514, Folder 2</td>
<td>Apex-Vactric Ltd., appliances, 1937</td>
</tr>
<tr>
<td>Box 514, Folder 3</td>
<td>Bell Telephone, telephones, 1957-1958</td>
</tr>
<tr>
<td>Box 514, Folder 4</td>
<td>W.G. Bell Company, 1931-1934</td>
</tr>
<tr>
<td>Box 514, Folder 5</td>
<td>Brown and Polson Products, 1940-1943</td>
</tr>
<tr>
<td>Box 514, Folder 6</td>
<td>Capper's Farmer, 1933</td>
</tr>
<tr>
<td>Box 515, Folder 1</td>
<td>Instant Potatoes, food, 1961</td>
</tr>
<tr>
<td>Box 515, Folder 2</td>
<td>Liquid Carbonic Corp., 1932</td>
</tr>
<tr>
<td>Box 515, Folder 3</td>
<td>Mobilization for Human Needs, financial aid, 1933</td>
</tr>
<tr>
<td>Box 515, Folder 4</td>
<td>Mrs. Franklin, Inc., 1932-1933</td>
</tr>
<tr>
<td>Box 516, Folder 1</td>
<td>Herpicide Company, Newbro's Herpicide, 1931-1932</td>
</tr>
<tr>
<td>------------------</td>
<td>--------------------------------------------------</td>
</tr>
<tr>
<td>Box 516, Folder 2</td>
<td>Old Town Canoe Company, sporting goods, canoes, 1930-1932</td>
</tr>
<tr>
<td>Box 516, Folder 3</td>
<td>Philco Radio and Television Corp., television, radio, 1942</td>
</tr>
<tr>
<td>Box 516, Folder 4</td>
<td>Proctor and Schwartz Electric Company, appliances, 1930-1933</td>
</tr>
<tr>
<td>Box 516, Folder 5</td>
<td>D.L. Slade and Company, 1931-1932</td>
</tr>
<tr>
<td>Box 516, Folder 1</td>
<td>Herpicide Company, Newbro's Herpicide, 1931-1932</td>
</tr>
<tr>
<td>Box 517</td>
<td>International Silver Company, silverware, undated</td>
</tr>
<tr>
<td>Box 517</td>
<td>Scranton Lace Company, undated</td>
</tr>
<tr>
<td>Box 517</td>
<td>Sprague Publishing Company, undated</td>
</tr>
<tr>
<td>Box 517</td>
<td>Sargeant and Company, hardware, undated</td>
</tr>
<tr>
<td>Box 517</td>
<td>No Toil Product Corp., cleansers, undated</td>
</tr>
<tr>
<td>Box 517</td>
<td>Clavert School, schools, undated</td>
</tr>
<tr>
<td>Box 517</td>
<td>Plate Glass Maufacturer of America, undated</td>
</tr>
<tr>
<td>Box 517</td>
<td>Joseph Dixion Crucible Company, pencils, undated</td>
</tr>
<tr>
<td>Box 517</td>
<td>Women's Institute, correspondence courses, sewing, undated</td>
</tr>
<tr>
<td>Box 517</td>
<td>Lane Company, cedar chests, undated</td>
</tr>
<tr>
<td>Box 517</td>
<td>Orinoka Mills, fabric, undated</td>
</tr>
<tr>
<td>Box 517</td>
<td>Great-West Coal and Lumber Company, undated</td>
</tr>
<tr>
<td>Box 517</td>
<td>Ferris Bros. Company, corsets, undated</td>
</tr>
<tr>
<td>Box 517</td>
<td>Armand Beauty Aids, cosmetics, undated</td>
</tr>
<tr>
<td>Box 517</td>
<td>William G. Bell Company, spices, undated</td>
</tr>
</tbody>
</table>
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

Return to Table of Contents

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

Image(s)

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

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

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
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
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
Four young men playing touch football on a beach. Army recruiting information.

Local Numbers
AC0059-0000025m (AC Scan)

Topic: Recruiting and enlistment
Box 3, Folder 3

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
A young man and woman sitting in a European sidewalk cafe. Army recruiting information.

Local Numbers
AC0059-0000026 (AC Scan)

Topic: Recruiting and enlistment
Restaurants
advertising

Genre/ Advertisements -- 1970-1980
Form: Tear sheets

Box 3, Folder 3

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
A young man getting a haircut. Army recruiting information.

Local Numbers
AC0059-0000027m (AC Scan)

Topic: Hairstyles
Recruiting and enlistment
advertising

Genre/ Advertisements -- 1970-1980
Form: Tear sheets

Box 3, Folder 4

United States Army, recruiting, 1972

Box 3, Folder 5

United States Army, recruiting, 1973

Image(s)

Box 3, Folder 4

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
Color advertisement with reproduction of photograph of men and women in various Army uniforms; photographer unidentified.

Local Numbers
AC0059-0000043m.tif (AC Scan)
Recruiting and enlistment advertising -- 1970-1980
Genre/ Form: Advertisements -- 1970-1980
Photographs -- 1970-1980 -- Color -- Reproductions Tear sheets

Box 3, Folder 5
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
A young woman standing in an office. Army recruiting information.

Local Numbers
AC0059-0000028 (AC Scan)
Topic: 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], 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
A young woman standing in an office. Army recruiting information.

Local Numbers
AC0059-0000029 (AC Scan)
Topic: African American Clerks
Recruiting and enlistment advertising
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  
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  
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  
Image(s)

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
Image(s)

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
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
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

Genre/Form:
Advertisements -- 1970-1980
Tear sheets

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
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
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
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

Image(s)

Box 5, Folder 2 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

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

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 in. x 10.4 in.)

Image(s): You might be perfect for a job you never heard of [color advertisement; tear sheet].

United States. Army, Advertiser

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: Advertisements -- 1980-1990
Form: 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 in. x 10.4 in.)

Image(s): You might be perfect for a job you never heard of [color advertisement; tear sheet].

United States. Army, Advertiser

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: Advertisements -- 1980-1990
Form: 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
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/           Advertisements -- 1970-1980
Form:            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
<table>
<thead>
<tr>
<th>Box 12, Folder 6</th>
<th>American Telephone and Telegraph Company, telephones, trade ads, 1959</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 12, Folder 7</td>
<td>American Telephone and Telegraph Company, telephones, business equipment, 1959</td>
</tr>
<tr>
<td>Box 13, Folder 1</td>
<td>American Telephone and Telegraph Company, telephones, business equipment, 1960</td>
</tr>
<tr>
<td>Box 13, Folder 2</td>
<td>American Telephone and Telegraph Company, telephones, business long distance, 1960</td>
</tr>
<tr>
<td>Box 13, Folder 3</td>
<td>American Telephone and Telegraph Company, telephones, business long distance, 1960</td>
</tr>
<tr>
<td>Box 13, Folder 4</td>
<td>American Telephone and Telegraph Company, telephones, consumer long distance, 1960</td>
</tr>
<tr>
<td>Box 14, Folder 1</td>
<td>American Telephone and Telegraph Company, telephones, consumer long distance, 1960</td>
</tr>
<tr>
<td>Box 14, Folder 2</td>
<td>American Telephone and Telegraph Company, telephones, consumer long distance, 1960</td>
</tr>
<tr>
<td>Box 14, Folder 3</td>
<td>American Telephone and Telegraph Company, telephones, consumer products, 1960</td>
</tr>
<tr>
<td>Box 14, Folder 4</td>
<td>American Telephone and Telegraph Company, telephones, employee recruiting, 1960</td>
</tr>
<tr>
<td>Box 14, Folder 5</td>
<td>American Telephone and Telegraph Company, telephones, 1960</td>
</tr>
<tr>
<td>Box 14, Folder 6</td>
<td>American Telephone and Telegraph Company, telephones, public phones, 1960</td>
</tr>
<tr>
<td>Box 15, Folder 1</td>
<td>American Telephone and Telegraph Company, telephones, Bell labs, extension phones, 1961</td>
</tr>
<tr>
<td>Box 15, Folder 2</td>
<td>American Telephone and Telegraph Company, telephones, business long distance, 1961</td>
</tr>
<tr>
<td>Box 15, Folder 3</td>
<td>American Telephone and Telegraph Company, telephones, consumer services, 1961</td>
</tr>
<tr>
<td>Box 15, Folder 4</td>
<td>American Telephone and Telegraph Company, telephones, business long distance, 1961</td>
</tr>
</tbody>
</table>
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
Box 16, Folder 13 American Telephone and Telegraph Company, telephones, recruiting-ads, general, 1962
Box 16, Folder 14 American Telephone and Telegraph Company, telephones, telephone shopping, telephone trade ads, 1962
Box 17, Folder 1  American Telephone and Telegraph Company, telephones, Bell labs, educational tv, military, 1963

Box 17, Folder 2  American Telephone and Telegraph Company, telephones, business equipment and services-brokerage, department store, farm, 1963

Box 17, Folder 3  American Telephone and Telegraph Company, telephones, business equipment services-fire, police, public phones, 1963

Box 17, Folder 4  American Telephone and Telegraph Company, telephones, business equipment services-hotels, motels, hospitals, 1963

Box 17, Folder 5  American Telephone and Telegraph Company, telephones, business equipment and services-general, 1963

Box 17, Folder 6  American Telephone and Telegraph Company, telephones, consumer services and equipment, 1963

Box 17, Folder 7  American Telephone and Telegraph Company, telephones, extension sales, telephone planning, 1963

Box 17, Folder 8  American Telephone and Telegraph Company, telephones, general information, 1963

Box 17, Folder 9  American Telephone and Telegraph Company, telephones, long distance, business, 1963

Box 17, Folder 10  American Telephone and Telegraph Company, telephones, long distance, consumer, 1963

Box 17, Folder 11  American Telephone and Telegraph Company, telephones, recruiting, college, 1963

Box 17, Folder 12  American Telephone and Telegraph Company, telephones, telephone trade ads, 1963

Box 18, Folder 1  American Telephone and Telegraph Company, telephones, Bell labs, educational tv, 1964

Box 18, Folder 2  American Telephone and Telegraph Company, telephones, business-banking, brokerage, 1964

Box 18, Folder 3  American Telephone and Telegraph Company, telephones, business, general, 1964
Box 18, Folder 4  American Telephone and Telegraph Company, telephones, business-hospitals, military, public phones, 1964

Box 18, Folder 5  American Telephone and Telegraph Company, telephones, business-hotels, motels "guest dial", 1964

Box 18, Folder 6  American Telephone and Telegraph Company, telephones, community communications, fire and police, 1964

Box 18, Folder 7  American Telephone and Telegraph Company, telephones, consumer services, general, 1964

Box 18, Folder 8  American Telephone and Telegraph Company, telephones, general information, 1964

Box 18, Folder 9  American Telephone and Telegraph Company, telephones, long distance, business, 1964

Box 18, Folder 10  American Telephone and Telegraph Company, telephones, long distance, consumer, 1964

Box 18, Folder 11  American Telephone and Telegraph Company, telephones, recruiting and service, colleges, 1964

Box 18, Folder 12  American Telephone and Telegraph Company, telephones, telephone planning, 1964

Box 19, Folder 1  American Telephone and Telegraph Company, telephones, Bell labs, military, 1965

Box 19, Folder 2  American Telephone and Telegraph Company, telephones, business- architects, hospitals, 1965

Box 19, Folder 3  American Telephone and Telegraph Company, telephones, business communications, "data phone", 1965

Box 19, Folder 4  American Telephone and Telegraph Company, telephones, business-department stores, 1965

Box 19, Folder 5  American Telephone and Telegraph Company, telephones, business-hotels, motels "guest dial", 1965

Box 19, Folder 6  American Telephone and Telegraph Company, telephones, college recruiting, college services, 1965
Box 19, Folder 7  American Telephone and Telegraph Company, telephones, consumer services, 1965
Box 19, Folder 8  American Telephone and Telegraph Company, telephones, emergency reporting, 1965
Box 19, Folder 9  American Telephone and Telegraph Company, telephones, general information, 1965
Box 19, Folder 10  American Telephone and Telegraph Company, telephones, instructional telecommunications/ educational tv, 1965
Box 19, Folder 11  American Telephone and Telegraph Company, telephones, long distance, business, 1965
Box 19, Folder 12  American Telephone and Telegraph Company, telephones, long distance, consumer, 1965
Box 19, Folder 13  American Telephone and Telegraph Company, telephones, trade ads, 1964
Box 19, Folder 13  American Telephone and Telegraph Company, telephones, long distance, consumer, 1965
Box 19, Folder 14  American Telephone and Telegraph Company, telephones, municiple and public phones, telephone trade ads, 1965
Box 20, Folder 1  American Telephone and Telegraph Company, telephones, Bell labs, military, 1966
Box 20, Folder 2  American Telephone and Telegraph Company, telephones, business- banking, brokerage, data, general, 1966
Box 20, Folder 3  American Telephone and Telegraph Company, telephones, business-colleges, educational, instrumental, 1966
Box 20, Folder 4  American Telephone and Telegraph Company, telephones, business-emergency, police, public phones, 1966
Box 20, Folder 5  American Telephone and Telegraph Company, telephones, business- hotels, hospitals, 1966
Box 20, Folder 6  American Telephone and Telegraph Company, telephones, consumer services, 1966
Box 20, Folder 7  American Telephone and Telegraph Company, telephones, general information (also Bell Lab), 1966
Box 20, Folder 8  American Telephone and Telegraph Company, telephones, long distance, business, 1966

Box 20, Folder 9  American Telephone and Telegraph Company, telephones, long distance, consumer, 1966

Box 21, Folder 1  American Telephone and Telegraph Company, telephones, Bell labs, 1967

Box 21, Folder 2  American Telephone and Telegraph Company, telephones, business- banking, brokerage, communications, data, 1967

Box 21, Folder 3  American Telephone and Telegraph Company, telephones, business- colleges, education, 1967

Box 21, Folder 4  American Telephone and Telegraph Company, telephones, business- emergency, fire and police, 1967

Box 21, Folder 5  American Telephone and Telegraph Company, telephones, business- various industries and general, 1967

Box 21, Folder 6  American Telephone and Telegraph Company, telephones, consumer services, 1967

Box 21, Folder 7  American Telephone and Telegraph Company, telephones, Bell labs, education, 1968

Box 21, Folder 8  American Telephone and Telegraph Company, telephones, business- banking, brokerage, insurance, 1968

Box 21, Folder 9  American Telephone and Telegraph Company, telephones, business- medical, military, 1968

Box 21, Folder 10  American Telephone and Telegraph Company, telephones, business- municipal, gov't services, emergency, 1968

Box 22, Folder 1  American Telephone and Telegraph Company, telephones, business- hotels, retail stores, 1968

Box 22, Folder 2  American Telephone and Telegraph Company, telephones, business, general, 1968

Box 22, Folder 3  American Telephone and Telegraph Company, telephones, consumer, 1968
Box 22, Folder 4  American Telephone and Telegraph Company, telephones, radio, tv sponsorship, 1968
Box 22, Folder 5  American Telephone and Telegraph Company, telephones, Bell labs, 1969
Box 22, Folder 6  American Telephone and Telegraph Company, telephones, business general, 1969
Box 22, Folder 7  American Telephone and Telegraph Company, telephones, recruiting, 1969
Box 22, Folder 8  American Telephone and Telegraph Company, telephones, consumer long distance, 1969
Box 22, Folder 9  American Telephone and Telegraph Company, telephones, consumer long distance, 1969
Box 22, Folder 10 American Telephone and Telegraph Company, telephones, tv sponsorships, 1969
Box 22, Folder 11 American Telephone and Telegraph Company, telephones, business, government, military, 1969
Box 23, Folder 1  American Telephone and Telegraph Company, telephones, business services, 1970
Box 23, Folder 2  American Telephone and Telegraph Company, telephones, government, municipal, services, 1970
Box 23, Folder 3  American Telephone and Telegraph Company, telephones, long distance, 1970
Box 23, Folder 4  American Telephone and Telegraph Company, telephones, new technology, 1970
Box 23, Folder 5  American Telephone and Telegraph Company, telephones, tv sponsorship, 1970
Box 23, Folder 6  American Telephone and Telegraph Company, telephones, Bell labs, 1970
Box 23, Folder 7  American Telephone and Telegraph Company, telephones, business services, 1971
Box 23, Folder 8  American Telephone and Telegraph Company, telephones, long distance, 1971
Box 23, Folder 9  American Telephone and Telegraph Company, telephones, new technologies, 1971
Box 23, Folder 10  American Telephone and Telegraph Company, telephones, tv sponsorships, 1971
Box 23, Folder 11  American Telephone and Telegraph Company, telephones, Bell labs, 1972
Box 23, Folder 12  American Telephone and Telegraph Company, telephones, Business communications and data systems, 1972
Box 23, Folder 13  American Telephone and Telegraph Company, telephones, long distance, 1972
Box 24, Folder 1  American Telephone and Telegraph Company, telephones, medical, 1972
Box 24, Folder 2  American Telephone and Telegraph Company, telephones, security systems, 1972
Box 24, Folder 3  American Telephone and Telegraph Company, telephones, tv sponsorships, 1972
Box 24, Folder 4  American Telephone and Telegraph Company, telephones, miscellaneous, 1972
Box 24, Folder 5  American Telephone and Telegraph Company, telephones, business equipment, services, 1973
Box 24, Folder 6  American Telephone and Telegraph Company, telephones, communications updates, 1973
Box 24, Folder 7  American Telephone and Telegraph Company, telephones, customer services, 1973
Box 24, Folder 8  American Telephone and Telegraph Company, telephones, long distance, 1973
Box 24, Folder 9  American Telephone and Telegraph Company, telephones, tv sponsorships, 1973
Box 24, Folder 10  American Telephone and Telegraph Company, telephones, paid communications, 1973
Box 24, Folder 11  American Telephone and Telegraph Company, telephones, PBX systems, 1973
Box 25, Folder 1  American Telephone and Telegraph Company, telephones, business, 1974
Box 25, Folder 2  American Telephone and Telegraph Company, telephones, consumer, 1974
Box 25, Folder 3  American Telephone and Telegraph Company, telephones, data systems, 1974
Box 25, Folder 4  American Telephone and Telegraph Company, telephones, long distance, 1974
Box 25, Folder 5  American Telephone and Telegraph Company, telephones, tv sponsorship, 1975
Box 25, Folder 6  American Telephone and Telegraph Company, telephones, business products, 1975
Box 25, Folder 7  American Telephone and Telegraph Company, telephones, consumer products, services, 1975
Box 25, Folder 8  American Telephone and Telegraph Company, telephones, long distance business, 1975
Box 25, Folder 9  American Telephone and Telegraph Company, telephones, tv sponsorships, 1975
Box 26, Folder 1  American Telephone and Telegraph Company, telephones, business products, services, 1976
Box 26, Folder 2  American Telephone and Telegraph Company, telephones, long distance, 1976
Box 26, Folder 3  American Telephone and Telegraph Company, telephones, design line, history of phones, 1976
Box 26, Folder 4  American Telephone and Telegraph Company, telephones, business, 1977
Box 26, Folder 5  American Telephone and Telegraph Company, telephones, consumer products, tv sponsorship, 1977
Box 26, Folder 6  American Telephone and Telegraph Company, telephones, long distance, 1977
Box 26, Folder 7  American Telephone and Telegraph Company, telephones, business products, services, 1978
Box 26, Folder 8  American Telephone and Telegraph Company, telephones, consumer products, 1978
Box 26, Folder 9  American Telephone and Telegraph Company, telephones, long distance, 1978
Box 26, Folder 10 American Telephone and Telegraph Company, telephones, arts and tv sponsorships, 1979
Box 26, Folder 11 American Telephone and Telegraph Company, telephones, business services, 1979
Box 26, Folder 12  American Telephone and Telegraph Company, telephones, business services, 1979

Box 26, Folder 13  American Telephone and Telegraph Company, telephones, long distance, 1979

Box 26, Folder 14  American Telephone and Telegraph Company, telephones, consumer long distance, 1979

Box 27, Folder 1  American Telephone and Telegraph Company, telephones, long distance, 1979

Box 27, Folder 2  American Telephone and Telegraph Company, telephones, miscellaneous, 1979

Box 27, Folder 3  American Telephone and Telegraph Company, telephones, arts and tv sponsorship, 1980

Box 27, Folder 4  American Telephone and Telegraph Company, telephones, Bell phone centers, 1980

Box 27, Folder 5  American Telephone and Telegraph Company, telephones, long distance, consumer, 1980

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
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


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
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
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
Tear sheets

Box 27, Folder 6
American Telephone and Telegraph Company, telephones, long distance, business, 1980

Box 27, Folder 7
American Telephone and Telegraph Company, telephones, long distance, consumer, 1980

Box 27, Folder 8
American Telephone and Telegraph Company, telephones, telecommunications, 1980
Box 27, Folder 9  American Telephone and Telegraph Company, telephones, business services, 1980
Box 27, Folder 10 American Telephone and Telegraph Company, telephones, miscellaneous, 1980
Box 28, Folder 1  American Telephone and Telegraph Company, telephones, arts and tv sponsorship, 1981
Box 28, Folder 2  American Telephone and Telegraph Company, telephones, long distance, 1981
Box 28, Folder 3  American Telephone and Telegraph Company, telephones, telecommunications, 1981
Box 28, Folder 4  American Telephone and Telegraph Company, telephones, arts sponsorships, 1982
Box 28, Folder 5  American Telephone and Telegraph Company, telephones, divestiture and restructuring, 1982
Box 28, Folder 6  American Telephone and Telegraph Company, telephones, domestic long distance and international, 1982
Box 28, Folder 7  American Telephone and Telegraph Company, telephones, phone centers, 1982
Box 28, Folder 8  American Telephone and Telegraph Company, telephones, telecommunications, 1982
Box 28, Folder 9  American Telephone and Telegraph Company, telephones, telecommunications, 1982
Box 29, Folder 1  American Telephone and Telegraph Company, telephones, emergency and alarm, 1984
Box 29, Folder 2  American Telephone and Telegraph Company, telephones, international long distance, 1984
Box 29, Folder 3  American Telephone and Telegraph Company, telephones, phone centers, 1984
Box 29, Folder 4  American Telephone and Telegraph Company, telephones, sports and arts sponsorships, 1984
Box 29, Folder 5  American Telephone and Telegraph Company, telephones, tv sponsorships, 1984
Box 29, Folder 6  American Telephone and Telegraph Company, telephones, business equipment, 1985
Box 29, Folder 7  American Telephone and Telegraph Company, telephones, emergency call system, 1985
Box 29, Folder 8  American Telephone and Telegraph Company, telephones, long distance, 1985
Box 29, Folder 9  American Telephone and Telegraph Company, telephones, phones and phone centers, 1985
Box 29, Folder 10 American Telephone and Telegraph Company, telephones, performing arts sponsorships, 1985
Box 29, Folder 11 American Telephone and Telegraph Company, telephones, television sponsorship, 1985
Box 30, Folder 1  American Telephone and Telegraph Company, telephones, divestiture (ATandT and Bell ads), 1983
Box 30, Folder 2  American Telephone and Telegraph Company, telephones, domestic long distance, 1983
Box 30, Folder 3  American Telephone and Telegraph Company, telephones, international long distance and telecommunications, 1983
Box 30, Folder 4  American Telephone and Telegraph Company, telephones, phone centers, 1983
Box 30, Folder 5  American Telephone and Telegraph Company, telephones, phone equipment, 1983
Box 30, Folder 6  American Telephone and Telegraph Company, telephones, "Reach out in new directions", 1983
Box 30, Folder 7  American Telephone and Telegraph Company, telephones, sponsorships of arts and tv programs, 1983
Box 30, Folder 8  American Telephone and Telegraph Company, telephones, "Thanks to Ayer", 1983
Box 30, Folder 9  American Telephone and Telegraph Company, telephones, business products and services, 1984
Box 30, Folder 10 American Telephone and Telegraph Company, telephones, consumer products, 1984
Box 31, Folder 1  American Telephone and Telegraph Company, telephones, arts sponsorships, 1986
Box 31, Folder 2  American Telephone and Telegraph Company, telephones, institutional and public service ads, 1986
Box 31, Folder 3  American Telephone and Telegraph Company, telephones, long distance, 1986
Box 31, Folder 4  American Telephone and Telegraph Company, telephones, phone cards and phones, 1986
Box 31, Folder 5  American Telephone and Telegraph Company, telephones, products and systems, 1986
Box 31, Folder 6  American Telephone and Telegraph Company, telephones, regional ads, 1986
Box 31, Folder 7  American Telephone and Telegraph Company, telephones, television sponsorship, 1986
Box 31, Folder 8  American Telephone and Telegraph Company, telephones, long distance, 1987
Box 31, Folder 9  American Telephone and Telegraph Company, telephones, phone centers and phones, 1987
Box 31, Folder 10 American Telephone and Telegraph Company, telephones, regional ads, 1987
Box 32, Folder 1  American Telephone and Telegraph Company, telephones, art exhibition sponsorship, 1987
Box 32, Folder 2  American Telephone and Telegraph Company, telephones, musical performance sponsorship, 1987
Box 32, Folder 3  American Telephone and Telegraph Company, telephones, performing arts sponsorships, 1987
Box 32, Folder 4  American Telephone and Telegraph Company, telephones, security systems, 1987
Box 32, Folder 5  American Telephone and Telegraph Company, telephones, technology and telecommunications, 1987
<table>
<thead>
<tr>
<th>Box 32, Folder 7</th>
<th>American Telephone and Telegraph Company, telephones, arts and sports sponsorships, 1988</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 32, Folder 8</td>
<td>American Telephone and Telegraph Company, telephones, customer notices, 1988</td>
</tr>
<tr>
<td>Box 32, Folder 9</td>
<td>American Telephone and Telegraph Company, telephones, long distance, 1988</td>
</tr>
<tr>
<td>Box 32, Folder 10</td>
<td>American Telephone and Telegraph Company, telephones, phone centers, 1988</td>
</tr>
<tr>
<td>Box 32, Folder 11</td>
<td>American Telephone and Telegraph Company, telephones, regional ads, security systems, 1988</td>
</tr>
<tr>
<td>Box 32, Folder 12</td>
<td>American Telephone and Telegraph Company, telephones, technology, 1988</td>
</tr>
<tr>
<td>Box 33, Folder 1</td>
<td>American Telephone and Telegraph Company, telephones, long distance, 1989</td>
</tr>
<tr>
<td>Box 33, Folder 2</td>
<td>American Telephone and Telegraph Company, telephones, phone equipment, phone centers, security systems, 1989</td>
</tr>
<tr>
<td>Box 33, Folder 3</td>
<td>American Telephone and Telegraph Company, telephones, regional ads, arts and sports sponsorships, edu., 1989</td>
</tr>
<tr>
<td>Box 33, Folder 4</td>
<td>American Telephone and Telegraph Company, telephones, computers and communication, security systems, 1990</td>
</tr>
<tr>
<td>Box 33, Folder 5</td>
<td>American Telephone and Telegraph Company, telephones, entertainment and sports sponsorships, 1990</td>
</tr>
<tr>
<td>Box 33, Folder 6</td>
<td>American Telephone and Telegraph Company, telephones, long distance, 1990</td>
</tr>
<tr>
<td>Box 33, Folder 7</td>
<td>American Telephone and Telegraph Company, telephones, miscellaneous, 1990</td>
</tr>
<tr>
<td>Box 33, Folder 8</td>
<td>American Telephone and Telegraph Company, telephones, moving services, phone centers, 1990</td>
</tr>
<tr>
<td>Box 33, Folder 9</td>
<td>American Telephone and Telegraph Company, telephones, regional ads, 1990</td>
</tr>
<tr>
<td>Box 33, Folder 10</td>
<td>American Telephone and Telegraph Company, telephones, long distance, 1991</td>
</tr>
<tr>
<td>Box 33, Folder 11</td>
<td>American Telephone and Telegraph Company, telephones, phones and phone centers, 1991</td>
</tr>
<tr>
<td>Box 33, Folder 12</td>
<td>American Telephone and Telegraph Company, telephones, sports sponsorships, 1991</td>
</tr>
</tbody>
</table>
Box 33, Folder 13  American Telephone and Telegraph Company, telephones, miscellaneous, 1991 Image(s)

Box 33, Folder 14  American Telephone and Telegraph Company, telephones, education, sports sponsorships, 1992

Box 33, Folder 15  American Telephone and Telegraph Company, telephones, long distance, 1992

Box 33, Folder 16  American Telephone and Telegraph Company, telephones, phones and phone centers, 1992

Box 34, Folder 1  American Telephone and Telegraph Company, telephones, long distance, general, 1993

Box 34, Folder 2  American Telephone and Telegraph Company, telephones, long distance, "the I plan", 1993

Box 34, Folder 3  American Telephone and Telegraph Company, telephones, products and services, new technologies, 1993

Box 34, Folder 4  American Telephone and Telegraph Company, telephones, sponsorships, 1993

Box 34, Folder 5  American Telephone and Telegraph Company, telephones, calling cards and calling plans, 1994

Box 34, Folder 6  American Telephone and Telegraph Company, telephones, political and public interests ads, 1994

Box 34, Folder 7  American Telephone and Telegraph Company, telephones, products and technology, 1994

Box 34, Folder 8  American Telephone and Telegraph Company, telephones, "true ties" calling, 1994

Box 34, Folder 9  American Telephone and Telegraph Company, telephones, "dial 1 800 ATT", 1994

Box 34, Folder 10  American Telephone and Telegraph Company, telephones, various products and services, 1995

Box 34, Folder 11  American Telephone and Telegraph Company, telephones, various products and services, 1996

Box 35, Folder 1  Australia Tourism, tourism, 1983
Box 36, Folder 14  Bahamas Ministry of Tourism, tourism, 1982
Box 36, Folder 15  Bahamas Ministry of Tourism, tourism, 1983
Box 36, Folder 16  Bahamas Ministry of Tourism, tourism, 1984
Box 36, Folder 17  Boeing, aircraft, 1946
Box 36, Folder 17  Boeing, aircraft, 1947
Box 36, Folder 17  Boeing, aircraft, 1949
Box 36, Folder 17  Boeing, aircraft, 1945
Box 36, Folder 18  Boeing, aircraft, 1967
Box 36, Folder 19  Boeing, aircraft, 1968
Box 36, Folder 20  Boeing, aircraft, 1968
Box 37, Folder 1  Boeing, aircraft, 1969
Box 37, Folder 2  Boeing, aircraft, 1970
Box 37, Folder 3  Boeing, aircraft, 1971
Box 37, Folder 4  Braniff Airline, airlines, 1983-1984
Box 37, Folder 5  Braniff Airline, airlines, 1984
Box 37, Folder 6  Braniff Airline, airlines, 1984
Box 37, Folder 7  Cannon Mills Inc., towels, sheets, 1927
Box 37, Folder 8  Cannon Mills Inc., towels, sheets, 1928
Box 37, Folder 9  Cannon Mills Inc., towels, sheets, 1929
Box 37, Folder 10  Cannon Mills Inc., towels, sheets, 1930
Box 37, Folder 11  Cannon Mills Inc., towels, sheets, 1933
Box 37, Folder 12  Cannon Mills Inc., towels, sheets, 1938
Box 37, Folder 13  Cannon Mills Inc., towels, sheets, 1957
Box 37, Folder 14  Cannon Mills Inc., 1958
Box 37, Folder 15  Cannon Mills Inc., towels, sheets, 1959
Box 37, Folder 16  Cannon Mills Inc., towels, sheets, 1960
Box 38, Folder 1   Cannon Mills Inc., towels, sheets, 1962
Box 38, Folder 2   Cannon Mills Inc., towels, sheets, 1963
Box 38, Folder 3   Cannon Mills Inc., towels, sheets, 1964
Box 38, Folder 4   Cannon Mills Inc., towels, sheets, 1965
Box 38, Folder 5   Cannon Mills Inc., towels, sheets, 1966
Box 38, Folder 6   Cannon Mills Inc., towels, sheets, 1967
Box 38, Folder 7   Cannon Mills Inc., towels, sheets, 1967
Box 38, Folder 8   Cannon Mills Inc., towels, sheets, 1967
Box 38, Folder 9   Cannon Mills Inc., towels, sheets, 1968
Box 38, Folder 10  Cannon Mills Inc., towels, sheets, 1968
Box 38, Folder 11  Cannon Mills Inc., towels, sheets, 1968
Box 38, Folder 12  Cannon Mills Inc., towels, sheets, 1968
Box 39, Folder 1   Cannon Mills Inc., towels, sheets, 1968
Box 39, Folder 2   Cannon Mills Inc., towels, sheets, 1970
Box 39, Folder 3   Cannon Mills Inc., towels, sheets, 1971
Box 39, Folder 4   Cannon Mills Inc., towels, sheets, 1972
Box 39, Folder 5   Cannon Mills Inc., towels, sheets, 1973
Box 39, Folder 6  Cannon Mills Inc., towels, sheets, 1974
Box 39, Folder 7  Cannon Mills Inc., towels, sheets, 1975
Box 39, Folder 8  Cannon Mills Inc., towels, sheets, 1976
Box 39, Folder 9  Cannon Mills Inc., towels, sheets, 1977
Box 39, Folder 10 Cannon Mills Inc., towels, sheets, 1979
Box 39, Folder 11 Cannon Mills Inc., towels, sheets, 1980
Box 39, Folder 12 Cannon Mills Inc., towels, sheets, 1981
Box 39, Folder 13 Cannon Mills Inc., towels, sheets, undated
Box 39, Folder 14 Cannon Mills Inc., towels, sheets, by Edward Steichen, undated
Box 39, Folder 15 Carrier Corporation, air conditioning, 1980
Box 39, Folder 16 Chemical Bank, banking, 1982-1983
Box 39, Folder 17 Chesapeake and Potomac Telephone Company, telephones, 1967
Box 39, Folder 18 Chesapeake and Potomac Telephone Company, telephones, 1968
Box 39, Folder 19 Chesapeake and Potomac Telephone Company, telephones, 1969-1970
Box 39, Folder 20 Club Med, tourism, 1987
Box 39, Folder 21 Conde Nast Publications, Incorporated, publishing, 1983
Box 40, Folder 1 Dana Corporation, undated
Box 40, Folder 2 Dana Corporation, undated
Box 40, Folder 3 Day and Night, undated
Box 40, Folder 4 De Beers Consolidated Mines, Ltd., diamonds, 1939
Box 40, Folder 5 De Beers Consolidated Mines, Ltd., diamonds, 1940
Box 40, Folder 6  De Beers Consolidated Mines, Ltd., diamonds, 1943
Box 40, Folder 7  De Beers Consolidated Mines, Ltd., diamonds, 1945
Box 40, Folder 8  De Beers Consolidated Mines, Ltd., diamonds, 1946
Box 40, Folder 9  De Beers Consolidated Mines, Ltd., diamonds, 1947
Box 40, Folder 10  De Beers Consolidated Mines, Ltd., diamonds, 1948
Box 40, Folder 11  De Beers Consolidated Mines, Ltd., diamonds, 1948
Box 40, Folder 12  De Beers Consolidated Mines, Ltd., diamonds, 1948-1950
Box 40, Folder 13  De Beers Consolidated Mines, Ltd., diamonds, 1948-1950
Box 40, Folder 14  De Beers Consolidated Mines, Ltd., diamonds, 1949
Box 40, Folder 15  De Beers Consolidated Mines, Ltd., diamonds, 1949
Box 41, Folder 1  De Beers Consolidated Mines, Ltd., diamonds, 1950
Box 41, Folder 2  De Beers Consolidated Mines, Ltd., diamonds, 1950
Box 41, Folder 3  De Beers Consolidated Mines, Ltd., diamonds, 1951
Box 41, Folder 4  De Beers Consolidated Mines, Ltd., diamonds, 1952
Box 41, Folder 5  De Beers Consolidated Mines, Ltd., diamonds, 1953
Box 41, Folder 6  De Beers Consolidated Mines, Ltd., diamonds, 1954
Box 41, Folder 7  De Beers Consolidated Mines, Ltd., diamonds, 1955
Box 41, Folder 8  De Beers Consolidated Mines, Ltd., diamonds, 1956
Box 41, Folder 9  De Beers Consolidated Mines, Ltd., diamonds, 1957
Box 41, Folder 10  De Beers Consolidated Mines, Ltd., diamonds, 1958
Box 41, Folder 11  De Beers Consolidated Mines, Ltd., diamonds, 1959
Box 42, Folder 1  De Beers Consolidated Mines, Ltd., diamonds, 1960
Box 42, Folder 2  De Beers Consolidated Mines, Ltd., diamonds, 1964
Box 42, Folder 3  De Beers Consolidated Mines, Ltd., diamonds, 1965
Box 42, Folder 4  De Beers Consolidated Mines, Ltd., diamonds, 1966
Box 42, Folder 5  De Beers Consolidated Mines, Ltd., diamonds, 1967
Box 42, Folder 6  De Beers Consolidated Mines, Ltd., diamonds, 1968
Box 42, Folder 7  De Beers Consolidated Mines, Ltd., diamonds, 1969
Box 42, Folder 8  De Beers Consolidated Mines, Ltd., diamonds, 1969
Box 42, Folder 9  De Beers Consolidated Mines, Ltd., diamonds, 1970
Box 42, Folder 10 De Beers Consolidated Mines, Ltd., diamonds, 1970
Box 42, Folder 11 De Beers Consolidated Mines, Ltd., diamonds, 1970
Box 42, Folder 12 De Beers Consolidated Mines, Ltd., diamonds, 1971
Box 42, Folder 13 De Beers Consolidated Mines, Ltd., diamonds, 1971
Box 42, Folder 14 De Beers Consolidated Mines, Ltd., diamonds, 1971
Box 42, Folder 15 De Beers Consolidated Mines, Ltd., diamonds, 1972
Box 43, Folder 1  De Beers Consolidated Mines, Ltd., diamonds, 1973
Box 43, Folder 2  De Beers Consolidated Mines, Ltd., diamonds, 1974
Box 43, Folder 3  De Beers Consolidated Mines, Ltd., diamonds, 1975
Box 43, Folder 4  De Beers Consolidated Mines, Ltd., diamonds, 1976
Box 43, Folder 5  De Beers Consolidated Mines, Ltd., diamonds, 1977
Box 43, Folder 6  De Beers Consolidated Mines, Ltd., diamonds, 1978
Box 43, Folder 7  De Beers Consolidated Mines, Ltd., diamonds, 1979
Box 44, Folder 1  De Beers Consolidated Mines, Ltd., diamonds, 1980
Box 44, Folder 2  De Beers Consolidated Mines, Ltd., diamonds, 1980
Box 44, Folder 3  De Beers Consolidated Mines, Ltd., diamonds, 1980
Box 44, Folder 4  De Beers Consolidated Mines, Ltd., diamonds, 1980
Box 44, Folder 5  De Beers Consolidated Mines, Ltd., diamonds, 1980
Box 44, Folder 6  De Beers Consolidated Mines, Ltd., diamonds, 1981
Box 44, Folder 7  De Beers Consolidated Mines, Ltd., diamonds, 1981
Box 44, Folder 8  De Beers Consolidated Mines, Ltd., diamonds, 1982
Box 44, Folder 9  De Beers Consolidated Mines, Ltd., diamonds, 1983
Box 44, Folder 10 De Beers Consolidated Mines, Ltd., diamonds, 1984
Box 44, Folder 11 De Beers Consolidated Mines, Ltd., diamonds, 1985
Box 44, Folder 12 De Beers Consolidated Mines, Ltd., diamonds, 1985
Box 45, Folder 1  De Beers Consolidated Mines, Ltd., diamonds, 1986
Box 45, Folder 2  De Beers Consolidated Mines, Ltd., diamonds, 1987
Box 45, Folder 3  De Beers Consolidated Mines, Ltd., diamonds, 1988
Box 45, Folder 4  De Beers Consolidated Mines, Ltd., diamonds, 1988
Box 45, Folder 5  De Beers Consolidated Mines, Ltd., diamonds, 1988
Box 45, Folder 6  De Beers Consolidated Mines, Ltd., diamonds, 1989
Box 45, Folder 7  De Beers Consolidated Mines, Ltd., diamonds, 1989
Box 46, Folder 1  De Beers Consolidated Mines, Ltd., diamonds, 1990
Box 46, Folder 2  De Beers Consolidated Mines, Ltd., diamonds, 1990
Box 46, Folder 3  De Beers Consolidated Mines, Ltd., diamonds, 1990
Box 46, Folder 4  De Beers Consolidated Mines, Ltd., diamonds, 1990
Box 46, Folder 5  De Beers Consolidated Mines, Ltd., diamonds, 1991
Box 46, Folder 6  De Beers Consolidated Mines, Ltd., diamonds, 1991
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
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

Box 48, Folder 5  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1969

Box 48, Folder 6  E.I. Dupont de Nemours and Company, Incorporated, chemicals, chemicous, 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

Box 50, Folder 5  E.I. Dupont de Nemours and Company, Incorporated, chemicals, fabrics and fibers, 1973

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

Box 50, Folder 9  E.I. DuPont de Nemours and Company, Incorporated, chemicals, teflon, 1973

Box 51, Folder 1  E.I. DuPont de Nemours and Company, Incorporated, chemicals, 1974

Box 51, Folder 2  E.I. DuPont de Nemours and Company, Incorporated, chemicals, 1974

Box 51, Folder 3  E.I. DuPont de Nemours and Company, Incorporated, chemicals, equipment and instruments, 1974

Box 51, Folder 4  E.I. DuPont de Nemours and Company, Incorporated, chemicals, fabrics and fibers, 1974

Box 51, Folder 5  E.I. DuPont de Nemours and Company, Incorporated, chemicals, fabrics and fibers, 1974

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)

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
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/ Form:  Advertisements -- 1970-1980
              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
Box 52, Folder 10  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1977
Box 52, Folder 11  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1977
Box 52, Folder 12  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1977
Box 52, Folder 13  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1977
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
Box 52, Folder 16  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1978
Box 53, Folder 1  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1978
Box 53, Folder 3  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1978
Box 53, Folder 5  E.I. Dupont de Nemours and Company, Incorporated, chemicals, miscellaneous, 1978
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, crolyn 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, hypalon, 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, vanac, 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

Box 55, Folder 3  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1980

Box 55, Folder 4  E.I. Dupont de Nemours and Company, Incorporated, chemicals, Hytrel, Kalrez, Lucite, 1980

Box 55, Folder 5  E.I. Dupont de Nemours and Company, Incorporated, chemicals, Industrial fibers (kevlar, teflon, tyvek), 1980

Box 55, Folder 6  E.I. Dupont de Nemours and Company, Incorporated, chemicals, neoprene, nordel, pro-tek badges, 1980

Box 55, Folder 7  E.I. Dupont de Nemours and Company, Incorporated, chemicals, photographic and other films, 1980
<table>
<thead>
<tr>
<th>Box 55, Folder 8</th>
<th>E.I. Dupont de Nemours and Company, Incorporated, chemicals, recruiting ads, 1980</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 55, Folder 9</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, silverstone, packaging products, 1980</td>
</tr>
<tr>
<td>Box 55, Folder 10</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, silverstone, 1980</td>
</tr>
<tr>
<td>Box 55, Folder 11</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, stren, typar, 1980</td>
</tr>
<tr>
<td>Box 55, Folder 12</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, vacvel, vespel, viton, 1980</td>
</tr>
<tr>
<td>Box 55, Folder 13</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, miscellaneous products, 1980</td>
</tr>
<tr>
<td>Box 55, Folder 14</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, silverstone, stren, 1981</td>
</tr>
<tr>
<td>Box 56, Folder 1</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1981</td>
</tr>
<tr>
<td>Box 56, Folder 2</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1981</td>
</tr>
<tr>
<td>Box 56, Folder 3</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1981</td>
</tr>
<tr>
<td>Box 56, Folder 4</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1982</td>
</tr>
<tr>
<td>Box 56, Folder 5</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1982</td>
</tr>
<tr>
<td>Box 56, Folder 6</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1982</td>
</tr>
<tr>
<td>Box 56, Folder 7</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1982</td>
</tr>
<tr>
<td>Box 56, Folder 8</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1982</td>
</tr>
<tr>
<td>Box 56, Folder 9</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1982</td>
</tr>
<tr>
<td>Box 56, Folder 10</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1982</td>
</tr>
<tr>
<td>Box 56, Folder 11</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1983</td>
</tr>
<tr>
<td>Box 56, Folder 12</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1983</td>
</tr>
<tr>
<td>Box 56, Folder 13</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1983</td>
</tr>
<tr>
<td>Box 56, Folder 14</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1983</td>
</tr>
<tr>
<td>Box 57, Folder 1</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1983</td>
</tr>
<tr>
<td>Box 57, Folder 2</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1983</td>
</tr>
<tr>
<td>Box 57, Folder 3</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1983</td>
</tr>
<tr>
<td>Box 57, Folder 4</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1983</td>
</tr>
<tr>
<td>Box 57, Folder 5</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1983</td>
</tr>
<tr>
<td>Box 57, Folder 6</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1983</td>
</tr>
<tr>
<td>Box 57, Folder 7</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1983</td>
</tr>
<tr>
<td>Box 57, Folder 8</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1984</td>
</tr>
<tr>
<td>Box 57, Folder 9</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1984</td>
</tr>
<tr>
<td>Box 57, Folder 10</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1984</td>
</tr>
<tr>
<td>Box 57, Folder 11</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1985</td>
</tr>
<tr>
<td>Box 57, Folder 12</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1985</td>
</tr>
<tr>
<td>Box 57, Folder 13</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1985</td>
</tr>
<tr>
<td>Box 57, Folder 14</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1986</td>
</tr>
<tr>
<td>Box 57, Folder 15</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1986</td>
</tr>
<tr>
<td>Box 57, Folder 16</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1986</td>
</tr>
<tr>
<td>Box 58, Folder 1</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1987</td>
</tr>
<tr>
<td>Box 58, Folder 2</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1987</td>
</tr>
<tr>
<td>Box 58, Folder 3</td>
<td>E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1987</td>
</tr>
</tbody>
</table>
Box 58, Folder 4  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1987
Box 58, Folder 5  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1988
Box 58, Folder 6  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1989
Box 58, Folder 7  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1990
Box 58, Folder 8  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1991
Box 58, Folder 9  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1992
Box 58, Folder 10 E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1993
Box 58, Folder 11 E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1994
Box 58, Folder 12 E.I. Dupont de Nemours and Company, Incorporated, chemicals, undated
Box 58, Folder 12 E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1995
Box 58, Folder 13 Edison Electric Institute, 1980
Box 58, Folder 14 Eutectic Castonlin Institute, schools, 1980
Box 58, Folder 15 Fannie Mae, banking, 1980
Box 58, Folder 16 Farnsworth Television and Radio Corporation, television, radio, undated
Box 58, Folder 17 First Boston, banking, 1980
Box 58, Folder 17 First Boston, banking, 1979
Box 59, Folder 1 Ford Motor Company, automobiles, 1930
Box 59, Folder 2 Ford Motor Company, automobiles, 1935
Box 59, Folder 3 Ford Motor Company, automobiles, 1936
Box 59, Folder 4 Ford Motor Company, automobiles, 1937
Box 59, Folder 5 Ford Motor Company, automobiles, 1938
Box 59, Folder 6 Ford Motor Company, automobiles, 1939
Box 59, Folder 7  Ford Motor Company, automobiles, 1940
Box 59, Folder 8  Freeman Hospitals, hospitals, 1989
Box 59, Folder 9  French Line, cruises, 1932
Box 59, Folder 10 French Line, cruises, 1935
Box 59, Folder 11 French Line, cruises, 1939
Box 59, Folder 12 French Line, cruises, 1952
Box 59, Folder 13 French Line, cruises, 1953
Box 59, Folder 14 French Line, cruises, 1954
Box 59, Folder 14 French Line, cruises, 1955
Box 59, Folder 15 French Line, cruises, 1956
Box 59, Folder 16 French Line, cruises, 1960
Box 59, Folder 17 French Line, cruises, 1966
Box 59, Folder 18 French Line, cruises, 1967
Box 59, Folder 19 French Line, cruises, 1968
Box 59, Folder 20 French Line, cruises, 1969
Box 59, Folder 21 French Line, cruises, 1970
Box 59, Folder 22 French Line, cruises, 1971
Box 59, Folder 23 French Line, cruises, 1972
Box 59, Folder 24 French Line, cruises, 1973
Box 60, Folder 1  General Electric, appliances, 1940
Box 60, Folder 2  General Electric, appliances, 1942
| Box 60, Folder 3 | General Electric, appliances, 1943 |
| Box 60, Folder 4 | General Electric, appliances, 1944 |
| Box 60, Folder 5 | General Electric, appliances, 1946 |
| Box 60, Folder 6 | General Electric, appliances, 1956 |
| Box 60, Folder 7 | General Electric, appliances, 1957 |
| Box 60, Folder 8 | General Motors Corporation, automobiles, 1973 |
| Box 60, Folder 9 | General Motors Corporation, automobiles, 1973 |
| Box 60, Folder 10 | General Motors Corporation, automobiles, 1974 |
| Box 60, Folder 11 | General Motors Corporation, automobiles, 1974 |
| Box 60, Folder 12 | General Motors Corporation, automobiles, 1975 |
| Box 60, Folder 13 | General Motors Corporation, automobiles, 1976 |
| Box 60, Folder 14 | General Motors Corporation, automobiles, 1976 |
| Box 61, Folder 1 | General Motors Corporation, automobiles, 1978 |
| Box 61, Folder 2 | General Motors Corporation, automobiles, 1979 |
| Box 61, Folder 3 | General Motors Corporation, automobiles, 1979 |
| Box 61, Folder 4 | General Motors Corporation, automobiles, 1980 |
| Box 61, Folder 5 | General Motors Corporation, automobiles, 1982 |
| Box 61, Folder 6 | General Motors Corporation, automobiles, 1983 |
| Box 61, Folder 7 | General Motors Corporation, automobiles, 1983 |
| Box 61, Folder 8 | General Motors Corporation, automobiles, 1984 |
| Box 61, Folder 9 | General Motors Corporation, automobiles, 1984 |
| Box 61, Folder 10 | General Motors Corporation, automobiles, 1987 |
Box 61, Folder 11  General Motors Corporation, automobiles, 1993
Box 61, Folder 12  General Motors Corporation, automobiles, 1999
Box 61, Folder 13  General Motors Corporation, automobiles, undated
Box 61, Folder 14  General Motors Corporation, automobiles, undated
Box 62, Folder 1  Gillette Company, razors, 1982
Box 62, Folder 2  Gillette Company, razors, 1983
Box 62, Folder 3  Gillette Company, razors, 1986
Box 62, Folder 4  Gillette Company, razors, 1987
Box 62, Folder 5  Gillette Company, razors, 1988
Box 62, Folder 6  Gillette Company, razors, 1989
Box 62, Folder 7  Glenbrook Laboratories, diaparene, 1984
Box 62, Folder 8  Goodyear Tire and Rubber Company, batteries, tires, rubber, 1943
Box 62, Folder 9  Goodyear Tire and Rubber Company, batteries, tires, rubber, 1944
Box 62, Folder 10  Goodyear Tire and Rubber Company, batteries, tires, rubber, 1944
Box 62, Folder 11  Goodyear Tire and Rubber Company, batteries, tires, rubber, 1945
Box 62, Folder 12  Goodyear Tire and Rubber Company, batteries, tires, rubber, 1970
Box 62, Folder 13  Goodyear Tire and Rubber Company, batteries, tires, rubber, 1973
Box 62, Folder 14  Goodyear Tire and Rubber Company, batteries, tires, rubber, 1974
Box 62, Folder 15  Goodyear Tire and Rubber Company, batteries, tires, rubber, 1975
Box 62, Folder 16  Goodyear Tire and Rubber Company, batteries, tires, rubber, 1976
Box 62, Folder 17  Goodyear Tire and Rubber Company, batteries, tires, rubber, 1977
Box 63, Folder 1  Goodyear Tire and Rubber Company, batteries, tires, rubber, 1978
Box 63, Folder 2  Goodyear Tire and Rubber Company, batteries, tires, rubber, 1979
Box 63, Folder 3  Hanover Bank, banking, 1979
Box 63, Folder 4  Harlequin Enterprises Ltd., publishing, 1983
Box 63, Folder 5  Hills Bros., coffee, 1925
Box 63, Folder 6  Hills Bros., coffee, 1926
Box 63, Folder 7  Hills Bros., coffee, 1927
Box 63, Folder 8  Hills Bros., coffee, 1931
Box 64, Folder 1  Hills Bros., coffee, 1932
Box 64, Folder 2  Honeywell Inc., instruments, 1979
Box 64, Folder 3  Honeywell Inc., instruments, 1981
Box 64, Folder 4  Honeywell Inc., instruments, 1982
Box 64, Folder 5  Honeywell Inc., instruments, 1983
Box 64, Folder 6  Honeywell Inc., instruments, 1985
Box 64, Folder 7  Honeywell Inc., instruments, 1986
Box 64, Folder 8  Honeywell Inc., micro switch, instruments, 1987
Box 64, Folder 9  Honeywell Inc., instruments, undated
Box 64, Folder 10 Howard Johnson's, motels, undated
Box 64, Folder 10 Howard Johnson's, motels, 1956
Box 64, Folder 10 Howard Johnson's, motels, 1955
Box 64, Folder 11 Howard Johnson's, motels, 1981
Box 64, Folder 12 Howard Johnson's, motels, 1982
Box 64, Folder 13  Howard Johnson's, motels, 1983
Box 65, Folder 1  Iberia Airlines, airlines, 1987
Box 65, Folder 2  Japan Airlines, airlines, undated
Box 65, Folder 3  Kraft Inc., dairy, 1979
Box 65, Folder 4  Kraft Inc., dairy, 1980
Box 65, Folder 5  Kraft Inc., dairy, 1981
Box 65, Folder 6  Kraft Inc., dairy, 1982
Box 65, Folder 7  Kraft Inc., dairy, 1983
Box 65, Folder 8  Kraft Inc., dairy, 1984
Box 65, Folder 9  Kraft Inc., dairy, 1985
Box 65, Folder 10  Kraft Inc., dairy, 1986
Box 65, Folder 11  Ladies Home Journal, publications, 1925
Box 65, Folder 12  Ladies Home Journal, publications, 1944
Box 65, Folder 13  Ladies Home Journal, publications, 1947
Box 65, Folder 14  Ladies Home Journal, publications, 1949
Box 65, Folder 15  Ladies Home Journal, publications, 1960
Box 65, Folder 16  National Bibile Week, religion, 1979
Box 65, Folder 17  Nestle, 1980
Box 65, Folder 18  Newsweek, publications, 1967
Box 65, Folder 19  Northern Ireland Industrial Development Office, trade, 1979
Box 65, Folder 19  Northern Ireland Industrial Development Office, trade, 1980
Box 66, Folder 1  Pan Am, airlines, 1979
Box 66, Folder 2  Pan Am, airlines, 1979
Box 66, Folder 3  Pan Am, airlines, 1979
Box 66, Folder 4  Pan Am, airlines, 1979
Box 66, Folder 5  Pan Am, airlines, 1980
Box 67, Folder 1  Pan Am, airlines, 1980
Box 67, Folder 2  Pan Am, airlines, 1980
Box 67, Folder 3  Pan Am, airlines, 1981
Box 67, Folder 4  Pan Am, airlines, 1981
Box 67, Folder 5  Pan Am, airlines, undated
Box 67, Folder 6  J.C. Penney, undated
Box 67, Folder 7  Pharmaceutical Manufacturing Association, pharmaceuticals, 1962
Box 68, Folder 1  Pharmaceutical Manufacturing Association, pharmaceuticals, 1965
Box 68, Folder 2  Pharmaceutical Manufacturing Association, pharmaceuticals, 1966
Box 68, Folder 3  Pharmaceutical Manufacturing Association, pharmaceuticals, 1967
Box 68, Folder 4  Pharmaceutical Manufacturing Association, pharmaceuticals, 1968
Box 68, Folder 5  Pharmaceutical Manufacturing Association, pharmaceuticals, 1969
Box 68, Folder 6  Pharmaceutical Manufacturing Association, pharmaceuticals, undated
Box 68, Folder 7  Pharmaceutical Manufacturing Association, pharmaceuticals, undated

Box 68, Folder 7  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
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

Box 68, Folder 8 Pinkerton Inc., 1983
Box 68, Folder 9 Ralston Purina Company, 1980
Box 68, Folder 9 Ralston Purina Company, 1979
Box 68, Folder 9 Ralston Purina Company, 1981
Box 68, Folder 10 Sealtest, dairy, 1950
Box 68, Folder 11 Sealtest, dairy, 1954
Box 68, Folder 12 Sealtest, dairy, 1955
Box 68, Folder 13 Sealtest, dairy, 1959
Box 68, Folder 14 Sealtest, dairy, 1960
Box 68, Folder 15 Sealtest, dairy, 1960
Box 68, Folder 16 Sealtest, dairy, 1961
Box 69, Folder 1 Sealtest, dairy, 1962
Box 69, Folder 2 Sealtest, dairy, 1963
Box 69, Folder 3 Sealtest, dairy, 1964
Box 69, Folder 4 Sealtest, dairy, 1965
Box 72, Folder 5  Sealtest, dairy, 1983
Box 72, Folder 6  Sealtest, dairy, 1984
Box 72, Folder 7  Sealtest, dairy, 1985
Box 72, Folder 8  Sealtest, dairy, 1986
Box 72, Folder 9  Seven Up Company, beverages, 1979
Box 72, Folder 10 Seven Up Company, beverages, 1980
Box 72, Folder 11 Seven Up Company, beverages, 1980
Box 72, Folder 12 Seven Up Company, beverages, 1981
Box 72, Folder 13 Seven Up Company, beverages, 1982
Box 73, Folder 1  Seven Up Company, beverages, 1983
Box 73, Folder 2  Seven Up Company, beverages, 1983
Box 73, Folder 2  Seven Up Company, beverages, 1984
Box 73, Folder 3  Seven Up Company, beverages, 1985
Box 73, Folder 3  Seven Up Company, beverages, 1984
Box 73, Folder 4  Smith-Kline, pharmaceuticals, 1982
Box 73, Folder 4  Smith-Kline, pharmaceuticals, 1981
Box 73, Folder 4  Smith-Kline, pharmaceuticals, 1980
Box 73, Folder 5  Sperry Rand, 1969
Box 73, Folder 6  Sperry Rand, 1969
Box 73, Folder 7  Sperry Rand, 1970
Box 73, Folder 8  Sperry Rand, 1970
Box 73, Folder 9  Sperry Rand, 1975
| Box 73, Folder 9 | Sperry Rand, 1976 |
| Box 73, Folder 9 | Sperry Rand, 1977 |
| Box 73, Folder 9 | Sperry Rand, 1978 |
| Box 73, Folder 9 | Sperry Rand, 1979 |
| Box 73, Folder 9 | Sperry Rand, 1972 |
| Box 73, Folder 10 | Sperry Rand, 1979 |
| Box 73, Folder 10 | Sperry Rand, 1980 |
| Box 73, Folder 11 | Sperry Rand, undated |
| Box 74, Folder 1 | Sperry Rand, 1978 |
| Box 74, Folder 1 | Sperry Rand, 1979 |
| Box 74, Folder 1 | Sperry Rand, 1980 |
| Box 74, Folder 2 | Sperry Rand, 1978 |
| Box 74, Folder 2 | Sperry Rand, 1979 |
| Box 74, Folder 3 | Sperry Rand, 1980 |
| Box 74, Folder 3 | Sperry Rand, 1981 |
| Box 74, Folder 4 | Steinway and Sons, pianos, 1919 |
| Box 74, Folder 5 | Steinway and Sons, pianos, 1928 |
| Box 74, Folder 6 | Steinway and Sons, pianos, 1929 |
| Box 74, Folder 7 | Steinway and Sons, pianos, 1931 |
| Box 74, Folder 8 | Steinway and Sons, pianos, 1944 |
| Box 74, Folder 9 | Steinway and Sons, pianos, 1950 |
Box 74, Folder 10  Steinway and Sons, pianos, 1962
Box 74, Folder 11  Steinway and Sons, pianos, 1963
Box 74, Folder 11  Steinway and Sons, pianos, 1962
Box 74, Folder 12  Steinway and Sons, pianos, 1963
Box 74, Folder 13  Steinway and Sons, pianos, 1964
Box 74, Folder 14  Steinway and Sons, pianos, 1965
Box 74, Folder 15  Steinway and Sons, pianos, 1966
Box 74, Folder 16  Steinway and Sons, pianos, 1967
Box 74, Folder 16  Steinway and Sons, pianos, 1968
Box 74, Folder 17  Steinway and Sons, pianos, 1969
Box 74, Folder 18  Steinway and Sons, pianos, 1970
Box 74, Folder 19  Sterling Drug, Inc., pharmaceuticals, 1982
Box 74, Folder 20  Sterling Drug, Inc., pharmaceuticals, 1984
Box 75, Folder 1  Sterling Drug, Inc., pharmaceuticals, 1984
Box 75, Folder 2  Sterling Drug, Inc., pharmaceuticals, 1987
Box 75, Folder 3  Sterling Drug, Inc., pharmaceuticals, 1988
Box 75, Folder 4  Sterling Drug, Inc., pharmaceuticals, 1989
Box 75, Folder 5  Sterling Drug, Inc., pharmaceuticals, 1991
Box 75, Folder 6  Sterling Drug, Inc., pharmaceuticals, 1992
Box 75, Folder 7  Sterling Drug, Inc., pharmaceuticals, 1992
Box 75, Folder 8  Sterling Drug, Inc., pharmaceuticals, 1993
Box 75, Folder 9  Sun Company, 1984
Box 75, Folder 10  TV Guide Magazine, publications, 1969
Box 75, Folder 11  TV Guide Magazine, publications, 1970
Box 76, Folder 1   TV Guide Magazine, publications, 1971
Box 76, Folder 2   TV Guide Magazine, publications, 1972
Box 77, Folder 1   TV Guide Magazine, publications, 1974
Box 77, Folder 2   TV Guide Magazine, publications, 1975
Box 77, Folder 3   TV Guide Magazine, publications, 1976
Box 77, Folder 4   TV Guide Magazine, publications, 1977
Box 77, Folder 5   TV Guide Magazine, publications, 1978
Box 77, Folder 6   TV Guide Magazine, publications, 1978
Box 77, Folder 7   TV Guide Magazine, publications, 1979
Box 77, Folder 8   TV Guide Magazine, publications, 1980
Box 77, Folder 9   TV Guide Magazine, publications, 1980
Box 78, Folder 1   TV Guide Magazine, publications, 1981
Box 78, Folder 2   TV Guide Magazine, publications, 1982
Box 78, Folder 3   TV Guide Magazine, publications, 1982
Box 78, Folder 4   TV Guide Magazine, publications, 1983
Box 78, Folder 5   TV Guide Magazine, publications, 1983
Box 78, Folder 6   TV Guide Magazine, publications, 1984
Box 78, Folder 7   TV Guide Magazine, publications, 1984
Box 79, Folder 1   TV Guide Magazine, publications, 1985
Box 79, Folder 2  TV Guide Magazine, publications, 1985
Box 79, Folder 3  TV Guide Magazine, publications, 1986
Box 79, Folder 4  TV Guide Magazine, publications, 1986
Box 79, Folder 5  TV Guide Magazine, publications, 1987
Box 79, Folder 6  TV Guide Magazine, publications, 1987
Box 80, Folder 1  TV Guide Magazine, publications, 1988
Box 80, Folder 2  TV Guide Magazine, publications, 1988
Box 80, Folder 3  TV Guide Magazine, publications, 1989
Box 80, Folder 4  TV Guide Magazine, publications, 1989
Box 80, Folder 5  TV Guide Magazine, publications, undated
Box 80, Folder 6  Textrize, 1983
Box 80, Folder 7  Toshiba America, Inc., 1989
Box 80, Folder 8  United Air Lines, airlines, 1950
Box 80, Folder 9  United Air Lines, airlines, 1951
Box 80, Folder 10 United Air Lines, airlines, 1952
Box 80, Folder 11 United Air Lines, airlines, 1953
Box 80, Folder 12 United Air Lines, airlines, 1954
Box 80, Folder 13 United Air Lines, airlines, 1955
Box 80, Folder 14 United Air Lines, airlines, 1958
Box 80, Folder 15 United Air Lines, airlines, 1964
Box 81, Folder 1  United Foundation, 1950
Box 81, Folder 2 Caterpillar Tractor Company, war bonds, 1940
<table>
<thead>
<tr>
<th>Box 81, Folder 3</th>
<th>Washington Post, newspapers, 1972</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 81, Folder 4</td>
<td>Washington Post, newspapers, 1972</td>
</tr>
<tr>
<td>Box 81, Folder 5</td>
<td>W. Cable Group, undated</td>
</tr>
<tr>
<td>Box 81, Folder 6</td>
<td>WCAU, television, radio, Philadelphia, 1956</td>
</tr>
<tr>
<td>Box 81, Folder 6</td>
<td>WCAU, television, radio, Philadelphia, 1957</td>
</tr>
<tr>
<td>Box 81, Folder 7</td>
<td>Webster Tobacco Company, 1950</td>
</tr>
<tr>
<td>Box 81, Folder 8</td>
<td>Wyandotte Chemical Corp., chemicals, 1944</td>
</tr>
<tr>
<td>Box 81, Folder 9</td>
<td>Xerox, 1980</td>
</tr>
<tr>
<td>Box 81, Folder 10</td>
<td>Xerox, 1983</td>
</tr>
<tr>
<td>Box 81, Folder 11</td>
<td>Xerox, 1983</td>
</tr>
<tr>
<td>Box 81, Folder 12</td>
<td>Xerox, 1984</td>
</tr>
<tr>
<td>Box 81, Folder 13</td>
<td>X-TRA and KOST radio stations, radio stations, 1970</td>
</tr>
<tr>
<td>Box 81, Folder 14</td>
<td>Yamaha Electronics Corporation, 1982</td>
</tr>
<tr>
<td>Box 81, Folder 15</td>
<td>Yamaha Electronics Corporation, 1984</td>
</tr>
<tr>
<td>Box 81, Folder 16</td>
<td>Yardley and Company, 1920</td>
</tr>
<tr>
<td>Box 81, Folder 17</td>
<td>Yardley and Company, 1928</td>
</tr>
<tr>
<td>Box 81, Folder 18</td>
<td>Yardley and Company, 1932</td>
</tr>
<tr>
<td>Box 81, Folder 19</td>
<td>Yardley and Company, 1933</td>
</tr>
<tr>
<td>Box 81, Folder 20</td>
<td>Yardley and Company, 1936</td>
</tr>
<tr>
<td>Box 81, Folder 21</td>
<td>Yardley and Company, 1937</td>
</tr>
<tr>
<td>Box 81, Folder 22</td>
<td>Yardley and Company, 1943</td>
</tr>
</tbody>
</table>
Box 81, Folder 23  Yardley and Company, 1944
Box 81, Folder 24  Yardley and Company, 1945
Box 81, Folder 25  Yardley and Company, 1947
Box 81, Folder 26  Yardley and Company, 1950
Box 81, Folder 27  Yardley and Company, 1960
Box 82, Folder 1  United States Army, recruiting, 1943
Box 82, Folder 2  United States Army, recruiting, 1971
Box 82, Folder 3  United States Army, recruiting, 1972
Box 82, Folder 4  United States Army, recruiting, 1973
Box 82, Folder 5  United States Army, recruiting, 1974
Box 82, Folder 6  United States Army, recruiting, 1976
Box 82, Folder 7  United States Army, recruiting, 1978
Box 82, Folder 8  United States Army, recruiting, 1979
Box 82, Folder 9  United States Army, recruiting, 1980

Image(s)

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
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
<table>
<thead>
<tr>
<th>Box 82, Folder</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>United States Army, recruiting, 1980</td>
</tr>
<tr>
<td>11</td>
<td>United States Army, recruiting, 1980</td>
</tr>
<tr>
<td>12</td>
<td>United States Army, recruiting, 1981</td>
</tr>
<tr>
<td>13</td>
<td>United States Army, recruiting, 1982</td>
</tr>
<tr>
<td>14</td>
<td>United States Army, recruiting, 1983</td>
</tr>
<tr>
<td>15</td>
<td>United States Army, recruiting, 1984</td>
</tr>
<tr>
<td>16</td>
<td>United States Army, recruiting, 1985</td>
</tr>
<tr>
<td>17</td>
<td>United States Army, 1987</td>
</tr>
<tr>
<td>18</td>
<td>General Motors Corporation, automobiles, 1987</td>
</tr>
<tr>
<td>19</td>
<td>General Motors Corporation, automobiles, 1992</td>
</tr>
<tr>
<td>20</td>
<td>General Motors Corporation, automobiles, 1994</td>
</tr>
<tr>
<td>21</td>
<td>Avon Products Inc., cosmetics, 1985</td>
</tr>
<tr>
<td>22</td>
<td>Avon Products Inc., cosmetics, 1987</td>
</tr>
<tr>
<td>23</td>
<td>Avon Products Inc., cosmetics, 1988</td>
</tr>
<tr>
<td>24</td>
<td>Avon Products Inc., cosmetics, 1995</td>
</tr>
<tr>
<td>26</td>
<td>Avon Products Inc., cosmetics, 1997</td>
</tr>
<tr>
<td>27</td>
<td>American Telephone and Telegraph Company, telephones, 1960</td>
</tr>
<tr>
<td>28</td>
<td>American Telephone and Telegraph Company, telephones, 1961</td>
</tr>
<tr>
<td>29</td>
<td>American Telephone and Telegraph Company, telephones, 1962</td>
</tr>
<tr>
<td>Box Number</td>
<td>Description</td>
</tr>
<tr>
<td>-------------------</td>
<td>-------------------------------------------------------</td>
</tr>
<tr>
<td>84, Folder 10</td>
<td>American Telephone and Telegraph Company, telephones, 1963</td>
</tr>
<tr>
<td>84, Folder 11</td>
<td>American Telephone and Telegraph Company, telephones, 1964</td>
</tr>
<tr>
<td>85, Folder 1</td>
<td>American Telephone and Telegraph Company, telephones, 1965</td>
</tr>
<tr>
<td>85, Folder 2</td>
<td>American Telephone and Telegraph Company, telephones, 1966</td>
</tr>
<tr>
<td>85, Folder 3</td>
<td>American Telephone and Telegraph Company, telephones, 1967</td>
</tr>
<tr>
<td>85, Folder 4</td>
<td>American Telephone and Telegraph Company, telephones, 1968</td>
</tr>
<tr>
<td>85, Folder 5</td>
<td>American Telephone and Telegraph Company, telephones, 1969</td>
</tr>
<tr>
<td>85, Folder 6</td>
<td>American Telephone and Telegraph Company, telephones, 1970</td>
</tr>
<tr>
<td>85, Folder 7</td>
<td>American Telephone and Telegraph Company, telephones, 1971</td>
</tr>
<tr>
<td>86, Folder 1</td>
<td>American Telephone and Telegraph Company, telephones, 1972</td>
</tr>
<tr>
<td>86, Folder 2</td>
<td>American Telephone and Telegraph Company, telephones, 1973</td>
</tr>
<tr>
<td>86, Folder 3</td>
<td>American Telephone and Telegraph Company, telephones, 1974</td>
</tr>
<tr>
<td>86, Folder 4</td>
<td>American Telephone and Telegraph Company, telephones, 1975</td>
</tr>
<tr>
<td>86, Folder 5</td>
<td>American Telephone and Telegraph Company, telephones, 1976</td>
</tr>
<tr>
<td>86, Folder 6</td>
<td>American Telephone and Telegraph Company, telephones, 1977</td>
</tr>
<tr>
<td>86, Folder 7</td>
<td>American Telephone and Telegraph Company, telephones, 1978</td>
</tr>
<tr>
<td>86, Folder 8</td>
<td>American Telephone and Telegraph Company, telephones, 1979</td>
</tr>
<tr>
<td>86, Folder 9</td>
<td>American Telephone and Telegraph Company, telephones, 1980</td>
</tr>
<tr>
<td>86, Folder 10</td>
<td>American Telephone and Telegraph Company, telephones, 1981</td>
</tr>
<tr>
<td>87, Folder 1</td>
<td>American Telephone and Telegraph Company, telephones, 1982</td>
</tr>
<tr>
<td>87, Folder 2</td>
<td>American Telephone and Telegraph Company, telephones, 1983</td>
</tr>
<tr>
<td>87, Folder 3</td>
<td>American Telephone and Telegraph Company, telephones, 1984</td>
</tr>
</tbody>
</table>
Box 87, Folder 4  American Telephone and Telegraph Company, telephones, 1985
Box 87, Folder 5  American Telephone and Telegraph Company, telephones, 1986
Box 87, Folder 6  American Telephone and Telegraph Company, telephones, 1987
Box 87, Folder 7  American Telephone and Telegraph Company, telephones, 1988
Box 88, Folder 1  American Telephone and Telegraph Company, telephones, 1989
Box 88, Folder 2  American Telephone and Telegraph Company, telephones, 1990
Box 88, Folder 3  American Telephone and Telegraph Company, telephones, 1991
Box 88, Folder 4  American Telephone and Telegraph Company, telephones, 1992
Box 88, Folder 5  American Telephone and Telegraph Company, telephones, 1993
Box 88, Folder 6  American Telephone and Telegraph Company, telephones, 1994
Box 88, Folder 7  American Telephone and Telegraph Company, telephones, 1995
Box 88, Folder 8  American Telephone and Telegraph Company, telephones, 1996
Box 88, Folder 9  De Beers Consolidated Mines, Ltd., diamonds, 1979
Box 88, Folder 10 De Beers Consolidated Mines, Ltd., diamonds, 1980
Box 88, Folder 11 De Beers Consolidated Mines, Ltd., diamonds, 1980
Box 88, Folder 12 De Beers Consolidated Mines, Ltd., diamonds, 1980
Box 88, Folder 13 De Beers Consolidated Mines, Ltd., diamonds, 1981
Box 89, Folder 1  De Beers Consolidated Mines, Ltd., diamonds, 1982
Box 89, Folder 2  De Beers Consolidated Mines, Ltd., diamonds, 1983
Box 89, Folder 3  De Beers Consolidated Mines, Ltd., diamonds, 1983
Box 89, Folder 4  De Beers Consolidated Mines, Ltd., diamonds, 1984
Box 89, Folder 5  De Beers Consolidated Mines, Ltd., diamonds, 1984
Box 89, Folder 6  De Beers Consolidated Mines, Ltd., diamonds, 1985
Box 89, Folder 7  De Beers Consolidated Mines, Ltd., diamonds, 1986
Box 89, Folder 8  De Beers Consolidated Mines, Ltd., diamonds, 1986
Box 89, Folder 9  De Beers Consolidated Mines, Ltd., diamonds, 1986
Box 89, Folder 10 De Beers Consolidated Mines, Ltd., diamonds, 1986
Box 89, Folder 11 De Beers Consolidated Mines, Ltd., diamonds, 1987
Box 89, Folder 12 De Beers Consolidated Mines, Ltd., diamonds, 1987
Box 89, Folder 13 De Beers Consolidated Mines, Ltd., diamonds, 1988
Box 89, Folder 14 De Beers Consolidated Mines, Ltd., diamonds, 1989
Box 89, Folder 15 De Beers Consolidated Mines, Ltd., diamonds, 1989
Box 90, Folder 1  De Beers Consolidated Mines, Ltd., diamonds, 1989
Box 90, Folder 2  De Beers Consolidated Mines, Ltd., diamonds, 1990
Box 90, Folder 3  De Beers Consolidated Mines, Ltd., diamonds, 1991
Box 90, Folder 3  De Beers Consolidated Mines, Ltd., diamonds, 1992
Box 90, Folder 3  De Beers Consolidated Mines, Ltd., diamonds, 1993
Box 90, Folder 3  De Beers Consolidated Mines, Ltd., diamonds, 1994
Box 90, Folder 3  De Beers Consolidated Mines, Ltd., diamonds, 1995
Box 90, Folder 4  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1961
Box 90, Folder 5  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1963
Box 90, Folder 6  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1964
Box 90, Folder 7  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1965
Box 90, Folder 8  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1966
Box 90, Folder 9  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1967
Box 90, Folder 10  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1968
Box 90, Folder 11  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1968
Box 90, Folder 12  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1969
Box 90, Folder 13  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1969
Box 91, Folder 1  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1970
Box 91, Folder 2  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1970
Box 91, Folder 3  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1971
Box 91, Folder 4  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1972
Box 91, Folder 5  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1972
Box 91, Folder 6  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1973
Box 91, Folder 7  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1973
Box 91, Folder 8  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1973
Box 91, Folder 9  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1973
Box 91, Folder 10  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1974
Box 91, Folder 11  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1975
Box 91, Folder 12  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1976
Box 91, Folder 13  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1977
Box 92, Folder 1  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1978
Box 92, Folder 2  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1979
Box 92, Folder 3  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1979
Box 92, Folder 4  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1980
Box 92, Folder 5  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1980
Box 92, Folder 6  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1981
Box 92, Folder 7  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1982
Box 92, Folder 8  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1983
Box 92, Folder 9  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1983
Box 92, Folder 10  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1983
Box 92, Folder 11  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1985
Box 92, Folder 12  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1986
Box 92, Folder 13  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1986
Box 92, Folder 14  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1986
Box 92, Folder 15  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1987
Box 92, Folder 16  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1987
Box 92, Folder 17  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1988
Box 93, Folder 1  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1990
Box 93, Folder 2  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1991
Box 93, Folder 3  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1992
Box 93, Folder 4  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1993
Box 93, Folder 5  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1994
Box 93, Folder 6  Pan Am, airlines, 1979
Box 93, Folder 7  TV Guide Magazine, publications, 1979
Box 93, Folder 8  TV Guide Magazine, publications, 1982
Box 93, Folder 9  TV Guide Magazine, publications, 1983
Box 93, Folder 10 TV Guide Magazine, publications, 1985
Box 93, Folder 11 TV Guide Magazine, publications, 1987
Box 93, Folder 12 TV Guide Magazine, publications, 1989
Box 93, Folder 13 Yamaha, 1985
Map-folder 1  E.I. Dupont de Nemours and Company, Incorporated, chemicals, 1980
Series 5: Billboards, circa 1952-1956

Box 1  Texas Company, petroleum, "Surprising Power, Texaco Fire Chief Gasoline"

Box 2  Texas Company, petroleum, "Great-Going, Texaco Fire Chief Gasoline"

Box 3  Texas Company, petroleum, Pull Up and Check Up...It's Spring See Your Texaco

Box 4  Texas Company, petroleum, "First Sound of Spring…Get a Texaco Check-Up

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  Texas Company, petroleum, "Best Run for the Money"

Box 8  Texas Company, petroleum, "Sky Chief Packs Punch"

Box 9  Texas Company, petroleum, "Mile After Mile, Sky Chief Packs Punch"

Box 10 Texas Company, petroleum, "Put Spring in Your Car with a Texaco Check-Up"

Box 11 Texas Company, petroleum, Texaco Fire Chief Gasoline, Best Run for the Money

Box 12 Texas Company, petroleum, "Soaring Power, Texaco Fire Chief Gasoline"

Box 13 Texas Company, petroleum, Get the Jump on Spring! Hop Over for a Texaco

Box 14 Texas Company, petroleum, "For a Real Lift, Get a Texaco Check-Up"

Box 15 Texas Company, petroleum, 1-Petrox, 2-Top Octane, 3-100% Climate Controlled

Box 16 Texas Company, petroleum, Spring in Your Car, Get a Texaco Check-Up Now

Box 17 Texas Company, petroleum, "Great Going, Texaco Fire Chief Gasoline"

Box 18 Texas Company, petroleum, "Sun Chief Gasoline with Petrox"

Box 19 Texas Company, petroleum, "Something A Lady Appreciates--Texaco Registered

Box 20 Texas Company, petroleum, "Great New Source of Power"

Box 21 "Texas Company, petroleum, Beat Winter with a Texaco Fall Check-Up"
Box 22

"Texas Company, petroleum, Something We Ladies Appreciate"

Return to Table of Contents
Series 6: Audiovisual

Subseries 1.1: Video, 1967 - 1992

Box 1, Item AC0059-OV0001  AAMCO-Historical Reel 1, 1985-1986  1 videocassettes (u-matic)

Box 1, Item AC0059-0V0002  AAMCO-Historical Reel 2  1 videocassettes (u-matic)

Box 1, Item AC0059-0V0003  American Home Foods-Historical Reel 1  1 videocassettes (u-matic)

Box 1, Item AC0059-0V0004  American Home Foods-Historical Reel 2  1 videocassettes (u-matic)

Box 1, Item AC0059-0V0005  American Home Foods-Historical Reel 3, 1970-1985  1 videocassettes (u-matic)

Box 1, Item AC0059-0V0006  American Home Foods-Historical Reel 4  1 videocassettes (u-matic)

Box 1, Item AC0059-0V0007  American Home Foods-Historical Reel 5, 1987  1 videocassettes (u-matic)

Box 1, Item AC0059-0V0008  AT&T-Historical Reel 1  1 videocassettes (u-matic)

Box 1, Item AC0059-0V0009  AT&T-Historical Reel 2, 1985  1 videocassettes (u-matic)

Box 1, Item AC0059-0V0010  AT&T-Historical Reel 3  1 videocassettes (u-matic)

Box 1, Item AC0059-0V0011  AT&T-Historical Reel 4  1 videocassettes (u-matic)

Box 2, Item AC0059-0V0012  AT&T-Historical Reel 5  1 videocassettes (u-matic)

Box 2, Item AC0059-0V0013  AT&T-Historical Reel 6  1 videocassettes (u-matic)

Box 2, Item AC0059-0V0014  AT&T-Historical Reel 7, 1986  1 videocassettes (u-matic)
<table>
<thead>
<tr>
<th>Box 3, Item</th>
<th>Club Med-Historical Reel 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC0059-0V0029</td>
<td>1 videocassettes (u-matic)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 3, Item</th>
<th>Continental Airlines-Historical Reel 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC0059-0V0030</td>
<td>1 videocassettes (u-matic)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 3, Item</th>
<th>Continental Airlines-Historical Reel 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC0059-0V0031</td>
<td>1 videocassettes (u-matic)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 3, Item</th>
<th>Continental Airlines-Historical Reel 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC0059-0V0032</td>
<td>1 videocassettes (u-matic)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 3, Item</th>
<th>Continental Airlines-Historical Reel 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC0059-0V0033</td>
<td>1 videocassettes (u-matic)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 4, Item</th>
<th>CB Fleet-Historical Reel 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC0059-0V0034</td>
<td>1 videocassettes (u-matic)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 4, Item</th>
<th>CB Fleet-Historical Reel 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC0059-0V0035</td>
<td>1 videocassettes (u-matic)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 4, Item</th>
<th>C&amp;W-Historial Reel 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC0059-0V0036</td>
<td>1 videocassettes (u-matic)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 4, Item</th>
<th>C&amp;W-Historical Reel 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC0059-0V0037</td>
<td>1 videocassettes (u-matic)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 4, Item</th>
<th>C&amp;W-Historical Reel 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC0059-0V0037</td>
<td>1 videocassettes (u-matic)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 4, Item</th>
<th>C&amp;W-Historical Reel 4, 1977-1983</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC0059-0V0038</td>
<td>1 videocassettes (u-matic)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 4, Item</th>
<th>DeBeers-Historical Reel 1, 1977-1985</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC0059-0V0039</td>
<td>1 videocassettes (u-matic)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 4, Item</th>
<th>DeBeers-Historical Reel 2, 1986-1990</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC0059-0V0040</td>
<td>1 videocassettes (u-matic)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 4, Item</th>
<th>Deere-Historical Reel 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC0059-0V0041</td>
<td>1 videocassettes (u-matic)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 4, Item</th>
<th>Dupont-Historical Reel 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC0059-0V0042</td>
<td>1 videocassettes (u-matic)</td>
</tr>
</tbody>
</table>
Box 4, Item AC0059-0V0043  
**Dupont-Historical Reel 2**  
1 videocassettes (u-matic)

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 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)
<table>
<thead>
<tr>
<th>Box, Item</th>
<th>Description</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 11, Item AC0059-0V0111</td>
<td>Hires Root Beer-Historical Reel 1</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 6, Item AC0059-0V0055</td>
<td>Illinois Bell-Historical Reel 1</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 6, Item AC0059-0V0056</td>
<td>JC Penny-Historical Reel 1, 1983-1985</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 6, Item AC0059-0V0057</td>
<td>JC Penny-Historical Reel 2, 1986</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 6, Item AC0059-0V0058</td>
<td>JC Penny-Historical Reel 3, 1984-1987</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 6, Item AC0059-0V0059</td>
<td>JC Penny-Historical Reel 4, 1988-1989</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 6, Item AC0059-0V0060</td>
<td>JC Penny-Historical Reel 5, 1990</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 6, Item AC0059-0V0061</td>
<td>JC Penny-Historical Reel 6, 1991</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 6, Item AC0059-0V0062</td>
<td>Kitchenaid-Historical Reel 1</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 6, Item AC0059-0V0063</td>
<td>Kraft-Historical Reel 1</td>
<td>1 videocassette (u-matic)</td>
</tr>
<tr>
<td>Box 11, Item AC0059-0V0112</td>
<td>Kraft-Historical Reel 2</td>
<td>1 videocassette (u-matic)</td>
</tr>
<tr>
<td>Box 6, Item AC0059-0V0064</td>
<td>MEM-Historical Reel 1</td>
<td>1 videocassette (u-matic)</td>
</tr>
<tr>
<td>Box 6, Item AC0059-0V0065</td>
<td>Mitsubishi-Historical Reel 1</td>
<td>1 videocassette (u-matic)</td>
</tr>
<tr>
<td>Box 7, Item AC0059-0V0066</td>
<td>National Coffee Association-Historical Reel 1</td>
<td>1 videocassette (u-matic)</td>
</tr>
<tr>
<td>Box 7, Item AC0059-0V0067</td>
<td>NBC-Historical Reel 1</td>
<td>1 videocassette (u-matic)</td>
</tr>
<tr>
<td>Box, Item Number</td>
<td>Description</td>
<td>Item Count</td>
</tr>
<tr>
<td>-------------------</td>
<td>--------------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>AC0059-0V0068</td>
<td>Old Milwaukee Beer, 1967-1979</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 11, Item AC0059-0V0113</td>
<td>Orange Crush-Historical Reel 1</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 7, Item AC0059-0V0070</td>
<td>Ponderosa-Historical Reel 1, 1991-1992</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 7, Item AC0059-0V0069</td>
<td>Pan Am-Historical Reel 1</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 11, Item AC0059-0V0109</td>
<td>Pan Am-Historical Reel 2</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 7, Item AC0059-0V0071</td>
<td>Ponderosa-Historical Reel 2, 1991-1992</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 7, Item AC0059-0V0072</td>
<td>Procter &amp; Gamble-Historical Reel 1</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 7, Item AC0059-0V0073</td>
<td>Procter &amp; Gamble-Historical Reel 2, 1987</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 7, Item AC0059-0V0074</td>
<td>Procter &amp; Gamble-Historical Reel 3</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 11, Item AC0059-0V0114</td>
<td>Procter &amp; Gamble-Historical Reel 4</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 11, Item AC0059-0V0115</td>
<td>Procter &amp; Gamble-Historical Reel 5</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 11, Item AC0059-0V0116</td>
<td>Procter &amp; Gamble-Historical Reel 6</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 12, Item AC0059-0V0117</td>
<td>Procter &amp; Gamble-Historical Reel 7</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box, Item</td>
<td>Description</td>
<td>Format</td>
</tr>
<tr>
<td>---------------------------</td>
<td>--------------------------------------------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>Box 7, Item AC0059-0V0075</td>
<td>PSA-Historical Reel 1</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 12, Item AC0059-0V0118</td>
<td>Puff's-Historical Reel 1</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 12, Item AC0059-0V0119</td>
<td>Puff's-Historical Reel 2</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 12, Item AC0059-0V0120</td>
<td>Puff's-Historical Reel 3</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 7, Item AC0059-0V0076</td>
<td>Schlieffelin-Historical Reel 1</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 8, Item AC0059-0V0077</td>
<td>Seven Up-Historical Reel 1</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 8, Item AC0059-0V0078</td>
<td>Seven Up-Historical Reel 2</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 8, Item AC0059-0V0079</td>
<td>Seven Up-Historical Reel 3, 1983-1985</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 8, Item AC0059-0V0080</td>
<td>Seven Up-Historical Reel 4</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 8, Item AC0059-0V0081</td>
<td>Sterling-Historical Reel 1</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 8, Item AC0059-0V0082</td>
<td>Sterling-Historical Reel 2</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 8, Item AC0059-0V0083</td>
<td>Sterling-Historical Reel 3</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 8, Item AC0059-0V0084</td>
<td>TV Guide-Historical Reel 1, 1984-1988</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 8, Item AC0059-0V0085</td>
<td>U.S. Army-Historical Reel 1, 1983</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 8, Item AC0059-0V0086</td>
<td>U.S. Army-Historical Reel 2, 1984-1985</td>
<td>1 videocassettes (u-matic)</td>
</tr>
</tbody>
</table>
Box 8, Item
AC0059-0V0087  U.S. Army-Historical Reel 3, 1986-1987
1 videocassettes (u-matic)

Box 9, Item
AC0058-0V0088  Australia-Historical Reel 1
1 videocassettes (u-matic)

Box 9, Item
AC0059-0V0089  Bahamas-Historical Reel 1, 1980-1987
1 videocassettes (u-matic)

Box 9, Item
AC0059-0V0090  Canada-Historical Reel 1
1 videocassettes (u-matic)

Box 9, Item
AC0059-0V0091  Canada-Historical Reel 2
1 videocassettes (u-matic)

Box 9, Item
AC0059-0V0092  Canada-Historical Reel 3
1 videocassettes (u-matic)

Box 9, Item
AC0059-0V0093  Chicago-Historical Reel 1
1 videocassettes (u-matic)

Box 9, Item
AC0059-0V0094  Far East-Historical Reel 1
1 videocassettes (u-matic)

Box 9, Item
AC0059-0V0095  France-Historical Reel 1
1 videocassettes (u-matic)

Box 9, Item
AC0059-0V0096  Germany-Historical Reel 1
1 videocassettes (u-matic)

Box 9, Item
AC0059-0V0097  Great Britain-Historical Reel 1
1 videocassettes (u-matic)

Box 9, Item
AC0059-0V0098  Great Britain-Historical Reel 2
1 videocassettes (u-matic)

Box 10, Item
AC0059-0V0099  Latin America-Historical Reel 1
1 videocassettes (u-matic)

Box 10, Item
AC0059-0V0100  Los Angeles-Historical Reel 1
1 videocassettes (u-matic)

Box 10, Item
AC0059-0V0101  Los Angeles-Historical Reel 2
1 videocassettes (u-matic)
<table>
<thead>
<tr>
<th>Box 10, Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC0059-0V0102</td>
<td>Los Angeles-Historical Reel 3 1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>AC0059-0V0103</td>
<td>Los Angeles-Historical Reel 4 1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>AC0059-0V0104</td>
<td>Los Angeles-Historical Reel 5 1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>AC0059-0V0105</td>
<td>Nederland-Historical Reel 1 1 videocassettes (u-matic)</td>
</tr>
</tbody>
</table>
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 Buisness 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-OF0043 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" "Isnt 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-OF0012 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-OF0013 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-OF0035 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 Cosby" "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-OF0014 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-OF0024 AT&T-Client Reel, 1959
1 Reel
"How To Keep Families Close"

Reel AC0059-OF0029 AT&T-Peter Elgar, 1955-1957
1 Reel
"Cabin Cruiser"

Reel AC0059-OF0030 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
<table>
<thead>
<tr>
<th>Reel AC0059-0F0022</th>
<th>AT&amp;T-Preview Print, 1953-1954</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 Reel</strong></td>
<td></td>
</tr>
<tr>
<td>&quot;X-Mas&quot; &quot;Big Ball-Lawn&quot; &quot;Parade-Ginger Playing Flute -Nancy in Brownie Pack&quot; &quot;EW-Speach at F.D.&quot; &quot;Nan-New Dress&quot; &quot;Village Green School Do Chorus&quot; &quot;Mike Polee-Picnic-Kent Crew&quot; &quot;Birds +Feeding Station&quot; &quot;Flag Raising Do-Sagamore Hill&quot; &quot;Eisenhower&quot; &quot;Parade-G- Historian&quot; &quot;Nan Scouts&quot; &quot;Walt Whitman Singy-Do&quot; &quot;Booth Anniv-1953 Pade&quot; &quot;Bermuda-1953&quot; &quot;Olsens Camp&quot; &quot;Sam Sails-Cenola IL&quot;</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reel AC0059-0F0023</th>
<th>Client Reel, 1971</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 Reel</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reel AC0059-0F0025</th>
<th>Cartoon, 1959</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 Reel</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reel AC0059-0F0026</th>
<th>Western Electric-Client Reel, 1945(?)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 Reel</strong></td>
<td></td>
</tr>
<tr>
<td>&quot;The Transistor&quot;</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reel AC0059-0F0031</th>
<th>AT&amp;T-Working Together to Bring People Together, 1957</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 Reel</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reel AC0059-0F0032</th>
<th>NBC-It Could'n't Be Done Part 1, 1970</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 Reel</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reel AC0059-0F0036</th>
<th>NBC-It Could'n't Be Done Part 2, 1970</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 Reel</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reel AC0059-0F0033</th>
<th>AT&amp;T-Mr. Kappel, 1959-1960</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 Reel</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reel AC0059-0F0034</th>
<th>Bell System Science Series &quot;Mr. Kappel&quot; (3min. 45 sec.)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 Reel</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reel AC0059-0F0034</th>
<th>The Far Sound 5, 11/3/1961</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 Reel</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reel AC0059-0F0037</th>
<th>AT&amp;T-Road Show, 1969</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 Reel</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reel AC0059-OF0038</th>
<th>Call By Number</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Reel AC0059-OF0039</th>
<th>Bombeck</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Reel AC0059-OF--40</th>
<th>Long Lines, Client Reel #4, circa 1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reel AC0059-OF0041</td>
<td>Telephone Time Commercials: Equipment Sales, circa 1957</td>
</tr>
<tr>
<td>-------------------</td>
<td>--------------------------------------------------------</td>
</tr>
<tr>
<td>Reel AC0059-OF0042</td>
<td>Telephone Time Commercials, circa 1957</td>
</tr>
<tr>
<td>Reel AC0059-OF0046</td>
<td>AT&amp;T Operator</td>
</tr>
<tr>
<td>Reel AC0059-OF0047</td>
<td>The Installer and the Cowboy, 1959</td>
</tr>
<tr>
<td>Reel AC0059-OF0048</td>
<td>Mr. Digit, circa 1952</td>
</tr>
<tr>
<td>Reel AC0058-OF0049_1</td>
<td>About Time (Part I)</td>
</tr>
<tr>
<td>Reel AC0059-OF0049_2</td>
<td>About Time (Part II)</td>
</tr>
<tr>
<td>Reel AC0059-OF0050</td>
<td>Seconds for Survival</td>
</tr>
<tr>
<td>Reel AC0059-OF0051</td>
<td>The Spirit of Christmas, 1954</td>
</tr>
<tr>
<td>Reel AC0059-OF0052</td>
<td>Making the Most of A Miracle, 1974</td>
</tr>
<tr>
<td>Reel AC0059-OF0053</td>
<td>The Strand Grows, 1955</td>
</tr>
<tr>
<td>Reel AC0059-OF0054</td>
<td>The Strand Breaks</td>
</tr>
<tr>
<td>Reel AC0059-OF0055</td>
<td>Bell of Pennsylvania Spots, 1957</td>
</tr>
<tr>
<td>Reel AC0059-OF0056</td>
<td>Pacific Telephone AT&amp;T125, circa 1960</td>
</tr>
<tr>
<td>Reel AC0059-OF0057</td>
<td>Commercials-AT&amp;T Compilation Reel, 1971</td>
</tr>
<tr>
<td>Reel AC0059-OF0058</td>
<td>5 Billion, Dial Zero Dial Tone First, Mobile Emergency Phone</td>
</tr>
<tr>
<td>Reel AC0059-OF0058</td>
<td>ATT&amp;T Time Commercials: Long Line</td>
</tr>
<tr>
<td>Reel AC0059-OF0059</td>
<td>Bell Telephone Hour-Opera</td>
</tr>
<tr>
<td>---------------------</td>
<td>--------------------------</td>
</tr>
<tr>
<td></td>
<td>2 motion picture films</td>
</tr>
<tr>
<td>Reel AC0059-OF0060_1</td>
<td>Bing Crosby and the Sound of Christmas-Part 1, 1971 December 14</td>
</tr>
</tbody>
</table>

*Return to Table of Contents*
Series 7: Radio and Television Materials, 1933-1993, undated

Box 1, Folder 1  American Telephone & Telegraph Company, radio scripts, 1959
Box 1, Folder 2  American Telephone & Telegraph Company, television scripts, 1960
Box 1, Folder 3  American Telephone & Telegraph Company, radio scripts, 1961
Box 1, Folder 4  American Telephone & Telegraph Company, radio scripts, 1962
Box 1, Folder 5  American Telephone & Telegraph Company, radio scripts, 1963
Box 1, Folder 6  American Telephone & Telegraph Company, radio scripts, 1964
Box 1, Folder 7  American Telephone & Telegraph Company, television scripts, 1964
Box 1, Folder 8  American Telephone & Telegraph Company, radio scripts, 1965
Box 1, Folder 9  American Telephone & Telegraph Company, television scripts, 1965
Box 1, Folder 10 American Telephone & Telegraph Company, radio scripts, 1966
Box 1, Folder 11 American Telephone & Telegraph Company, television scripts, 1966
Box 1, Folder 12 American Telephone & Telegraph Company, radio and television scripts, 1966-1969
Box 1, Folder 13 American Telephone & Telegraph Company, radio scripts, 1967
Box 1, Folder 14 American Telephone & Telegraph Company, television scripts, 1967
Box 1, Folder 15 American Telephone & Telegraph Company, radio scripts, 1968
Box 2, Folder 1  American Telephone & Telegraph Company, television scripts, 1968
Box 2, Folder 2  American Telephone & Telegraph Company, scripts, 1968
Box 2, Folder 3  American Telephone & Telegraph Company, radio scripts, 1969
Box 2, Folder 4  American Telephone & Telegraph Company, television scripts, 1969
Box 2, Folder 5  American Telephone & Telegraph Company, television scripts, 1969
Box 2, Folder 6  American Telephone & Telegraph Company, television scripts, 1969
Box 2, Folder 7  American Telephone & Telegraph Company, television scripts, 1970
Box 2, Folder 8  American Telephone & Telegraph Company, television scripts, 1970
Box 2, Folder 9  American Telephone & Telegraph Company, television scripts, 1970
Box 2, Folder 10  American Telephone & Telegraph Company, television scripts, 1970-1973
Box 2, Folder 11  American Telephone & Telegraph Company, television scripts, 1971
Box 2, Folder 12  American Telephone & Telegraph Company, television scripts, 1972
Box 2, Folder 13  American Telephone & Telegraph Company, radio scripts, 1973
Box 3, Folder 1  American Telephone & Telegraph Company, television scripts, 1973
Box 3, Folder 2  American Telephone & Telegraph Company, television scripts, 1973
Box 3, Folder 3  American Telephone & Telegraph Company, television scripts, 1973-1975
Box 3, Folder 4  American Telephone & Telegraph Company, radio scripts, 1974
Box 3, Folder 5  American Telephone & Telegraph Company, television scripts, 1974
Box 3, Folder 6  American Telephone & Telegraph Company, radio scripts, 1975
Box 3, Folder 7  American Telephone & Telegraph Company, scripts, 1975
Box 3, Folder 8  American Telephone & Telegraph Company, television scripts, 1976
Box 3, Folder 9  American Telephone & Telegraph Company, television scripts, 1977
Box 3, Folder 10  American Telephone & Telegraph Company, radio scripts, 1978
Box 3, Folder 11  American Telephone & Telegraph Company, television scripts, 1978
Box 3, Folder 12  American Telephone & Telegraph Company, radio scripts, 1979
Box 3, Folder 13  American Telephone & Telegraph Company, television scripts, 1979
Box 4, Folder 1  American Telephone & Telegraph Company, radio scripts, 1980
<table>
<thead>
<tr>
<th>Box 4, Folder 2</th>
<th>American Telephone &amp; Telegraph Company, television scripts, 1980</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 4, Folder 3</td>
<td>American Telephone &amp; Telegraph Company, television scripts, 1980</td>
</tr>
<tr>
<td>Box 4, Folder 4</td>
<td>American Telephone &amp; Telegraph Company, radio and television scripts, 1980-1983</td>
</tr>
<tr>
<td>Box 4, Folder 5</td>
<td>American Telephone &amp; Telegraph Company, radio scripts, 1981</td>
</tr>
<tr>
<td>Box 4, Folder 6</td>
<td>American Telephone &amp; Telegraph Company, television scripts, 1981</td>
</tr>
<tr>
<td>Box 4, Folder 7</td>
<td>American Telephone &amp; Telegraph Company, storyboards, 1981</td>
</tr>
<tr>
<td>Box 4, Folder 8</td>
<td>American Telephone &amp; Telegraph Company, radio scripts, 1982</td>
</tr>
<tr>
<td>Box 4, Folder 9</td>
<td>American Telephone &amp; Telegraph Company, television scripts, 1982</td>
</tr>
<tr>
<td>Box 4, Folder 10</td>
<td>American Telephone &amp; Telegraph Company, storyboards, 1982</td>
</tr>
<tr>
<td>Box 4, Folder 11</td>
<td>American Telephone &amp; Telegraph Company, television scripts, 1982</td>
</tr>
<tr>
<td>Box 4, Folder 12</td>
<td>American Telephone &amp; Telegraph Company, storyboards, 1982</td>
</tr>
<tr>
<td>Box 4, Folder 13</td>
<td>American Telephone &amp; Telegraph Company, radio scripts, 1983</td>
</tr>
<tr>
<td>Box 4, Folder 14</td>
<td>American Telephone &amp; Telegraph Company, television scripts, 1983</td>
</tr>
<tr>
<td>Box 5, Folder 1</td>
<td>American Telephone &amp; Telegraph Company, storyboards, 1983</td>
</tr>
<tr>
<td>Box 5, Folder 2</td>
<td>American Telephone &amp; Telegraph Company, radio scripts, 1984</td>
</tr>
<tr>
<td>Box 5, Folder 3</td>
<td>American Telephone &amp; Telegraph Company, television scripts, 1984</td>
</tr>
<tr>
<td>Box 5, Folder 4</td>
<td>American Telephone &amp; Telegraph Company, storyboards, 1984</td>
</tr>
<tr>
<td>Box 5, Folder 5</td>
<td>American Telephone &amp; Telegraph Company, radio and television scripts, 1984-1986</td>
</tr>
<tr>
<td>Box 5, Folder 6</td>
<td>American Telephone &amp; Telegraph Company, radio scripts, 1985</td>
</tr>
<tr>
<td>Box 5, Folder 7</td>
<td>American Telephone &amp; Telegraph Company, television scripts, 1985</td>
</tr>
<tr>
<td>Box 5, Folder 8</td>
<td>American Telephone &amp; Telegraph Company, storyboards, 1985</td>
</tr>
<tr>
<td>Box 5, Folder 9</td>
<td>American Telephone &amp; Telegraph Company, radio scripts, 1986</td>
</tr>
<tr>
<td>Box 5, Folder 10</td>
<td>American Telephone &amp; Telegraph Company, television scripts, 1986</td>
</tr>
<tr>
<td>Box 5, Folder 11</td>
<td>American Telephone &amp; Telegraph Company, storyboards, 1986</td>
</tr>
<tr>
<td>Box 5, Folder 12</td>
<td>American Telephone &amp; Telegraph Company, storyboards, 1986</td>
</tr>
<tr>
<td>Box 5, Folder 13</td>
<td>American Telephone &amp; Telegraph Company, radio scripts, 1987</td>
</tr>
<tr>
<td>Box 5, Folder 14</td>
<td>American Telephone &amp; Telegraph Company, radio scripts, 1987</td>
</tr>
<tr>
<td>Box 6, Folder 1</td>
<td>American Telephone &amp; Telegraph Company, television scripts, 1987</td>
</tr>
<tr>
<td>Box 6, Folder 2</td>
<td>American Telephone &amp; Telegraph Company, television scripts, 1987</td>
</tr>
<tr>
<td>Box 6, Folder 3</td>
<td>American Telephone &amp; Telegraph Company, storyboards, 1987</td>
</tr>
<tr>
<td>Box 6, Folder 4</td>
<td>American Telephone &amp; Telegraph Company, storyboards, 1987</td>
</tr>
<tr>
<td>Box 6, Folder 5</td>
<td>American Telephone &amp; Telegraph Company, radio scripts, 1988</td>
</tr>
<tr>
<td>Box 6, Folder 6</td>
<td>American Telephone &amp; Telegraph Company, radio scripts, 1988</td>
</tr>
<tr>
<td>Box 6, Folder 7</td>
<td>American Telephone &amp; Telegraph Company, television scripts, 1988</td>
</tr>
<tr>
<td>Box 6, Folder 8</td>
<td>American Telephone &amp; Telegraph Company, storyboards, 1988</td>
</tr>
<tr>
<td>Box 6, Folder 9</td>
<td>American Telephone &amp; Telegraph Company, radio scripts, 1989</td>
</tr>
<tr>
<td>Box 6, Folder 10</td>
<td>American Telephone &amp; Telegraph Company, television scripts, 1989</td>
</tr>
<tr>
<td>Box 6, Folder 11</td>
<td>American Telephone &amp; Telegraph Company, television scripts, 1989</td>
</tr>
<tr>
<td>Box 6, Folder 12</td>
<td>American Telephone &amp; Telegraph Company, storyboards, 1989</td>
</tr>
<tr>
<td>Box 6, Folder 13</td>
<td>American Telephone &amp; Telegraph Company, radio scripts, 1990</td>
</tr>
<tr>
<td>Box 6, Folder 14</td>
<td>American Telephone &amp; Telegraph Company, television scripts, 1990</td>
</tr>
<tr>
<td>Box 6, Folder 15</td>
<td>American Telephone &amp; Telegraph Company, television scripts, 1990</td>
</tr>
</tbody>
</table>
Box 7, Folder 1  American Telephone & Telegraph Company, television scripts, 1990
Box 7, Folder 2  American Telephone & Telegraph Company, radio scripts, 1991
Box 7, Folder 3  American Telephone & Telegraph Company, television scripts, 1991
Box 7, Folder 4  American Telephone & Telegraph Company, television scripts, 1992
Box 7, Folder 5  American Telephone & Telegraph Company, radio scripts, 1993
Box 7, Folder 6  American Telephone & Telegraph Company, television scripts, 1993
Box 7, Folder 7  American Telephone & Telegraph Company, scripts, undated
Box 7, Folder 8  American Telephone & Telegraph Company, storyboards, undated
Box 7, Folder 9  American Telephone & Telegraph Company, list of storage locations for master copies of commercials at NW Ayer, 1950-1984
Box 7, Folder 10 American Telephone & Telegraph Company, list of storage locations for master copies of commercials at NW Ayer, 1985-1991
Box 7, Folder 11 Correspondence, reports and other materials relating to commercials, 1985
Box 8, Folder 1  Information relating to mall advertising, 1986
Box 8, Folder 2  Commercial logs, 1970-1996
Box 8, Folder 3  Commercial logs, 1979-1992
Box 8, Folder 4  American Telephone & Telegraph Company, print advertisements, undated
Box 8, Folder 5  American Telephone & Telegraph Company, print advertisements, undated
Box 8, Folder 6  Bell Telephone System, Bell Telephone Hour list of guest artists, 1942-1958
Box 8, Folder 7  Bell Telephone System, Bell Telephone Hour program descriptions, 1942 April-1953 December
Box 8, Folder 8  Bell Telephone System, Bell Telephone Hour program descriptions, 1942 April-1953 December
<table>
<thead>
<tr>
<th>Box 8, Folder 9</th>
<th>Bell Telephone System, Bell Telephone Hour program descriptions, 1954 February-1958 June</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 8, Folder 10</td>
<td>Bell Telephone System, Bell Telephone Hour program descriptions, 1954 February-1958 June</td>
</tr>
<tr>
<td>Box 8, Folder 11</td>
<td>Bell Telephone System, National Broadcasting Company television specials sponsored by the Bell System, 1957-1987</td>
</tr>
<tr>
<td>Box 8, Folder 12</td>
<td>Kellogg Company, radio scripts, number 128, 1933</td>
</tr>
<tr>
<td>Box 8, Folder 13</td>
<td>Kellogg Company, radio scripts, number 129, 1933</td>
</tr>
</tbody>
</table>

Return to Table of Contents
Series 8: Chicago Office Print Advertisements, 1954-1989

Box 9, Folder 2  Caterpillar Tractor Company, tractors, 1966
Box 9, Folder 3  Caterpillar Tractor Company, tractors, 1967
Box 9, Folder 5  Caterpillar Tractor Company, tractors, 1968
Box 9, Folder 6  Caterpillar Tractor Company, tractors, 1968
Box 10, Folder 1  Caterpillar Tractor Company, tractors, 1969
Box 10, Folder 2  Caterpillar Tractor Company, tractors, 1969
Box 10, Folder 3  Caterpillar Tractor Company, tractors, 1969
Box 11, Folder 1  Caterpillar Tractor Company, tractors, 1970
Box 11, Folder 2  Caterpillar Tractor Company, tractors, 1970
Box 11, Folder 3  Caterpillar Tractor Company, tractors, 1971
Box 12, Folder 1  Caterpillar Tractor Company, tractors, 1971
Box 12, Folder 2  Caterpillar Tractor Company, tractors, 1972
Box 12, Folder 3  Chicago Promotion Council, trade, 1982
Box 12, Folder 4  Chicago Symphony Orchestra, music, 1987
Box 12, Folder 5  Citicorp, banking, student loans, 1986
Box 13, Folder 1  Container Corporation of America, containers, 1965-1967
Box 13, Folder 2  Container Corporation of America, containers, 1969-1970
Box 14, Folder 1  John Deere, farm equipment, tractors, 1974
Box 14, Folder 2  John Deere, farm equipment, tractors, 1975
Box 15, Folder 1  John Deere, farm equipment, tractors, 1976
Box 15, Folder 2  John Deere, farm equipment, tractors, 1977
<table>
<thead>
<tr>
<th>Box 16, Folder 1</th>
<th>John Deere, farm equipment, tractors, 1977</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 16, Folder 2</td>
<td>John Deere, farm equipment, tractors, 1978</td>
</tr>
<tr>
<td>Box 16, Folder 3</td>
<td>John Deere, farm equipment, tractors, 1979</td>
</tr>
<tr>
<td>Box 17, Folder 1</td>
<td>John Deere, farm equipment, tractors, 1979</td>
</tr>
<tr>
<td>Box 17, Folder 2</td>
<td>John Deere, farm equipment, tractors, 1979</td>
</tr>
<tr>
<td>Box 17, Folder 3</td>
<td>John Deere, farm equipment, tractors, 1979</td>
</tr>
<tr>
<td>Box 17, Folder 4</td>
<td>John Deere, farm equipment, tractors, 1979</td>
</tr>
<tr>
<td>Box 1, Folder 2</td>
<td>Chicago Ad Club, advertising, 1987</td>
</tr>
<tr>
<td>Box 1, Folder 3</td>
<td>Chicago Symphony Orchestra, music, 1988</td>
</tr>
<tr>
<td>Box 1, Folder 4</td>
<td>Chicago Youth Centers, charities, 1980s</td>
</tr>
<tr>
<td>Box 1, Folder 5</td>
<td>Citicorp, banking, 1985</td>
</tr>
<tr>
<td>Box 1, Folder 6</td>
<td>Citicorp, banking, 1986</td>
</tr>
<tr>
<td>Box 1, Folder 7</td>
<td>Citicorp, banking, 1986</td>
</tr>
<tr>
<td>Box 1, Folder 8</td>
<td>Citicorp, banking, 1986</td>
</tr>
<tr>
<td>Box 1, Folder 9</td>
<td>Girl Scouts, scouting, undated</td>
</tr>
<tr>
<td>Box 1, Folder 10</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1983</td>
</tr>
<tr>
<td>Box 1, Folder 11</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1985</td>
</tr>
<tr>
<td>Box 1, Folder 14</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1985</td>
</tr>
<tr>
<td>Box 1, Folder 15</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1985</td>
</tr>
<tr>
<td>Box 2, Folder 1</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1985</td>
</tr>
<tr>
<td>Box 2, Folder 2</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1985</td>
</tr>
</tbody>
</table>
Box 2, Folder 3  Illinois Bell Telephone Company (IBT), telephones, 1985
Box 2, Folder 4  Illinois Bell Telephone Company (IBT), telephones, 1985
Box 2, Folder 5  Illinois Bell Telephone Company (IBT), telephones, 1985
Box 2, Folder 6  Illinois Bell Telephone Company (IBT), telephones, 1985
Box 2, Folder 7  Illinois Bell Telephone Company (IBT), telephones, 1985
Box 3, Folder 1  Illinois Bell Telephone Company (IBT), telephones, 1985
Box 3, Folder 2  Illinois Bell Telephone Company (IBT), telephones, 1986
Box 3, Folder 5  Illinois Bell Telephone Company (IBT), telephones, 1987
Box 3, Folder 6  Illinois Bell Telephone Company (IBT), telephones, 1987
Box 3, Folder 7  Illinois Bell Telephone Company (IBT), telephones, 1987
Box 4, Folder 3  Illinois Bell Telephone Company (IBT), telephones, 1988
Box 4, Folder 4  Illinois Bell Telephone Company (IBT), telephones, 1989
Box 4, Folder 5  Illinois Bell Telephone Company (IBT), telephones, undated
Box 4, Folder 6  John Deere, farm equipment, tractors, 1979
Box 4, Folder 7  John Deere, farm equipment, tractors, 1979
Box 4, Folder 8  John Deere, farm equipment, tractors, 1979
Box 4, Folder 9  John Deere, farm equipment, tractors, 1979
Box 4, Folder 10  John Deere, farm equipment, tractors, 1979
Box 5, Folder 1  John Deere, farm equipment, tractors, 1979
Box 5, Folder 2  John Deere, farm equipment, tractors, 1979
Box 5, Folder 3  John Deere, farm equipment, tractors, 1979
Box 5, Folder 4  John Deere, farm equipment, tractors, 1980
Box 5, Folder 5  John Deere, farm equipment, tractors, 1980
Box 5, Folder 8  John Deere, farm equipment, tractors, 1985
Box 5, Folder 10 John Deere, farm equipment, tractors, 1987
Box 5, Folder 11 John Deere, farm equipment, tractors, 1988
Box 5, Folder 12 John Deere, farm equipment, tractors, 1989
Box 5, Folder 13 John Deere, farm equipment, tractors, undated
Box 5, Folder 15 Micro Switch, instruments, Division of Honeywell, 1982
Box 5, Folder 17 Teletype Corporation, teletypes, 1978
Box 6, Folder 2 Alberto Culver Company, shampoo, 1970
Box 6, Folder 4 American Lamb Council, food, 1985
Box 7, Folder 2 Bell and Howell Company, Inc., 1976
Box 7, Folder 5 Bell and Howell Company, Inc., 1980
Box 7, Folder 6 Bell and Howell Company, Inc., 1981
Box 7, Folder 7 Bell and Howell Company, Inc., 1982
Box 8, Folder 1 Blue Cross and Blue Shield Association, health insurance, 1980
Box 8, Folder 2 Blue Cross and Blue Shield Association, health insurance, 1981
Box 8, Folder 3 Blue Cross and Blue Shield Association, health insurance, 1982
Box 8, Folder 4 Blue Cross and Blue Shield Association, 1983
Box 8, Folder 6 Bryant, 1978-1979
Box 8, Folder 10 Buddig, 1981
Box 6, Folder 5 Bell and Howell Company, Inc., 1974
Box 6, Folder 1  Alberto Culver Company, shampoo, 1969
Box 5, Folder 14  Micro Switch, instruments, Division of Honeywell, 1974
Box 5, Folder 6  John Deere, farm equipment, tractors, 1981
Box 4, Folder 2  Illinois Bell Telephone Company (IBT), telephones, 1988
Box 1, Folder 13  Illinois Bell Telephone Company (IBT), telephones, 1985
Box 1, Folder 12  Illinois Bell Telephone Company (IBT), telephones, 1985
Box 16, Folder 4  John Deere, farm equipment, tractors, 1979
Box 8, Folder 8  Bryant, 1982
Box 8, Folder 7  Bryant, 1980
Box 5, Folder 16  Micro Switch, instruments, Division of Honeywell, 1983
Box 5, Folder 9  John Deere, farm equipment, tractors, 1986
Box 4, Folder 1  Illinois Bell Telephone Company (IBT), telephones, 1988
Box 13, Folder 3  Container Corporation of America, containers, 1971
Box 9, Folder 7  Caterpillar Tractor Company, tractors, 1969
Box 9, Folder 4  Caterpillar Tractor Company, tractors, 1967
Box 8, Folder 9  Bryant, 1985
Box 8, Folder 5  Bon Ami, 1986-1987
Box 7, Folder 4  Bell and Howell Company, Inc., 1980
Box 7, Folder 3  Bell and Howell Company, Inc., 1978
Box 5, Folder 7  John Deere, farm equipment, tractors, 1984
Box 3, Folder 4  Illinois Bell Telephone Company (IBT), telephones, 1986
Box 9, Folder 1  Buddig, 1984-1987
Box 7, Folder 1  Bell and Howell Company, Inc., 1974
Box 6, Folder 3  Alberto Culver Company, shampoo, 1971
Box 3, Folder 3  Illinois Bell Telephone Company (IBT), telephones, 1986
Box 17, Folder 5  John Deere, farm equipment, tractors, undated
Box 18, Folder 1  John Deere, farm equipment, tractors, 1980
Box 18, Folder 2  John Deere, farm equipment, tractors, 1980
Box 18, Folder 3  John Deere, farm equipment, tractors, 1980
Box 18, Folder 4  John Deere, farm equipment, tractors, 1980
Box 18, Folder 5  John Deere, farm equipment, tractors, 1980-1981
Box 18, Folder 6  John Deere, farm equipment, tractors, 1981
Box 19, Folder 1  John Deere, farm equipment, tractors, 1981
Box 19, Folder 2  John Deere, farm equipment, tractors, 1981
Box 19, Folder 3  John Deere, farm equipment, tractors, 1981
Box 19, Folder 4  John Deere, farm equipment, tractors, 1982
Box 19, Folder 5  John Deere, farm equipment, tractors, 1982
Box 19, Folder 6  John Deere, farm equipment, tractors, 1982
Box 20, Folder 1  John Deere, farm equipment, tractors, 1982
Box 20, Folder 2  John Deere, farm equipment, tractors, 1983
Box 20, Folder 3  John Deere, farm equipment, tractors, 1983
Box 20, Folder 4  John Deere, farm equipment, tractors, 1983
Box 20, Folder 5  John Deere, farm equipment, tractors, 1984
Box 20, Folder 6  John Deere, farm equipment, tractors, 1985
Box 20, Folder 7  John Deere, farm equipment, tractors, 1985
Box 21, Folder 1  John Deere, farm equipment, tractors, 1986
Box 21, Folder 2  John Deere, farm equipment, tractors, 1987
Box 21, Folder 3  John Deere, farm equipment, tractors, 1988
Box 21, Folder 4  John Deere, farm equipment, tractors, 1988
Box 21, Folder 5  John Deere, farm equipment, tractors, 1989
Box 22, Folder 1  Dr. Scholl, foot products, 1968
Box 22, Folder 2  Dr. Scholl, foot products, 1969
Box 22, Folder 3  Dr. Scholl, foot products, 1970
Box 22, Folder 4  Dr. Scholl, foot products, 1971
Box 22, Folder 5  Dr. Scholl, foot products, 1972
Box 22, Folder 6  Dr. Scholl, foot products, 1973
Box 22, Folder 7  Dr. Scholl, foot products, 1974
Box 23, Folder 1  Dr. Scholl, foot products, 1977
Box 23, Folder 2  Dr. Scholl, foot products, 1979-1980
Box 23, Folder 3  Dr. Scholl, foot products, 1981
Box 23, Folder 4  First Federal of Chicago, banking, 1977
Box 23, Folder 5  First Federal of Chicago, banking, 1980
Box 23, Folder 7  Girl Scouts, scouting, 1976-1980
Box 23, Folder 8  Illinois Bell Telephone Company (IBT), telephones, 1954
<table>
<thead>
<tr>
<th>Box 24, Folder 1</th>
<th>Illinois Bell Telephone Company (IBT), telephones, 1954</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 24, Folder 2</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1955</td>
</tr>
<tr>
<td>Box 24, Folder 3</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1955</td>
</tr>
<tr>
<td>Box 25, Folder 1</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1956</td>
</tr>
<tr>
<td>Box 25, Folder 2</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1956</td>
</tr>
<tr>
<td>Box 26, Folder 1</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1956</td>
</tr>
<tr>
<td>Box 26, Folder 2</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1957</td>
</tr>
<tr>
<td>Box 27, Folder 1</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1957</td>
</tr>
<tr>
<td>Box 27, Folder 2</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1957</td>
</tr>
<tr>
<td>Box 27, Folder 3</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1957</td>
</tr>
<tr>
<td>Box 28, Folder 1</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1957</td>
</tr>
<tr>
<td>Box 28, Folder 2</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1957</td>
</tr>
<tr>
<td>Box 29, Folder 1</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1957</td>
</tr>
<tr>
<td>Box 29, Folder 2</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1957</td>
</tr>
<tr>
<td>Box 30, Folder 1</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1957</td>
</tr>
<tr>
<td>Box 30, Folder 2</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1958</td>
</tr>
<tr>
<td>Box 30, Folder 3</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1958</td>
</tr>
<tr>
<td>Box 31, Folder 1</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1958</td>
</tr>
<tr>
<td>Box 31, Folder 2</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1958</td>
</tr>
<tr>
<td>Box 31, Folder 3</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1958</td>
</tr>
<tr>
<td>Box 32, Folder 1</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1958</td>
</tr>
</tbody>
</table>
Box 32, Folder 2  Illinois Bell Telephone Company (IBT), telephones, 1958
Box 32, Folder 3  Illinois Bell Telephone Company (IBT), telephones, 1958
Box 33, Folder 1  Illinois Bell Telephone Company (IBT), telephones, 1959
Box 33, Folder 2  Illinois Bell Telephone Company (IBT), telephones, 1959
Box 33, Folder 3  Illinois Bell Telephone Company (IBT), telephones, 1959
Box 33, Folder 4  Illinois Bell Telephone Company (IBT), telephones, 1959
Box 34, Folder 1  Illinois Bell Telephone Company (IBT), telephones, 1959
Box 34, Folder 2  Illinois Bell Telephone Company (IBT), telephones, 1960
Box 34, Folder 3  Illinois Bell Telephone Company (IBT), telephones, 1960
Box 35, Folder 1  Illinois Bell Telephone Company (IBT), telephones, 1960
Box 35, Folder 2  Illinois Bell Telephone Company (IBT), telephones, 1960
Box 35, Folder 3  Illinois Bell Telephone Company (IBT), telephones, 1960
Box 35, Folder 4  Illinois Bell Telephone Company (IBT), telephones, 1960
Box 36, Folder 1  Illinois Bell Telephone Company (IBT), telephones, 1960
Box 36, Folder 2  Illinois Bell Telephone Company (IBT), telephones, 1960
Box 36, Folder 3  Illinois Bell Telephone Company (IBT), telephones, 1960
Box 36, Folder 4  Illinois Bell Telephone Company (IBT), telephones, 1960
Box 37, Folder 1  Illinois Bell Telephone Company (IBT), telephones, 1960
Box 37, Folder 2  Illinois Bell Telephone Company (IBT), telephones, 1961
Box 37, Folder 3  Illinois Bell Telephone Company (IBT), telephones, 1961
Box 37, Folder 4  Illinois Bell Telephone Company (IBT), telephones, 1961
Box 38, Folder 1  Illinois Bell Telephone Company (IBT), telephones, 1961
Box 38, Folder 2  Illinois Bell Telephone Company (IBT), telephones, 1961
Box 38, Folder 3  Illinois Bell Telephone Company (IBT), telephones, 1961
Box 39, Folder 1  Illinois Bell Telephone Company (IBT), telephones, 1961
Box 39, Folder 2  Illinois Bell Telephone Company (IBT), telephones, 1961
Box 39, Folder 3  Illinois Bell Telephone Company (IBT), telephones, 1961
Box 40, Folder 1  Illinois Bell Telephone Company (IBT), telephones, 1961
Box 40, Folder 2  Illinois Bell Telephone Company (IBT), telephones, 1961
Box 40, Folder 3  Illinois Bell Telephone Company (IBT), telephones, 1962
Box 41, Folder 1  Illinois Bell Telephone Company (IBT), telephones, 1962
Box 41, Folder 2  Illinois Bell Telephone Company (IBT), telephones, 1962
Box 42, Folder 1  Illinois Bell Telephone Company (IBT), telephones, 1962
Box 42, Folder 2  Illinois Bell Telephone Company (IBT), telephones, 1962
Box 42, Folder 3  Illinois Bell Telephone Company (IBT), telephones, 1962
Box 43, Folder 1  Illinois Bell Telephone Company (IBT), telephones, 1962
Box 43, Folder 2  Illinois Bell Telephone Company (IBT), telephones, 1962
Box 43, Folder 3  Illinois Bell Telephone Company (IBT), telephones, 1962
Box 44, Folder 1  Illinois Bell Telephone Company (IBT), telephones, 1962
Box 44, Folder 2  Illinois Bell Telephone Company (IBT), telephones, 1962
Box 44, Folder 3  Illinois Bell Telephone Company (IBT), telephones, 1963
Box 45, Folder 1  Illinois Bell Telephone Company (IBT), telephones, 1963
Box 45, Folder 2  Illinois Bell Telephone Company (IBT), telephones, 1963
<table>
<thead>
<tr>
<th>Box Number, Folder</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>53, 1</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1965</td>
</tr>
<tr>
<td>53, 2</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1965</td>
</tr>
<tr>
<td>53, 3</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1965</td>
</tr>
<tr>
<td>54, 1</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1965</td>
</tr>
<tr>
<td>54, 2</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1965</td>
</tr>
<tr>
<td>55, 1</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1966</td>
</tr>
<tr>
<td>55, 2</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1967</td>
</tr>
<tr>
<td>56, 1</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1967</td>
</tr>
<tr>
<td>56, 2</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1967</td>
</tr>
<tr>
<td>57, 1</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1968</td>
</tr>
<tr>
<td>57, 2</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1968</td>
</tr>
<tr>
<td>57, 3</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1968</td>
</tr>
<tr>
<td>58, 1</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1968</td>
</tr>
<tr>
<td>58, 2</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1969</td>
</tr>
<tr>
<td>59, 1</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1969</td>
</tr>
<tr>
<td>59, 2</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1969</td>
</tr>
<tr>
<td>59, 3</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1969</td>
</tr>
<tr>
<td>60, 1</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1970</td>
</tr>
<tr>
<td>60, 2</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1970</td>
</tr>
<tr>
<td>61, 1</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1970</td>
</tr>
<tr>
<td>61, 2</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1971</td>
</tr>
<tr>
<td>Box 61, Folder 3</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1971</td>
</tr>
<tr>
<td>Box 62, Folder 1</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1971</td>
</tr>
<tr>
<td>Box 62, Folder 2</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1971</td>
</tr>
<tr>
<td>Box 63, Folder 1</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1972</td>
</tr>
<tr>
<td>Box 63, Folder 2</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1972</td>
</tr>
<tr>
<td>Box 64, Folder 1</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1972</td>
</tr>
<tr>
<td>Box 64, Folder 2</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1972</td>
</tr>
<tr>
<td>Box 65, Folder 1</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1973</td>
</tr>
<tr>
<td>Box 65, Folder 2</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1973</td>
</tr>
<tr>
<td>Box 66, Folder 1</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1974</td>
</tr>
<tr>
<td>Box 66, Folder 2</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1974</td>
</tr>
<tr>
<td>Box 67, Folder 1</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1975</td>
</tr>
<tr>
<td>Box 67, Folder 2</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1975</td>
</tr>
<tr>
<td>Box 67, Folder 3</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1976</td>
</tr>
<tr>
<td>Box 68, Folder 1</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1976</td>
</tr>
<tr>
<td>Box 68, Folder 2</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1977</td>
</tr>
<tr>
<td>Box 69, Folder 1</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1977</td>
</tr>
<tr>
<td>Box 69, Folder 2</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1978</td>
</tr>
<tr>
<td>Box 70, Folder 1</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1978</td>
</tr>
<tr>
<td>Box 70, Folder 2</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1979</td>
</tr>
<tr>
<td>Box 70, Folder 3</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1979</td>
</tr>
<tr>
<td>Box 71, Folder 1</td>
<td>Illinois Bell Telephone Company (IBT), telephones, 1979</td>
</tr>
</tbody>
</table>
Box 71, Folder 2  Illinois Bell Telephone Company (IBT), telephones, 1982
Box 71, Folder 3  Illinois Bell Telephone Company (IBT), telephones, 1983
Box 72, Folder 1  Illinois Bell Telephone Company (IBT), telephones, 1983
Box 72, Folder 2  Illinois Bell Telephone Company (IBT), telephones, 1983
Box 72, Folder 3  Illinois Bell Telephone Company (IBT), telephones, 1983
Box 73, Folder 1  Illinois Bell Telephone Company (IBT), telephones, 1984
Box 73, Folder 2  Illinois Bell Telephone Company (IBT), telephones, 1984
Box 73, Folder 3  Illinois Bell Telephone Company (IBT), telephones, 1984
Box 73, Folder 4  Illinois Bell Telephone Company (IBT), telephones, 1985
Box 74, Folder 1  Illinois Bell Telephone Company (IBT), telephones, 1985
Box 74, Folder 2  Illinois Bell Telephone Company (IBT), telephones, 1985
Box 74, Folder 3  Illinois Bell Telephone Company (IBT), telephones, 1986
Box 74, Folder 4  Illinois Bell Telephone Company (IBT), telephones, 1986
Box 75, Folder 1  Illinois Bell Telephone Company (IBT), telephones, 1986
Box 75, Folder 2  Illinois Bell Telephone Company (IBT), telephones, 1986
Box 75, Folder 3  Illinois Bell Telephone Company (IBT), telephones, 1987
Box 75, Folder 4  Illinois Bell Telephone Company (IBT), telephones, 1987
Box 76, Folder 1  Illinois Bell Telephone Company (IBT), telephones, 1987
Box 76, Folder 2  Illinois Bell Telephone Company (IBT), telephones, 1988
Box 76, Folder 3  Illinois Bell Telephone Company (IBT), telephones, 1988
Box 77, Folder 1  Illinois Bell Telephone Company (IBT), telephones, 1988
Box 77, Folder 2  Illinois Bell Telephone Company (IBT), telephones, 1989
Box 77, Folder 3  Illinois Bell Telephone Company (IBT), telephones, 1989
Box 77, Folder 4  Kraft Inc., dairy, 1981
Box 78, Folder 1  Micro Switch, instruments, Division of Honeywell, 1969
Box 78, Folder 2  Micro Switch, instruments, Division of Honeywell, 1970
Box 78, Folder 3  Micro Switch, instruments, Division of Honeywell, 1971
Box 78, Folder 4  Micro Switch, instruments, Division of Honeywell, 1972
Box 79, Folder 1  Micro Switch, instruments, Division of Honeywell, 1972
Box 79, Folder 2  Micro Switch, instruments, Division of Honeywell, 1974
Box 79, Folder 3  Micro Switch, instruments, Division of Honeywell, 1976
Box 79, Folder 4  Micro Switch, instruments, Division of Honeywell, 1977
Box 79, Folder 5  Micro Switch, instruments, Division of Honeywell, 1978
Box 79, Folder 6  Micro Switch, instruments, Division of Honeywell, 1979
Box 79, Folder 7  Micro Switch, instruments, Division of Honeywell, 1980
Box 79, Folder 8  Micro Switch, instruments, Division of Honeywell, 1981
Box 79, Folder 9  Micro Switch, instruments, Division of Honeywell, 1981
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
Box 80, Folder 4  Micro Switch, instruments, Division of Honeywell, 1988
Box 80, Folder 5  Micro Switch, instruments, Division of Honeywell, 1989
Box 80, Folder 6  Rice Council of America, food, rice, 1979-1980
Box 80, Folder 7  Rice Council of America, food, rice, 1982
Box 80, Folder 8  Rice Council of America, food, rice, 1987
Box 80, Folder 8  Rice Council of America, food, rice, 1983-1984
Box 80, Folder 9  Sears, Roebuck and Company, 1973-1975
Box 80, Folder 10  Sunbeam Appliance Company, appliances, 1973
Box 80, Folder 11  Sunbeam Appliance Company, appliances, 1978
Box 80, Folder 12  Sunbeam Appliance Company, appliances, 1980
Box 80, Folder 13  Sunbeam Appliance Company, appliances, 1981
Box 81, Folder 1  Teletype Corporation, teletypes, 1975
Box 81, Folder 2  Teletype Corporation, teletypes, 1978
Box 81, Folder 3  Teletype Corporation, teletypes, 1980
Box 81, Folder 4  Teletype Corporation, teletypes, 1981
Box 81, Folder 5  Teletype Corporation, teletypes, 1981
Box 81, Folder 6  Teletype Corporation, teletypes, 1982
Box 82, Folder 1  Teletype Corporation, teletypes, 1983
Box 82, Folder 2  Teletype Corporation, teletypes, 1984
Box 82, Folder 3  WLS-TV, television, radio, 1973, 1977
Box 82, Folder 4  WLS-TV, television, radio, 1981
Box 82, Folder 5  WLS-TV, television, radio, 1982
Box 82, Folder 6  WLS-TV, television, radio, undated
Box 82, Folder 7  Young Men's Christian Association, YMCA, 1981
Box 83, Folder 1  Bell and Howell Company, Inc., 1979
Box 83, Folder 2  Bell and Howell Company, Inc., 1980
Box 83, Folder 3  Bell and Howell Company, Inc., 1983
Box 83, Folder 4  Blue Cross and Blue Shield Association, health insurance, 1983
Box 83, Folder 5  Bryant, 1980
Box 83, Folder 6  Bryant, 1985
Box 83, Folder 7  John Deere, farm equipment, tractors, 1979
Box 83, Folder 8  John Deere, farm equipment, tractors, 1979
Box 83, Folder 9  John Deere, farm equipment, tractors, 1979
Box 83, Folder 10  John Deere, farm equipment, tractors, 1980
Box 84, Folder 1  John Deere, farm equipment, tractors, 1980
Box 84, Folder 2  John Deere, farm equipment, tractors, 1982
Box 84, Folder 3  John Deere, farm equipment, tractors, 1982
Box 84, Folder 4  John Deere, farm equipment, tractors, 1982
Box 84, Folder 5  John Deere, farm equipment, tractors, 1983
Box 84, Folder 6  John Deere, farm equipment, tractors, 1983
Box 84, Folder 7  John Deere, farm equipment, tractors, 1984
Box 84, Folder 8  John Deere, farm equipment, tractors, 1985
Box 85, Folder 1  John Deere, farm equipment, tractors, 1986
Box 85, Folder 2  John Deere, farm equipment, tractors, 1987
Box 85, Folder 3  John Deere, farm equipment, tractors, 1989
Box 85, Folder 4  Illinois Bell Telephone Company (IBT), telephones, 1955
Box 85, Folder 5  Illinois Bell Telephone Company (IBT), telephones, 1984
Box 85, Folder 6  Illinois Bell Telephone Company (IBT), telephones, 1985
Box 85, Folder 7  Illinois Bell Telephone Company (IBT), telephones, 1985
Box 85, Folder 8  Illinois Bell Telephone Company (IBT), telephones, 1985
Box 85, Folder 9  Illinois Bell Telephone Company (IBT), telephones, 1986
Box 86, Folder 1  Illinois Bell Telephone Company (IBT), telephones, 1986
Box 86, Folder 2  Illinois Bell Telephone Company (IBT), telephones, 1987
Box 86, Folder 3  Illinois Bell Telephone Company (IBT), telephones, 1987
Box 86, Folder 4  Illinois Bell Telephone Company (IBT), telephones, 1988
Box 86, Folder 5  Illinois Bell Telephone Company (IBT), telephones, 1989
Box 86, Folder 6  Micro Switch, instruments, Division of Honeywell, 1972
Box 87, Folder 1  Micro Switch, instruments, Division of Honeywell, 1972
Box 87, Folder 2  Micro Switch, instruments, Division of Honeywell, 1972
Box 87, Folder 3  Micro Switch, instruments, Division of Honeywell, 1972
Box 87, Folder 4  Micro Switch, instruments, Division of Honeywell, 1972
Box 87, Folder 5  Micro Switch, instruments, Division of Honeywell, 1974
Box 87, Folder 6  Micro Switch, instruments, Division of Honeywell, 1976
Box 88, Folder 1  Micro Switch, instruments, Division of Honeywell, 1976
Box 88, Folder 2  Micro Switch, instruments, Division of Honeywell, 1977
Box 88, Folder 3  Micro Switch, instruments, Division of Honeywell, 1977
Box 88, Folder 4  Micro Switch, instruments, Division of Honeywell, 1977
Box 88, Folder 5  Micro Switch, instruments, Division of Honeywell, 1977
Box 88, Folder 6  Micro Switch, instruments, Division of Honeywell, 1977
Box 89, Folder 1  Micro Switch, instruments, Division of Honeywell, 1977
Box 89, Folder 2  Micro Switch, instruments, Division of Honeywell, 1979
Box 89, Folder 3  Micro Switch, instruments, Division of Honeywell, 1980
Box 89, Folder 4  Micro Switch, instruments, Division of Honeywell, 1981
Box 89, Folder 5  Micro Switch, instruments, Division of Honeywell, 1982
Box 89, Folder 6  Micro Switch, instruments, Division of Honeywell, 1984
Box 89, Folder 7  Micro Switch, instruments, Division of Honeywell, 1985
Box 90, Folder 1  Micro Switch, instruments, Division of Honeywell, 1986
Box 90, Folder 2  Micro Switch, instruments, Division of Honeywell, 1987
Box 90, Folder 3  Micro Switch, instruments, Division of Honeywell, 1988
Box 90, Folder 4  Micro Switch, instruments, Division of Honeywell, 1989
Box 90, Folder 5  Partnership for a Drug Free America, 1987
Box 90, Folder 6  Teletype Corporation, teletypes, 1982
Map-folder 2  John Deere, farm equipment, tractors, 1980
Box folder, Folder 2  Bell and Howell Company, Inc., undated
Box folder, Folder 2  John Deere, farm equipment, tractors, 1979
Box folder, Folder 3  Illinois Bell Telephone Company (IBT), telephones, 1985
Box folder, Folder 4  Illinois Bell Telephone Company (IBT), telephones, 1987
Box folder, Folder 4  Illinois Bell Telephone Company (IBT), telephones, 1988
Box folder, Folder 5  Micro Switch, instruments, Division of Honeywell, 1972
Box folder, Folder 6  Micro Switch, instruments, Division of Honeywell, 1976
Map-folder 7  Western Electric Company, 1925

Return to Table of Contents


Box 1, Folder 1  Computer Automation, 1977-1978
Box 1, Folder 2-4  Pizza Hut, 1986-1987
Box 1, Folder 5  State of the Art, Incorporated, circa 1982
Box 1, Folder 6  Toshiba, 1986
Box 1, Folder 1  Computer Automation 1977-1978 computers
Box 1, Folder 2  Pizza Hut 1986-1987 food pizza
Box 1, Folder 3  Pizza Hut 1986-1987 food pizza
Box 1, Folder 4  Pizza Hut 1986-1987 food pizza
Box 1, Folder 5  State of the Art, Inc. 1982 (ca.)
Box 1, Folder 6  Toshiba 1986 computers


Box 2  Card file, circa 1950-circa 1979

Return to Table of Contents
<table>
<thead>
<tr>
<th>Box, Folder</th>
<th>Company/Brand</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, 1</td>
<td>Addis</td>
<td>undated</td>
</tr>
<tr>
<td>1, 1</td>
<td>Audi</td>
<td>undated 1982-84</td>
</tr>
<tr>
<td>1, 2</td>
<td>Beecham, B. V.</td>
<td>undated</td>
</tr>
<tr>
<td>2, 1</td>
<td>Canadair, Incorporated</td>
<td>1979-1980</td>
</tr>
<tr>
<td>2, 2</td>
<td>Canadair, Incorporated</td>
<td>undated</td>
</tr>
<tr>
<td>1, 3</td>
<td>Department of Trade Industry</td>
<td>1983</td>
</tr>
<tr>
<td>1, 4</td>
<td>Carabiniere</td>
<td>1986</td>
</tr>
<tr>
<td>1, 5</td>
<td>Copper Development Association</td>
<td>undated</td>
</tr>
<tr>
<td>1, 6</td>
<td>Delfeld-Schades N. N.</td>
<td>undated</td>
</tr>
<tr>
<td>1, 7</td>
<td>Fiat</td>
<td>1985</td>
</tr>
<tr>
<td>1, 8</td>
<td>Flory</td>
<td>undated</td>
</tr>
<tr>
<td>1, 9</td>
<td>Gartner Pralines</td>
<td>undated</td>
</tr>
<tr>
<td>1, 10</td>
<td>General Motors Corporation</td>
<td>undated</td>
</tr>
<tr>
<td>1, 11</td>
<td>Iberia Airlines</td>
<td>1986</td>
</tr>
<tr>
<td>1, 12</td>
<td>Impact Kitchen Cleaner</td>
<td>undated</td>
</tr>
<tr>
<td>1, 13</td>
<td>Knirps Umbrellas</td>
<td>undated</td>
</tr>
<tr>
<td>1, 14</td>
<td>Labello Lip Balm</td>
<td>1985</td>
</tr>
<tr>
<td>1, 15</td>
<td>Lacoste</td>
<td>1987</td>
</tr>
<tr>
<td>2, 3</td>
<td>Mazda</td>
<td>undated</td>
</tr>
<tr>
<td>1, 16</td>
<td>Mantama</td>
<td>1989</td>
</tr>
<tr>
<td>1, 17</td>
<td>Mercedes-Benz (United Kingdom)</td>
<td>1985</td>
</tr>
</tbody>
</table>
Box 1, Folder 18  Netherlands Football, undated
Box 1, Folder 19  New Zealand AIDS Foundation, undated
Box 1, Folder 20  New Zealand XIVth Commonwealth Games, 1990
Box 1, Folder 21  Petresa, undated
Box 1, Folder 22  Playmobil, undated
Box 1, Folder 23  Quick, undated
Box 1, Folder 24  Rabobank, 1986
Box 1, Folder 25  Red Belgian Endives, undated
Box 1, Folder 26  Renault, undated, 1987
Box 1, Folder 27  Ricoh United Kingdom, Ltd., undated
Box 2, Folder 4  Sabena Belgium World Airlines, 1977
Box 2, Folder 5  Scandinavia Airlines, 1989
Box 2, Folder 6  Scandinavia Airlines, 1990-1991
Box 2, Folder 7  Tag Aeronautics Ltd., 1980
Box 2, Folder 8  Tag Aeronautics Ltd., 1983
Box 1, Folder 28  Thistle Hotels, 1985
Box 1, Folder 29  United States Travel and Tourism, undated
Box 1, Folder 30  Volkswagen, 1987
Box 1, Folder 31  Wiggins Teape, undated
Box 1, Folder 32  Miscellaneous, undated
Box 1, Folder 32  Miscellaneous, undated

Return to Table of Contents
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)

[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

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 (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

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
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
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

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
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

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
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
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
Texaco ad illustrated with a boxing glove carrying a gas pump punching above cars driving on a road running through a gently rolling landscape.

In Series 17, Box 3, Folder 19.

Local Numbers
AC0059-0000225 (AC Scan)

Topic:  Gasoline
Petroleum industry and trade advertising

Genre/ Form:  Advertisements -- 1950-1960
Tear sheets
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
Texaco ad illustrated with a leaping frog.

In Series 17, Box 3, Folder 19.

Local Numbers
AC0059-0000226 (AC Scan)

Topic:
Gasoline
Petroleum industry and trade advertising

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

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
Texaco ad illustrated with a hand lifting a car.

In Series 17, Box 3, Folder 19.

Local Numbers
AC0059-0000227 (AC Scan)

Topic:
Gasoline
Petroleum industry and trade advertising

Genre/
Advertisements -- 1950-1960
Form:
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
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
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
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

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


Box 99, Folder 1 Western Electric scripts, 1963

Box 99, Folder 2 Western Electric scripts, 1963

Box 99, Folder 3 Western Electric scripts, 1963

Box 99, Folder 4 Western Electric scripts, 1964

Box 99, Folder 5 Western Electric scripts, 1964

Box 99, Folder 6 Western Electric scripts, 1965

Box 99, Folder 6 Western Electric scripts, 1965

Box 99, Folder 7 Western Electric scripts, 1965

Box 99, Folder 8 Western Electric scripts, 1965

Box 99, Folder 9 Western Electric scripts, 1965

Box 99, Folder 10 Western Electric scripts, 1965

Box 99, Folder 11 Western Electric scripts, 1966

Box 99, Folder 12 Western Electric scripts, 1966
Box 99, Folder 13  Western Electric scripts, 1966

Box 99, Folder 14  Western Electric scripts, 1967

Box 99, Folder 15  Western Electric scripts, 1967

Box 99, Folder 16  Western Electric scripts, 1967


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

Box 33, Folder 12  Pepsi Cola Company, 1939

Box 33, Folder 13  Pepsi Cola Company, 1940

Box 33, Folder Year 1940  Kosher for Passover [black & white advertisement; tear sheet], 1940

Image(s)

Box 33, Folder Year 1940  "Pepsi and Pete" the Pepsi-Cola Cops. [black & white advertisement; tear sheet], 1940

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
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
Pepsi-Cola bottle being inspected by cartoon character cops.

Local Numbers
AC0059-0000119 (AC Scan)
Topic: Beverages advertising
Genre/ Form: Advertisements -- 1940-1950

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
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

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
Includes a testimonial from Mrs. H McDonald.

Local Numbers
AC0059-0000121 (AC Scan)
Topic: Beverages advertising
Genre/ Form: Advertisements -- 1940-1950

Box 33, Folder 14 Pepsi Cola Company, 1940s
Box 34, Folder 4 Pepsi Cola Company, 1940s
"His post-war plans are practically complete." [Black & white advertisement; tear sheet], 1944
1 Item (ink 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

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

"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

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

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
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

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
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
Form: 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
Two Otto Soglow cartoons of a door-to-door salesman not making a sale or a sailor not attracting attention until offering 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
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
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
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\textquotedbl{}.)

Image(s): If it shows - it goes / Pepsi-Cola means Business! [black & white advertisement; tear sheet].
Pepsi-Cola Company, Advertiser
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\textquotedbl{}.)

Image(s): Pepsi-Cola did it! [black & white advertisement; tear sheet].
Pepsi-Cola Company, Advertiser
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

Box 41, Folder 6

E.R. Squibb & Sons, 1935

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\textquotedbl{} x 13.6\textquotedbl{}.)

Image(s): The Light That Shines for All [black & white advertisement; tear sheet].
E.R. Squibb & Sons., Advertiser
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
Box 41, Folder 14   E.R. Squibb & Sons, 1944

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
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

Return to Table of Contents

<table>
<thead>
<tr>
<th>Box 1, Folder 1</th>
<th>Scrapbook of advertisements, 1953-1957</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 1, Folder 2</td>
<td>Scrapbook of advertisements, 1954-1957</td>
</tr>
<tr>
<td>Box 1, Folder 3</td>
<td>Scrapbook of newspaper clippings, 1959-1964</td>
</tr>
<tr>
<td>Box 1, Folder 4</td>
<td>Scrapbook of newspaper clippings, 1964-1971</td>
</tr>
<tr>
<td>Box 1, Folder 5</td>
<td>Advertisement for Yamaha International Corporation, 1965</td>
</tr>
<tr>
<td>Box 1, Folder 6</td>
<td>Advertisements, undated</td>
</tr>
<tr>
<td>Box 1, Folder 7</td>
<td>Publications relating to advertisements, 1957</td>
</tr>
</tbody>
</table>

*Return to Table of Contents*

Box 1, Folder 1  Permutit Company, 1942
Box 1, Folder 2  Permutit Company, 1943
Box 1, Folder 3  Permutit Company, 1944
Box 1, Folder 4  Permutit Company, 1945
Box 1, Folder 5  Permutit Company, 1946
Box 1, Folder 6  Permutit Company, 1947
Box 1, Folder 7  Permutit Company, 1948
Box 1, Folder 8  Permutit Company, 1952
Box 1, Folder 9  Permutit Company, 1953
Box 1, Folder 10 Permutit Company, 1954
Box 1, Folder 11 Permutit Company, 1955
Box 1, Folder 12 Permutit Company, 1956-1957

Return to Table of Contents
<table>
<thead>
<tr>
<th>Box 16, Folder 1</th>
<th>Loose pages, circa 1870-1885</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 16, Folder 2</td>
<td>Loose pages, circa 1870-1885</td>
</tr>
<tr>
<td>Box 16, Folder 3</td>
<td>Loose pages, circa 1870-1885</td>
</tr>
<tr>
<td>Box 16, Folder 4</td>
<td>Loose pages, circa 1870-1885</td>
</tr>
<tr>
<td>Box 16, Folder 5</td>
<td>Loose pages, circa 1870-1885</td>
</tr>
<tr>
<td>Box 1, Folder 1</td>
<td>Printed advertisements, 1872</td>
</tr>
<tr>
<td>Box 1, Folder 1</td>
<td>Printed advertisements, 1876</td>
</tr>
<tr>
<td>Box 1, Folder 1</td>
<td>Printed advertisements, 1882</td>
</tr>
<tr>
<td>Box 1, Folder 2</td>
<td>Printed advertisements, 1886</td>
</tr>
<tr>
<td>Box 5</td>
<td>Scrapbook of printed advertisements and quotes, 1888-1919</td>
</tr>
<tr>
<td>Box 1, Folder 3</td>
<td>Printed advertisements, 1889</td>
</tr>
<tr>
<td>Box 1, Folder 4</td>
<td>Printed advertisements, 1890</td>
</tr>
<tr>
<td>Box 1, Folder 5</td>
<td>Printed advertisements, 1891</td>
</tr>
<tr>
<td>Box 1, Folder 6</td>
<td>Printed advertisements, 1892</td>
</tr>
<tr>
<td>Box 2</td>
<td>Scrapbook of printed advertisements, 1892-1895</td>
</tr>
<tr>
<td>Box 1, Folder 7</td>
<td>Printed advertisements, 1893-1894</td>
</tr>
<tr>
<td>Box 1, Folder 8</td>
<td>Printed advertisements, 1895-1896</td>
</tr>
<tr>
<td>Box 6, Folder 1</td>
<td>Printed advertisements, 1897-1898</td>
</tr>
<tr>
<td>Box 1, Folder 9</td>
<td>Printed advertisements, 1899</td>
</tr>
<tr>
<td>Box 1, Folder 10</td>
<td>Printed advertisements, 1900</td>
</tr>
<tr>
<td>Box 1, Folder 11</td>
<td>Printed advertisements, 1901</td>
</tr>
</tbody>
</table>
Box 1, Folder 22  Printed advertisements, 1925

Box 16, Folder 1  Compilation of advertisements, 1925-1929

Box 1, Folder 23  Printed advertisements, 1926

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

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
Box 3, Folder 4  Printed advertisements, 1934
Box 3, Folder 5  Printed advertisements, 1934
Box 6, Folder 8  Printed advertisements, 1934
Box 6, Folder 9  Printed advertisements, 1934
Box 6, Folder 10  Printed advertisements, 1935
Box 3, Folder 6  Printed advertisements, 1935
Box 3, Folder 7  Printed advertisements, 1935
Box 3, Folder 8  Printed advertisements, 1936
Box 6, Folder 11  Printed advertisements, 1936
Box 6, Folder 12  Printed advertisements, 1936
Box 6, Folder 13  Printed advertisements, 1937
Box 3, Folder 9  Printed advertisements, 1937
Box 3, Folder 10  Printed advertisements, 1937
Box 6, Folder 14  Printed advertisements, 1938
Box 3, Folder 11  Printed advertisements, 1938
Box 3, Folder 12  Printed advertisements, 1938
Box 3, Folder 13  Printed advertisements, 1939
Box 3, Folder 14  Printed advertisements, 1939
Box 3, Folder 15  Printed advertisements, 1940
Box 3, Folder 16  Printed advertisements, 1940
Box 3, Folder 17  Printed advertisements, 1940
Box 7, Folder 1  Printed advertisements, 1940
Box 7, Folder 2  Printed advertisements, 1941
Box 4, Folder 1  Printed advertisements, 1941
Box 4, Folder 2  Printed advertisements, 1942
Box 7, Folder 3  Printed advertisements, 1942
Box 7, Folder 4  Printed advertisements, 1943
Box 4, Folder 3  Printed advertisements, 1943
Box 4, Folder 4  Printed advertisements, 1943-1944
Box 7, Folder 5  Printed advertisements, 1944
Box 7, Folder 6  Printed advertisements, 1944
Box 7, Folder 7  Printed advertisements, 1945
Box 4, Folder 5  Printed advertisements, 1945
Box 13, Folder 2  Printed advertisements, 1944
Box 13, Folder 3  Printed advertisements, 1945
Box 4, Folder 6  Printed advertisements, 1945
Box 4, Folder 7  Printed advertisements, 1945
Box 7, Folder 8  Printed advertisements, 1946
Box 7, Folder 9  Printed advertisements, 1946
Box 7, Folder 10  Printed advertisements, 1946
Box 4, Folder 8  Printed advertisements, 1946
Box 4, Folder 9  Printed advertisements, 1947
Box 4, Folder 10  Printed advertisements, 1947
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
Box 10, Folder 3  Printed advertisements, 1954
Box 4, Folder 15  Printed advertisements, 1955-1957
Box 10, Folder 4  Printed advertisements, 1955
Box 10, Folder 5  Printed advertisements, 1955
Box 10, Folder 6  Printed advertisements, 1956
Box 10, Folder 7  Printed advertisements, 1956
Box 11, Folder 1  Printed advertisements, 1957
Box 11, Folder 2  Printed advertisements, 1957
Box 11, Folder 3  Printed advertisements, 1957
Box 11, Folder 4  Printed advertisements, 1958
Box 11, Folder 5  Printed advertisements, 1958
Box 11, Folder 6  Printed advertisements, 1959
Box 11, Folder 7  Printed advertisements, 1959
Box 11, Folder 8  Printed advertisements, 1960
Box 11, Folder 9  Printed advertisements, 1961
Box 11, Folder 10  Printed advertisements, 1961
Box 12, Folder 1  Printed advertisements, 1962
Box 13, Folder 4  Printed advertisements, 1962
Box 13, Folder 5  Printed advertisements, 1963
Box 12, Folder 2  Printed advertisements, 1963
Box 15, Folder 2  Printed advertisements, 1963
Box 12, Folder 3  Printed advertisements, 1964
<table>
<thead>
<tr>
<th>Box</th>
<th>Folder</th>
<th>Year(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>6</td>
<td>1964</td>
</tr>
<tr>
<td>4</td>
<td>16</td>
<td>1965</td>
</tr>
<tr>
<td>12</td>
<td>4</td>
<td>1965</td>
</tr>
<tr>
<td>13</td>
<td>7</td>
<td>1965</td>
</tr>
<tr>
<td>12</td>
<td>5</td>
<td>1966-1969</td>
</tr>
<tr>
<td>13</td>
<td>8</td>
<td>1966</td>
</tr>
<tr>
<td>12</td>
<td>6</td>
<td>1970-1975</td>
</tr>
<tr>
<td>15</td>
<td>3</td>
<td>1973</td>
</tr>
<tr>
<td>4</td>
<td>18</td>
<td>1977</td>
</tr>
<tr>
<td>13</td>
<td>9</td>
<td>1977</td>
</tr>
<tr>
<td>13</td>
<td>10</td>
<td>1978</td>
</tr>
<tr>
<td>12</td>
<td>7</td>
<td>1976-1979</td>
</tr>
<tr>
<td>4</td>
<td>19</td>
<td>1980</td>
</tr>
<tr>
<td>14</td>
<td>1</td>
<td>1980</td>
</tr>
<tr>
<td>12</td>
<td>8</td>
<td>1981</td>
</tr>
<tr>
<td>4</td>
<td>20</td>
<td>1983</td>
</tr>
<tr>
<td>12</td>
<td>9</td>
<td>1983</td>
</tr>
<tr>
<td>14</td>
<td>2</td>
<td>1983</td>
</tr>
<tr>
<td>12</td>
<td>10</td>
<td>1985</td>
</tr>
<tr>
<td>14</td>
<td>3</td>
<td>1985</td>
</tr>
<tr>
<td>14</td>
<td>4</td>
<td>1986</td>
</tr>
<tr>
<td>12</td>
<td>11</td>
<td>1987-1988</td>
</tr>
</tbody>
</table>
Box 14, Folder 5       Printed advertisements, 1990
Box 15, Folder 4       Printed advertisements, 1990
Box 12, Folder 15      Printed advertisements, 1990-1991
Box 4, Folder 21       Printed advertisements, undated
Box 15, Folder 5       Printed advertisements, undated
Box 14, Folder 6-11    Printed advertisements, undated
Box 12, Folder 12-14   Printed advertisements, undated
Box 4, Folder 17       Printed advertisements, undated

Return to Table of Contents
Series 15: Scrapbooks, 1872-1959

Box 1, Folder 1  Loose pages of newspaper clippings, 1872-1874
Box 1, Folder 2  Loose pages of order forms, correspondences, etc., 1874-1876
Box 2, Folder 1  NW Ayer materials, 1876-1891
Box 3, Folder 1  Clippings regarding death of F.W. Ayer, 1923
Box 4, Folder 1  Loose pages of clippings regarding death of F.W. Ayer, 1923
Box 4, Folder 2  Cover of scrapbook, undated
Box 5, Folder 1  Reports of Ayer Newspaper Typography Exhibition, 1931-1959
Box 5, Folder 2  Ayer Typography Exhibition, 1931-1959
Box 6, Folder 1  Correspondence relating to NW Ayer advertising, 1946-1947
Box 6, Folder 2  Correspondence relating to NW Ayer advertising, 1946-1947

Return to Table of Contents
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

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:  Advertising -- 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
<table>
<thead>
<tr>
<th>Box 4, Folder 2</th>
<th>Two Plans of Profit Sharing for the Members of the NW Ayer &amp; Son Family, 1926</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 20, Folder 1</td>
<td>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</td>
</tr>
<tr>
<td>Box 20, Folder 2</td>
<td>Thirteen Advertisements, 1928</td>
</tr>
<tr>
<td>Box 20, Folder 2</td>
<td>The Little Woman, GPA [black &amp; white advertisement; tear sheet], 1928</td>
</tr>
<tr>
<td></td>
<td>1 Item (ink on paper; 13.7&quot; x 10.7&quot;).</td>
</tr>
<tr>
<td></td>
<td>Image(s): The Little Woman, GPA [black &amp; white advertisement; tear sheet].</td>
</tr>
<tr>
<td></td>
<td>N. W. Ayer and Son, Advertiser</td>
</tr>
<tr>
<td></td>
<td>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.</td>
</tr>
<tr>
<td>Local Numbers</td>
<td>AC0059-0000011 (AC Scan)</td>
</tr>
<tr>
<td>Topic:</td>
<td>Advertising agencies</td>
</tr>
<tr>
<td></td>
<td>Consumers</td>
</tr>
<tr>
<td></td>
<td>Housewives as consumers</td>
</tr>
<tr>
<td></td>
<td>Women in advertising</td>
</tr>
<tr>
<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>
<tr>
<td>Box 20, Folder 3</td>
<td>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</td>
</tr>
<tr>
<td>Box 20, Folder 4</td>
<td>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</td>
</tr>
<tr>
<td>Box 20, Folder 5</td>
<td>Twelve Advertisements, 1929</td>
</tr>
<tr>
<td>Box 4, Folder 3</td>
<td>Ayer, On Behalf of Advertising, 1929</td>
</tr>
<tr>
<td>Box 20, Folder 6</td>
<td>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</td>
</tr>
<tr>
<td>Box 20, Folder 7</td>
<td>Twelve Advertisements, 1930</td>
</tr>
<tr>
<td>Box 20, Folder 8</td>
<td>Advertising Advertising: A Series of Twelve Advertisements, 1930</td>
</tr>
<tr>
<td>-----------------</td>
<td>-------------------------------------------------</td>
</tr>
<tr>
<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>
</tr>
<tr>
<td>Box 21, Folder 1</td>
<td>Advertising Advertising: A Series of Twelve Advertisements, 1931</td>
</tr>
<tr>
<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>
</tr>
<tr>
<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>
</tr>
<tr>
<td>Box 21, Folder 3</td>
<td>Advertising Advertising: A Series of Twelve Advertisements for Use in Farm Publications Schedule: One Insertion a Month, 1932</td>
</tr>
<tr>
<td>Box 21, Folder 4</td>
<td>Advertising Advertising: A Series of Twelve Advertisements for Use in General Magazines Schedule: One Insertion a Month, 1933</td>
</tr>
<tr>
<td>Box 21, Folder 4</td>
<td>Advertising Advertising: A Series of Twelve Advertisements for Use in Farm Publications Schedule: One Insertion a Month, 1933</td>
</tr>
<tr>
<td>Box 21, Folder 5</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>
</tr>
<tr>
<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>
</tr>
<tr>
<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>
</tr>
<tr>
<td>Box 21, Folder 8</td>
<td>Advertising Advertising: A Series of Twelve Advertisements for Use in General Magazines Schedule: One Insertion a Month, 1934</td>
</tr>
<tr>
<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>
</tr>
<tr>
<td>Box 21, Folder 10</td>
<td>Advertising Advertising: A Series of Fifty-two Advertisements For Newspapers. Schedule: One Time a Week. Day of the Week Optional with Publisher, 1934</td>
</tr>
<tr>
<td>Box 21, Folder 11</td>
<td>Advertising Advertising: A Series of Fifty-two Advertisements For Newspapers. Schedule: One Time a Week. Day of the Week Optional with Publisher, 1934</td>
</tr>
</tbody>
</table>
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
<table>
<thead>
<tr>
<th>Box 23, Folder 6</th>
<th>Advertising Advertising: A Series of Twelve Advertisements for Use in Farm Publications Schedule: One Insertion a Month., 1938</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 23, Folder 7</td>
<td>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</td>
</tr>
<tr>
<td>Box 23, Folder 7</td>
<td>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</td>
</tr>
<tr>
<td>Box 23, Folder 11</td>
<td>Advertising Advertising: A Series of Fifty-two Advertisements., undated</td>
</tr>
<tr>
<td>Box 5, Folder 8</td>
<td>Ayer News File, 1938 October 3-December 9</td>
</tr>
<tr>
<td>Box 23, Folder 8</td>
<td>Advertising Advertising: A Series of Fifty-two Advertisements For Newspapers. Schedule: One Time a Week. Day of the Week Optional with Publisher., 1939</td>
</tr>
<tr>
<td>Box 4, Folder 4</td>
<td>Unknown Publication, Printers Ink., 1939 December</td>
</tr>
<tr>
<td>Box 5, Folder 9</td>
<td>Ayer News File, 1939 January 4-April 25</td>
</tr>
<tr>
<td>Box 5, Folder 10</td>
<td>Ayer News File, 1939 May 5- May 25</td>
</tr>
<tr>
<td>Box 23, Folder 9</td>
<td>Advertising Advertising: A Series of Twelve Advertisements for Use in Farm Publications Schedule: One Insertion a Month., 1940</td>
</tr>
<tr>
<td>Box 23, Folder 10</td>
<td>Advertising Advertising: A Series of Fifty-two Advertisements For Newspapers. Schedule: One Time a Week. Day of the Week Optional with Publisher., 1940</td>
</tr>
<tr>
<td>Box 5, Folder 11</td>
<td>Ayer News File, 1940 January 4-May 10</td>
</tr>
<tr>
<td>Box 5, Folder 12</td>
<td>Ayer News File , 1940 June 26-October 9</td>
</tr>
<tr>
<td>Box 5, Folder 13</td>
<td>Ayer News File, 1940 October 18-December 16</td>
</tr>
<tr>
<td>Box 6, Folder 1</td>
<td>Ayer News File, 1941 January 6-March 17</td>
</tr>
<tr>
<td>Box 6, Folder 2</td>
<td>Ayer News File, 1941 March 25-April 7</td>
</tr>
<tr>
<td>Box 6, Folder 3</td>
<td>Ayer News File, 1941 April 18-July 21</td>
</tr>
<tr>
<td>Box 6, Folder 4</td>
<td>Ayer News File, 1941 July 28-August 20</td>
</tr>
<tr>
<td>Box, Folder</td>
<td>Description</td>
</tr>
<tr>
<td>--------------</td>
<td>--------------------------------------------------</td>
</tr>
<tr>
<td>6, 5</td>
<td>Ayer News File, 1941 September 18-December 31</td>
</tr>
<tr>
<td>6, 6</td>
<td>Ayer News File, 1942 January 7-April 3</td>
</tr>
<tr>
<td>6, 7</td>
<td>Ayer News File, 1943 April 7-August 20</td>
</tr>
<tr>
<td>6, 8</td>
<td>Ayer News File, 1943 September 3-December 31</td>
</tr>
<tr>
<td>6, 9</td>
<td>Ayer News File, 1944 January 7-March 13</td>
</tr>
<tr>
<td>6, 10</td>
<td>Ayer News File, 1944 March 20-May 22</td>
</tr>
<tr>
<td>6, 11</td>
<td>Ayer News File, 1944 May 29-September 18</td>
</tr>
<tr>
<td>7, 1</td>
<td>Ayer News File, 1944 September 25-December 20</td>
</tr>
<tr>
<td>7, 2</td>
<td>Ayer News File, 1945 January 3-May 28</td>
</tr>
<tr>
<td>7, 3</td>
<td>Ayer News File, 1945 June 4-September 17</td>
</tr>
<tr>
<td>7, 4</td>
<td>Ayer News File, 1945 October 15-December 17</td>
</tr>
<tr>
<td>7, 5</td>
<td>Ayer News File, 1946 January 7-April 5</td>
</tr>
<tr>
<td>7, 6</td>
<td>Ayer News File, 1946 April 29-July 8</td>
</tr>
<tr>
<td>7, 7</td>
<td>Ayer News File, 1946 August 5-December 29</td>
</tr>
<tr>
<td>7, 8</td>
<td>Ayer News File, 1947 January 8-June 30</td>
</tr>
<tr>
<td>7, 9</td>
<td>Ayer News File, 1947 July 14-December 22</td>
</tr>
<tr>
<td>7, 10</td>
<td>Ayer News File, 1948 January 5-June 30</td>
</tr>
<tr>
<td>7, 11</td>
<td>Ayer News File, 1948 August 8-December 7</td>
</tr>
<tr>
<td>8, 1</td>
<td>Ayer News File, 1949 January 10-June 20</td>
</tr>
<tr>
<td>8, 2</td>
<td>Ayer News File, 1949 July 6-December 29</td>
</tr>
<tr>
<td>8, 3</td>
<td>Ayer News File, 1950 January 5-May 22</td>
</tr>
</tbody>
</table>
Box 8, Folder 4  Ayer News File, 1950 June 5-December 18
Box 8, Folder 5  Ayer News File, 1951 January 1-April 23
Box 8, Folder 6  Ayer News File, 1951 May 7-July 30
Box 8, Folder 7  Ayer News File, 1951 August 13-December 21
Box 8, Folder 8  Ayer News File, 1952 January 7-May 26
Box 8, Folder 9  Ayer News File, 1952 June 9-September 2
Box 8, Folder 10  Ayer News File, 1952 September 15-December 24
Box 9, Folder 1  Ayer News File, 1953 January 5-March 30
Box 9, Folder 2  Ayer News File, 1953 April 13-August 17
Box 9, Folder 3  Ayer News File, 1953 August 31-December 21
Box 9, Folder 4  Ayer News File, 1954 January 5-April 12
Box 9, Folder 5  Ayer News File, 1954 August 2-October 25
Box 9, Folder 6  Ayer News File, 1954 April 26-July 19
Box 9, Folder 7  Ayer News File, 1954 November 8-December 23
Box 9, Folder 8  Ayer News File, 1955 January 3-April 11
Box 9, Folder 9  Ayer News File, 1955 April 23-July 5
Box 10, Folder 1  Ayer News File, 1956 January 3-March 12
Box 9, Folder 10  Ayer News File, 1955 September 12-December 19
Box 10, Folder 2  Ayer News File, 1956 March 26-June 18
Box 10, Folder 3  Ayer News File, 1956 July 2-August 27
Box 10, Folder 4  Ayer News File, 1956 September 24-December 31
Box 10, Folder 5  Ayer News File, 1957 January 28-March 25
Box 10, Folder 6  Ayer News File, 1957 April 8-June 17
Box 10, Folder 7  Ayer News File, 1957 September 9-December 30
Box 10, Folder 8  Ayer News File, 1958 January 13-April 12
Box 11, Folder 1  Ayer News File, 1958 May 19-August 11
Box 11, Folder 2  Ayer News File, 1958 August 25-December 15
Box 11, Folder 3  Ayer News File, 1959 January 5-April 20
Box 11, Folder 4  Ayer News File, 1959 May 4-July 8
Box 11, Folder 5  Ayer News File, 1959 July 21-December 31
Box 11, Folder 6  Ayer News File, 1960 January 4-May 3
Box 11, Folder 7  Ayer News File, 1960 May 16-October 3
Box 11, Folder 8  Ayer News File, 1961 November 14-April 5
Box 12, Folder 1  Ayer News File, 1961 April 10-August 14
Box 12, Folder 2  Ayer News File, 1961 August 28-December 22
Box 12, Folder 3  Ayer News File, 1962 January 22-April 30
Box 12, Folder 4  Ayer News File, 1962 May 28-September 4
Box 12, Folder 5  Ayer News File, 1962 September 17-December 25
Box 12, Folder 6  Ayer News File, 1963 January 7-May 13
Box 13, Folder 1  Ayer News File, 1963 May 27-September 30
Box 13, Folder 2  Ayer News File, 1964 October 14 -February 3
Box 13, Folder 3  Ayer News File, 1964 February 17-June 22
Box 13, Folder 4  Ayer News File, 1964 August 7-December 25
Box 13, Folder 5  Ayer News File, 1965 January 4-June 21
Box 13, Folder 6  Ayer News File, 1965 July 6-December 25
Box 14, Folder 1  Ayer News File, 1966 January 4-June 20
Box 14, Folder 2  Ayer News File, 1966 July 7-December 19
Box 14, Folder 3  Ayer News File, 1967 January 3-June 19
Box 14, Folder 4  Ayer News File, 1967 July 7-December 19
Box 14, Folder 5  Ayer News File, 1968 January 15-June 24
Box 4, Folder 5  Style Book: Ayer Public Relations, 1969
Box 14, Folder 6  Ayer News File, 1969 July 29-February 17
Box 14, Folder 7  Ayer News File, 1970
Box 14, Folder 8  Ayer News File, 1970
Box 4, Folder 6  Ayer Creative, 1971
Box 4, Folder 7  Ayer Creative, 1971
Box 4, Folder 8  Ayer: Information for Employees, 1971
Box 5, Folder 1  Corporate Advertising: A Study in Schizophrenia, Remarks by Neal W. O'Connor, President., 1971
Box 15, Folder 1  Ayer News File, 1971
Box 15, Folder 2  Ayer News File, 1972
Box 5, Folder 2  Style Book: Ayer Public Relations and Publicity, 1973 November 12
Box 15, Folder 3  Ayer News File, 1973
Box 5, Folder 3  Ayer Creative Contact, 1974
Box 15, Folder 4  Ayer News File, 1974
Box 15, Folder 5  Ayer News File, 1975
Box 15, Folder 6  Ayer News File, 1977
Box 15, Folder 7  Ayer News File, 1979
Box 15, Folder 8  Ayer News File, 1980
Box 16, Folder 1  Ayer News File, 1981
Box 16, Folder 2  Ayer News File, 1982
Box 16, Folder 3  Ayer News File, 1983
Box 16, Folder 4  Ayer News File, 1984
Box 16, Folder 5  Ayer News File, 1985
Box 16, Folder 6  Ayer News File, 1986
Box 16, Folder 7  Ayer News File, 1987
Box 16, Folder 8  Ayer News File, 1988
Box 25, Folder 1-3  125 Years of Building Brands, 1994
Box 5, Folder 4  Advertising and the Salesman, undated
Box 5, Folder 5  The Written Word. On the value of professional copywriting., undated
Box 5, Folder 6  Ayer Publicity Department Reporter, undated
Box 5, Folder 7  Outdoor Advertising: A Manual Explanatory of the Medium in General and of Our Practices in Particular., undated
Box 31, Folder 1  Ayernews, 1977 October -1989 February
Box 31, Folder 2  Ayernews, 1989 March-December
Box 31, Folder 3  Ayernews, undated
Box 31, Folder 4  Ayerworks, 1989 December-1991 May
Box 31, Folder 5  Ayerworkers, 1990 September-1994 December
Box 31, Folder 6  Ayer Partners, 1995 February-June
Box 31, Folder 7  Ayer Partners, undated
Box 31, Folder 8  Ayer Waves, Summer 1990
Box 31, Folder 11  News from Ayer Europe, 1990 June
Box 31, Folder 10  Interface, Fall 1990, 1990 June
Box 31, Folder 12  The Year in Review, 1990


Box 17, Folder 1  Hower, Ralph M., *The History of an Advertising Agency*, Harvard University Press, 1949
Box 17, Folder 3  Magazine articles about NW Ayer, 1949, 1950
Box 17, Folder 4  Articles about NW Ayer, 1970s
Box 17, Folder 5  News clippings, 1974 March, June and December
Box 17, Folder 6  News clippings, 1975 April, May, June, July
Box 17, Folder 7  New York Times Articles, 1977, 1979
Box 17, Folder 8  Magazine articles About Ayer, 1995
Box 17, Folder 9  Magazine articles, undated
Box 31, Folder 13  News clippings, 1977 January-June
Box 31, Folder 14  News clippings, 1977 May-August
Box 31, Folder 15  News clippings, 1977 August-December
Box 31, Folder 16  News clippings, 1977 September-December
Box 31, Folder 17  News clippings, 1977 December-1978 March
<p>| Box 31, Folder 18 | News clippings, 1977 December-1978 March |
| Box 31, Folder 19 | News clippings, 1978 March-July |
| Box 31, Folder 20 | News clippings, 1978 April-July |
| Box 31, Folder 21 | News clippings, 1978 June-December |
| Box 31, Folder 22 | News clippings, 1978 July-August |
| Box 31, Folder 23 | News clippings, 1978 July-December |
| Box 31, Folder 24 | News clippings, 1978 November-1979 March |
| Box 31, Folder 25 | News clippings, 1979 January-March |
| Box 31, Folder 26 | News clippings, 1979 March-July |
| Box 31, Folder 27 | News clippings, 1979 June-September |
| Box 31, Folder 28 | News clippings, 1979 October-December |
| Box 31, Folder 29 | News clippings, 1980 January-March |
| Box 31, Folder 30 | News clippings, 1980 January-March |
| Box 31, Folder 30 | News clippings, 1979 January-March |
| Box 31, Folder 32 | News clippings, 1980 April-June |
| Box 31, Folder 33 | News clippings, 1980 July-September |
| Box 31, Folder 34 | News clippings, 1980 October-December |
| Box 31, Folder 35 | News clippings, 1980 November-December |
| Box 31, Folder 36 | News clippings, 1981 January-April |
| Box 31, Folder 37 | News clippings, 1981 April |
| Box 31, Folder 38 | News clippings, 1981 April-August |
| Box 31, Folder 39 | News clippings, 1981 August-December |</p>
<table>
<thead>
<tr>
<th>Box 31, Folder 40</th>
<th>News clippings, 1982 January-March</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 31, Folder 41</td>
<td>News clippings, 1982 January-April</td>
</tr>
<tr>
<td>Box 32, Folder 1</td>
<td>News clippings, 1982 May-December</td>
</tr>
<tr>
<td>Box 32, Folder 2</td>
<td>News clippings, 1983 July-December</td>
</tr>
<tr>
<td>Box 32, Folder 3</td>
<td>News clippings, 1984 January-March</td>
</tr>
<tr>
<td>Box 32, Folder 4</td>
<td>News clippings, 1984 April-June</td>
</tr>
<tr>
<td>Box 32, Folder 5</td>
<td>News clippings, 1984 July-September</td>
</tr>
<tr>
<td>Box 32, Folder 6</td>
<td>News clippings, 1984 October-December</td>
</tr>
<tr>
<td>Box 32, Folder 7</td>
<td>News clippings, 1985 January-March</td>
</tr>
<tr>
<td>Box 32, Folder 8</td>
<td>News clippings, 1985 April-June</td>
</tr>
<tr>
<td>Box 32, Folder 9</td>
<td>News clippings, 1985 July-September</td>
</tr>
<tr>
<td>Box 32, Folder 10</td>
<td>News clippings, 1985 October-December</td>
</tr>
<tr>
<td>Box 32, Folder 11</td>
<td>News clippings, 1986 January-March</td>
</tr>
<tr>
<td>Box 32, Folder 12</td>
<td>News clippings, 1986 April-June</td>
</tr>
<tr>
<td>Box 32, Folder 13</td>
<td>News clippings, 1986 July-September</td>
</tr>
<tr>
<td>Box 32, Folder 14</td>
<td>News clippings, 1986 October-December</td>
</tr>
<tr>
<td>Box 32, Folder 15</td>
<td>News clippings, 1987 January-March</td>
</tr>
<tr>
<td>Box 32, Folder 16</td>
<td>News clippings, 1987 April-June</td>
</tr>
<tr>
<td>Box 32, Folder 17</td>
<td>News clippings, 1987 July-September</td>
</tr>
<tr>
<td>Box 32, Folder 18</td>
<td>News clippings, 1987 October-December</td>
</tr>
<tr>
<td>Box 32, Folder 19</td>
<td>News clippings, 1988 January-February</td>
</tr>
</tbody>
</table>
Box 32, Folder 20  News clippings, 1988 March-April
Box 32, Folder 21  News clippings, 1988 May-June
Box 32, Folder 22  News clippings, 1988 July-August
Box 32, Folder 23  News clippings, 1988 September-October
Box 32, Folder 24  News clippings, 1988 November-December
Box 32, Folder 25  News clippings, 1989 January-June
Box 32, Folder 26  News clippings, 1989 January-June
Box 32, Folder 27  News clippings, 1989 July-December
Box 32, Folder 28;  News clippings, 1990 January-April
Box 32, Folder 28  News clippings, 1990 January-April
Box 33, Folder 1   News clippings, 1990 May-August, 1990 May-August
Box 33, Folder 2   News clippings, 1990 May-August
Box 33, Folder 3   News clippings, 1990 September-December
Box 33, Folder 4   News clippings, 1990 September-December
Box 33, Folder 5   News clippings, 1991 January
Box 33, Folder 6   News clippings, 1991 February
Box 33, Folder 7   News clippings, 1991 March
Box 33, Folder 8   News clippings, 1991 April
Box 33, Folder 9   News clippings, 1991 May
Box 33, Folder 10  News clippings, 1991 July
Box 33, Folder 11  News clippings, 1991 August
<table>
<thead>
<tr>
<th>Box 33, Folder 12</th>
<th>News clippings, 1991 September</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 33, Folder 13</td>
<td>News clippings, 1991 October</td>
</tr>
<tr>
<td>Box 33, Folder 14</td>
<td>News clippings, 1991 November</td>
</tr>
<tr>
<td>Box 33, Folder 15</td>
<td>News clippings, 1991 December</td>
</tr>
<tr>
<td>Box 33, Folder 16</td>
<td>News clippings, 1992 January</td>
</tr>
<tr>
<td>Box 33, Folder 17</td>
<td>News clippings, 1992 February</td>
</tr>
<tr>
<td>Box 33, Folder 18</td>
<td>News clippings, 1992 March</td>
</tr>
<tr>
<td>Box 33, Folder 19</td>
<td>News clippings, 1992 April-May</td>
</tr>
<tr>
<td>Box 33, Folder 21</td>
<td>News clippings, 1992 June-July</td>
</tr>
<tr>
<td>Box 33, Folder 20</td>
<td>News clippings, 1992 June</td>
</tr>
<tr>
<td>Box 33, Folder 22</td>
<td>News clippings, 1992 August-September</td>
</tr>
<tr>
<td>Box 33, Folder 23</td>
<td>News clippings, 1993 January-March</td>
</tr>
<tr>
<td>Box 33, Folder 24</td>
<td>News clippings, 1993 April-June</td>
</tr>
<tr>
<td>Box 34, Folder 1</td>
<td>News clippings, 1993 July-September</td>
</tr>
<tr>
<td>Box 34, Folder 2</td>
<td>News clippings, 1993 October-December</td>
</tr>
<tr>
<td>Box 34, Folder 3</td>
<td>News clippings, International, 1993</td>
</tr>
<tr>
<td>Box 34, Folder 4</td>
<td>News clippings, 1993-1994</td>
</tr>
<tr>
<td>Box 34, Folder 5</td>
<td>News clippings, 1994 January-March</td>
</tr>
<tr>
<td>Box 34, Folder 6</td>
<td>News clippings, 1994 April-August</td>
</tr>
<tr>
<td>Box 34, Folder 7</td>
<td>News clippings, 1995</td>
</tr>
<tr>
<td>Box 34, Folder 8</td>
<td>News clippings, 1996</td>
</tr>
<tr>
<td>Box 34, Folder 9</td>
<td>News clippings, 1997 January-March</td>
</tr>
</tbody>
</table>
Box 34, Folder 10  News clippings, 1997
Box 34, Folder 11  News clippings, 1998 January-March
Box 34, Folder 12  News clippings, 1998 April-December
Box 34, Folder 13  News clippings, 1999 January-April
Box 34, Folder 14  News clippings, 1999 June-December

Subseries 16.3: General Publications about Advertising , 1922-2006

Box 17, Folder 13  Printers' Ink: A Journal for Advertisers , 1922 October 19, 1922 October 26
Box 17, Folder 14  Printers' Ink: A Journal for Advertisers, 1923 April 26, 1923 December 13
Box 17, Folder 14  Printers' Ink: A Journal for Advertisers, 1934 August 9
Box 18, Folder 1  American Women at War, National Association of Manufacturers, 1942
Box 18, Folder 2  Posters Used by American Industries as War Production Incentives, S. D. Warren Company., 1942
Box 24, Folder 1  Advertising Goes to War, The Bureau of Advertising, American Newspaper Publishers Association., 1942
Box 18, Folder 4  Posters for Production-Navy Recruiting Advertisements National Association of Manufacturers., 1943
Box 18, Folder 5  Advertising and Its Role in War and Peace, United States Department of Commerce., 1943
Box 18, Folder 6  When Radio Writes for War, Domestic Radio Bureau, Office of War Information., 1943
Box 18, Folder 7  Advertising and the Postwar World, Advertising and Selling., 1943 July
Box 18, Folder 7  A Full Text of the Official Reports Concerning the Attacks n Pearl Harbor, The United States News., 1945 September
| Box 18, Folder 8 | Print Magazine, A Graphic Design Magazine., 1959 November-December |
| Box 24, Folder 2 | The World of Advertising, Advertising Age Magazine., 1963 January 15 |
| Box 18, Folder 9 | Articles about CATV, 1966 |
| Box 18, Folder 10 | Communication Arts, volume twelve, number one., 1970 |
| Box 18, Folder 11 | Yamaha International Newsletter, 1971 |
| Box 18, Folder 12 | Army Occupational Handbook, 1973 |
| Box 31, Folder 9 | Golden Rain, 1974 |
| Box 34, Folder 15 | Born in 1842: A History of Advertising., 2006 |

Subseries 16.4: Publications about Other Subjects, 1948-1964

| Box 34, Folder 15 | Leadership and Organized Labor: Prepared Especially for Home Study by Selby S. Santmyers, International Correspondence Schools, Scranton, Pennsylvania., 1948 |
| Box 34, Folder 16 | The American Tobacco Story, 1964 |
| Box 34, Folder 17 | Lorillard and Tobacco, 1951 |
| Box 34, Folder 18 | The Lorillard Story, 1957 |

*Return to Table of Contents*
### Series 17: Business Records, circa 1885-1990s

#### Subseries 17.1: Contracts, 1885-1908, undated

<table>
<thead>
<tr>
<th>Box 1, Folder 1</th>
<th>American Baptist, 1893</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 1, Folder 2</td>
<td>American Cultivator, 1888, 1891, 1893</td>
</tr>
<tr>
<td>Box 1, Folder 3</td>
<td>American Farmer, 1891</td>
</tr>
<tr>
<td>Box 1, Folder 4</td>
<td>American Grange Bulletin, 1886</td>
</tr>
<tr>
<td>Box 1, Folder 5</td>
<td>American Swinehead, 1893</td>
</tr>
<tr>
<td>Box 1, Folder 6</td>
<td>American Telephone and &amp; Telegraph, 1908</td>
</tr>
<tr>
<td>Box 1, Folder 7</td>
<td>Business Contract Portfolio Index, undated</td>
</tr>
<tr>
<td>Box 1, Folder 8</td>
<td>Central Baptist, 1891</td>
</tr>
<tr>
<td>Box 1, Folder 9</td>
<td>Chicago Express, 1886</td>
</tr>
<tr>
<td>Box 1, Folder 10</td>
<td>Christian Evangelists, 1893</td>
</tr>
<tr>
<td>Box 1, Folder 11</td>
<td>Christian Observer, 1885 December</td>
</tr>
<tr>
<td>Box 1, Folder 12</td>
<td>Christian Standard, 1886-1893</td>
</tr>
<tr>
<td>Box 1, Folder 13</td>
<td>Christian Union, 1887</td>
</tr>
<tr>
<td>Box 1, Folder 14</td>
<td>Church Standard, 1892</td>
</tr>
<tr>
<td>Box 1, Folder 15</td>
<td>Colman's Rural World, 1886</td>
</tr>
<tr>
<td>Box 1, Folder 16</td>
<td>Commercial Gazette, 1885-1887</td>
</tr>
<tr>
<td>Box 1, Folder 17</td>
<td>Constitution (Atlanta), 1891 December</td>
</tr>
<tr>
<td>Box 1, Folder 18</td>
<td>Dakota Farmer, 1892</td>
</tr>
<tr>
<td>Box 1, Folder 19</td>
<td>Delineator, 1895</td>
</tr>
<tr>
<td>Box 1, Folder 20</td>
<td>Detroit Tribune, 1892</td>
</tr>
<tr>
<td>Box 1, Folder 21</td>
<td>Deutcher Farmer, 1892</td>
</tr>
<tr>
<td>-----------------</td>
<td>-----------------------</td>
</tr>
<tr>
<td>Box 1, Folder 22</td>
<td>Domestic Monthly, 1892</td>
</tr>
<tr>
<td>Box 1, Folder 23</td>
<td>Farm-Poultry, 1892-1893</td>
</tr>
<tr>
<td>Box 1, Folder 24</td>
<td>Farm, Field and Stockman, 1891, 1886</td>
</tr>
<tr>
<td>Box 1, Folder 25</td>
<td>Farm, Stock and Home, 1891</td>
</tr>
<tr>
<td>Box 1, Folder 26</td>
<td>Farmer's Call, 1890</td>
</tr>
<tr>
<td>Box 1, Folder 27</td>
<td>Farmer's Home, 1891, 1893</td>
</tr>
<tr>
<td>Box 1, Folder 28</td>
<td>Farmer's Review, 1891 November 20</td>
</tr>
<tr>
<td>Box 1, Folder 29</td>
<td>Farmer's Voice, 1892</td>
</tr>
<tr>
<td>Box 1, Folder 30</td>
<td>Forum, The, 1895 May</td>
</tr>
<tr>
<td>Box 1, Folder 31</td>
<td>Frank Leslie's Illustrated Weekly, 1892</td>
</tr>
<tr>
<td>Box 1, Folder 32</td>
<td>Godey's, 1892 August 22</td>
</tr>
<tr>
<td>Box 1, Folder 33</td>
<td>Golden Days, 1888</td>
</tr>
<tr>
<td>Box 1, Folder 34</td>
<td>Gospel News, 1892-1893</td>
</tr>
<tr>
<td>Box 1, Folder 35</td>
<td>Home and Farm Publishing Company, 1885 January-1888</td>
</tr>
<tr>
<td>Box 1, Folder 36</td>
<td>Home Magazine, 1893 May</td>
</tr>
<tr>
<td>Box 1, Folder 37</td>
<td>Housekeeper of Minneapolis, 1892-1893</td>
</tr>
<tr>
<td>Box 1, Folder 38</td>
<td>Husbandman, 1886 March</td>
</tr>
<tr>
<td>Box 1, Folder 39</td>
<td>Indiana Baptist, 1892 October 1</td>
</tr>
<tr>
<td>Box 1, Folder 40</td>
<td>Indiana Farmer, 1893</td>
</tr>
<tr>
<td>Box 1, Folder 41</td>
<td>Interior, The, 1893</td>
</tr>
</tbody>
</table>
Box 1, Folder 42  Interocean, 1892
Box 1, Folder 43  Jenness Miller Illustrated Monthly, 1892
Box 1, Folder 44  Journal of Agriculture, 1892-1895
Box 1, Folder 45  Kansas Farmer, 1892 May
Box 1, Folder 46  Ladies World, 1893
Box 1, Folder 47  Ledger, 1892 February 16
Box 1, Folder 48  Louisville Courier Journal, 1891 December
Box 1, Folder 49  Maine Farmer, 1886
Box 1, Folder 50  Maryland Farmer, 1891
Box 1, Folder 52  Methodist Publishing Company, 1893
Box 1, Folder 53  Michigan Christian Advocate, 1891
Box 1, Folder 51  Methodist Book Concern, 1891-1892
Box 1, Folder 54  Minnesota Farmer and Stockman, 1886
Box 1, Folder 55  Missouri Republican, 1886
Box 1, Folder 56  National Economist, 1891 October
Box 1, Folder 57  Nebraska Farmer, 1892 February
Box 1, Folder 58  New York Ledger, 1892 June
Box 1, Folder 59  Orange County Farmer, 1892-1893
Box 1, Folder 60  Orange Judd Farmer, 1889-1891
Box 1, Folder 61  Palladium, 1893 January
Box 1, Folder 62  Pilot, 1892 February 1
Box 1, Folder 63  Planters Journal, 1885 December
<table>
<thead>
<tr>
<th>Box 1, Folder 64</th>
<th>Plowman, 1887</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 1, Folder 65</td>
<td>Popular Gardening, 1891</td>
</tr>
<tr>
<td>Box 1, Folder 66</td>
<td>Public Opinion, 1893 March</td>
</tr>
<tr>
<td>Box 1, Folder 67</td>
<td>Puck, 1892</td>
</tr>
<tr>
<td>Box 1, Folder 68</td>
<td>St. Louis Christian Advocate, 1893</td>
</tr>
<tr>
<td>Box 1, Folder 69</td>
<td>Southern Farm, 1892 May</td>
</tr>
<tr>
<td>Box 1, Folder 70</td>
<td>Star, 1892</td>
</tr>
<tr>
<td>Box 1, Folder 71</td>
<td>Sunny South, 1892 April</td>
</tr>
<tr>
<td>Box 1, Folder 72</td>
<td>Texas Baptist Herald, 1892</td>
</tr>
<tr>
<td>Box 1, Folder 73</td>
<td>Texas Christian Advocate, 1892</td>
</tr>
<tr>
<td>Box 1, Folder 74</td>
<td>Texas Farmer, 1892 May, 1893</td>
</tr>
<tr>
<td>Box 1, Folder 75</td>
<td>Tribune (Philadelphia), 1889</td>
</tr>
<tr>
<td>Box 1, Folder 76</td>
<td>Valley Union, 1893</td>
</tr>
<tr>
<td>Box 1, Folder 77</td>
<td>Vickery and Hill, 1892</td>
</tr>
<tr>
<td>Box 1, Folder 78</td>
<td>Western Farmer, 1886</td>
</tr>
<tr>
<td>Box 1, Folder 79</td>
<td>Western Methodist Newspaper Advertising, 1892</td>
</tr>
<tr>
<td>Box 1, Folder 80</td>
<td>Western Rural Publishing Company, 1893</td>
</tr>
<tr>
<td>Box 1, Folder 81</td>
<td>Western Stockman and Cultivator, 1892 April</td>
</tr>
<tr>
<td>Box 1, Folder 82</td>
<td>Wisconsin Agriculturist, 1892</td>
</tr>
<tr>
<td>Box 1, Folder 83</td>
<td>Witness The, 1892</td>
</tr>
<tr>
<td>Box 1, Folder 84</td>
<td>Zion's Herald, 1892</td>
</tr>
</tbody>
</table>
Box 1, Folder 85  Unidentified, undated
Box 2, Folder 1  Agricultural Epitomist, 1893
Box 2, Folder 2  Farm and Fireside, 1892, 1895
Box 2, Folder 3  Indiana Farmer, 1893
Box 2, Folder 4  Mayflower, 1893
Box 2, Folder 5  National Tribune, 1892
Box 2, Folder 6  Outing Company, 1893
Box 2, Folder 7  Union Signal, 1892-1893

Subseries 17.2: General Client Information, 1911-1999, undated
Box 3, Folder 1  Client list including active and cancelled dates, 1911-1974
Box 3, Folder 2  Client lists, 1965, 1976
Box 3, Folder 3  Client lists and gains, 1967-1975
Box 3, Folder 4  Client lists and gains, 1967-1982
Box 3, Folder 5  Historical client list, part one, 1999
Box 3, Folder 6  Historical client list, part two, 1999
Box 3, Folder 7  Historical client list, part three, 1999
Box 3, Folder 8  Ayer Plan User Guide Strategic Planning for Human Contact, undated

Subseries 17.3: Individual Client Account Information, 1947 April 8-circa 1990, undated
Box 3, Folder 9  American Telephone & Telegraph Corporate Case History, 1983
Box 3, Folder 10  American Telephone & Telegraph Corporate advertisement memo, undated
Box 4, Folder 1  Commissioned artists for DeBeers advertisements, undated
Box 4, Folder 2  DeBeers information relating to the creative process and photography credits, undated, 1988

Box 4, Folder 3  Case History: DeBeers Consolidated Mines, Ltd., The Diamond Engagement Ring, Managing Communication at all levels, circa 1990

Box 4, Folder 4  DuPont publications, 1947 April 8, 1950, 1953 April-May

Box 4, Folder 5  JC Penny Marketing Communication Plan Recommendation, 1989

Box 4, Folder 6  Leaf, Incorporated, undated

Box 4, Folder 7  Saturn presentation, part one, 1988 May 9

Box 4, Folder 8  Saturn presentation, part two, 1988 May 9

Box 4, Folder 9  USAREC oral presentation, part one, 1986 October

Box 4, Folder 10  USAREC oral presentation, part two, 1986 October

Subseries 17.4: Potential Clients, 1993

Box 4, Folder 11  Questionnaire response for Prudential Securities, 1993

Box 4, Folder 12  Prudential Securities advertising account review, 1993

Subseries 17.5: Financial Records, 1929-1938

Box 5, Folder 1  Balance sheet, 1929 May 1

Box 5, Folder 2  Consolidated statement of assets and liabilities, 1934 December 31

Box 5, Folder 3  Consolidated statement, 1935

Box 5, Folder 4  Expenses, 1936

Box 5, Folder 5  Expenses, 1937

Box 5, Folder 5  Business review and expenses, 1937, 1938

Box 5, Folder 5  Business review and expenses comparative statement, 1937, 1938

Box 5, Folder 1  Balance sheet and adjustments, 1929-1937
Series 18: Legal Records, circa 1911-1984

Subseries 18.1: Advertising Service Agreements, 1918-1982

Box 1, Folder 1  American Telephone & Telegraph, 1918-1972
Box 1, Folder 2  Bell and Howell, 1971
Box 1, Folder 3  Carrier International Corporation, 1945-1963
Box 1, Folder 4  Carrier International Corporation, 1973-1974
Box 1, Folder 5  DeBeers, 1938-1982
Box 1, Folder 6  DeBeers, 1938-1982
Box 1, Folder 7  Dr. Brown, 1955-1962
Box 1, Folder 8  DuPont, 1956-1957
Box 1, Folder 9  DuPont, 1961-1968
Box 1, Folder 10  DuPont, 1968-1972
Box 1, Folder 11  Elliot Company, 1962, 1970-1971
Box 1, Folder 12  Frank Capra Productions, 1952-1958
Box 2, Folder 1  General Motors, 1972
Box 2, Folder 2  Illinois Bell Telephone Company, 1936-1969
Box 2, Folder 3  Illinois Blue Cross Blue Shield, 1972
Box 2, Folder 4  John Deere and Company, 1973-1974
Box 2, Folder 5  Micro Switch, 1969
Box 2, Folder 6  Rice Council for Market Development, 1968-1969

Subseries 18.2: Bylaw Materials, 1969-1972
Box 3, Folder 1  NW Ayer and Son, Incorporated, Bylaws, 1969

Box 3  NW Ayer and Son, Incorporated, Bylaws, 1969

Box 3  Board meeting minutes with revised bylaws, 1972 January 19

Subseries 18.3: Copyright Claims, 1962-1969

Box 3, Folder 4  Certificate of registration of copyright claim in connection with "Policy", 1962-1964

Box 3, Folder 5  Certificate of registration of copyright claim- Don Newman's Washington Square Experiment, 1969

Box 3, Folder 6  Certificate of registration of copyright claim- Media Equalizer Model, 1969

Subseries 18.5: Correspondence, 1928-1933

Box 3, Folder 7  Voting trust and receipts for agreements, 1928-1937

Box 3, Folder 8  New York corporation, 1930, 1933

Subseries 18.5: International Office Correspondence, 1947-1948

Box 3, Folder 9  NW Ayer and Son of Canada, Ltd., 1934 March 12, 1936-1942, 1945-1947, 1949-1950

Box 3, Folder 10  London, 1947-1948

Subseries 18.6: Dissolution of Trusts, 1934-1948

Box 3, Folder 11  Dividend trust Wilfred W. Fry-NW Ayer and Son, dissolved, 1934 December

Box 3, Folder 12  Investment trust Winfred W. Fry, trustee, dissolved, 1936

Box 3, Folder 13  Voting trust and its dissolution, 1937

Box 3, Folder 14  Papers pertaining to dissolution of New York Corporation, 1948

Subseries 18.7: Stock Information, 1934-1974, undated

Box 3, Folder 9  Stock certificate, undated
Box 3, Folder 16  Employee's capital stock fund, dissolved, 1934 August 28

Box 3, Folder 16  Statement to stockholders relating to disposition of shares owned by Wilfred W. Fry, 1936 October 19

Box 3, Folder 16  Capital stock control agreement, 1937 April 15

Box 3, Folder 17  Voided certificates, 1974

Subseries 18.8: Agreements between Partners, 1911-1916

Box 4, Folder 1  Agreement between F. W. Ayer, H.N. McKinney, Albert G. Bradford and Jarvis A. Wood, 1911

Box 4, Folder 2  Articles of co-partnership, 1912

Box 4, Folder 3  Agreement between F.W. Ayer and Albert G. Bradford, 1914

Box 4, Folder 4  Co-partnership papers, 1915

Box 4, Folder 5  Supplemental agreement, 1916

Subseries 18.9: Incorporation Materials, 1929-1977

Box 4, Folder 6  Certificate of Incorporation, 1929

Box 4, Folder 7  Agreement for incorporation of NW Ayer and Son, 1929

Box 4, Folder 8  Agreement for incorporation of NW Ayer and Son, 1929

Box 4, Folder 9  Certificate of incorporation of NW Ayer and Son, Incorporated, 1929

Box 4, Folder 10  Certificate of amendment of certificate of incorporation, 1937

Box 4, Folder 11  Certificate of amendment of certificate of incorporation, 1941

Box 4, Folder 12  Certificate of amendment of NW Ayer Incorporated, 1941

Box 4, Folder 13  Letter regarding certificates of amendment, reduction of capital, 1956

Box 4, Folder 14  Certificate of incorporation and bylaws, 1959-1960

Box 4, Folder 15  Certificate of incorporation, Appendix A, 1969
Restated certificate of incorporation of NW Ayer and Son, Incorporated, 1974
Certificate copy of restated certificate of incorporation, 1977

Subseries 18.10: Certificates of Reduction of Capital, 1975, 1937
Certificate of reduction of capital, 1937
Certificate of reduction of capital, 1937
Certificate of reduction of capital, 1975
Certificate of reduction of capital, 1975
Certificate of reduction of capital, 1975

Subseries 18.11: Property Information, 1921-1948
Property deeds, insurance policy, 1921-1939
Property appraisal, 1934
Bill of sale, 1948

Subseries 18.12: Miscellaneous, 1929-1977
House memoranda re: Barker and Hegeman minutes, 1976 November 19, 1977 August 30, 1977 August 15
Registry of Foreign Companies in Commonwealth of Pennsylvania, 1929-1954

Subseries 19.1: Employee Card Files, 1929-1963, circa 1892-1915

Box 1  A-F
Box 2  G-M
Box 3  N-Z

Subseries 19.2: Photographs of Employees, circa 1924-1984, undated

Box 5, Folder 1  Ayer, Francis Wayland
Box 4, Folder 1  Ayer, Francis Wayland
Box 5, Folder 1  Ayer, Nathan Wheeler
Box 5, Folder 2  Bach, Robert
Box 5, Folder 2  Batten, Harry
Box 4, Folder 2  Batten, Harry
Box 5, Folder 3  Brownworth, Ted
Box 5, Folder 4  Cecil, George
Box 5, Folder 5  Coiner, Charles T.
Box 5, Folder 6  Cunningham, Pat
Box 5, Folder 7  Dunning, Deanne
Box 5, Folder 8  Dunning, Robert
Box 5, Folder 9  Fry, Wilfred W.
Box 4, Folder 3  Fry, Wilfred W.
Box 5, Folder 10  Gallagher, Pat
Box 5, Folder 11  Gaurini, Hank
Box 5, Folder 12  Gerety, Frances
Box 4, Folder 4  Gilman, Wesley
Box 5, Folder 13  Green, Bud
Box 5, Folder 14  Groome, Harry
Box 5, Folder 15  Hagopian, Louis T.
Box 5, Folder 16  Hanna, Jim
Box 5, Folder 17  Jones, Bruce
Box 5, Folder 18  Jones, L. Davis
Box 5, Folder 19  Kendle, Ted
Box 5, Folder 20  Kingsbury, Robert
Box 5, Folder 21  Liddy, Lou
Box 5, Folder 22  Luedke, William
Box 5, Folder 23  McClafferty, Frederick K.
Box 5, Folder 24  McDermott, Tom
Box 5, Folder 25  McWilliams, Jack
Box 5, Folder 26  Malfa, Horace
Box 5, Folder 27  Mandel, Jonathan
Box 5, Folder 28  Manser, Ed
Box 5, Folder 29  Minton, Stu
Box 5, Folder 30  Naylor, Jack
Box 5, Folder 31  Nichols, Carl
| Box 5, Folder 32 | O'Connor, Neal W. |
| Box 5, Folder 33 | Pavloff, Robert |
| Box 5, Folder 34 | Powell, Richard |
| Box 5, Folder 35 | Pullen, John |
| Box 5, Folder 36 | Renneson, Frank |
| Box 5, Folder 37 | Roedig, John |
| Box 5, Folder 38 | Rogers, Margaret |
| Box 5, Folder 39 | Rossi, Dominick F., Jr. |
| Box 5, Folder 40 | Rothbaum, Ira |
| Box 5, Folder 41 | Shelly, Warner S. |
| Box 5, Folder 42 | Shorris, Earl |
| Box 5, Folder 43 | Siano, Jerry |
| Box 5, Folder 44 | Stoner, Bart |
| Box 5, Folder 45 | Sweitzer, Tom |
| Box 5, Folder 46 | Upton, John D. |
| Box 5, Folder 47 | Walsh, John |
| Box 5, Folder 48 | Wilds, Charles M. |
| Box 4, Folder 5  | Wurtz, Fred |
| Box 5, Folder 49 | Employees, A-Z |
| Box 5, Folder 50 | Employees in different departments of the agency, undated |
| Box 5, Folder 51 | NW Ayer & Sons, Incorporated board members, circa 1985 |
| Box 5, Folder 52 | Glee Club Christmas, 1949 |
Box 6, Folder 1  Sixth annual dinner of the Twenty five year Club, 1952 June 5
Box 6, Folder 2  Twenty-Five Year Club dinner, 1963 April 24
Box 6, Folder 3  Employees at work, 1979
Box 6, Folder 4  Dinner commemorating the 115th anniversary of the founding of the House of NW Ayer & Sons, Incorporated, 1984 March 29
Box 6, Folder 5  Employees at work, undated
Box 6, Folder 6  Unidentified
Box 6, Folder 7  NW Ayer, & Sons, Incorporated, Philadelphia building., 1927, 1932

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
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

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 photoprints -- Silver gelatin

[Sculpture of doves taking flight] [black & white photoprint], undated

Image(s): [Sculpture of doves taking flight] [black & white photoprint].
N. W. Ayer and Son, Collector
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 photoprints -- Silver gelatin

[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
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

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.)
Washington Square (Philadelphia, Pa.)
Genre/ Form: Photographs -- 1950-1960 -- Black-and-white
Photoprints -- Silver gelatin

Box 6, Folder 9 NW Ayer, & Sons, Incorporated, New York, New York


Box 6, Folder 10 Emeritus, volume one, numbers one-three; volume ten, number two, Fall/Winter, 1989 Spring, Summer, and December

Box 6, Folder 11 Emeritus, volume two, numbers one-three, 1990 Spring, Summer, Winter

Box 6, Folder 12 Emeritus, volume three, number one, 1991 Summer

Box 6, Folder 13 Emeritus, volume four, number one, 1992 Fall/Winter

Box 6, Folder 14 Emeritus, volume five, numbers one-two, 1993 Spring/Summer; Fall/Winter

Box 6, Folder 15 Emeritus, volume six, numbers one-two, 1994 Summer; Winter

Box 6, Folder 16 Emeritus, volume seven, numbers one-two, 1995 Summer; Fall/Winter

Box 6, Folder 17 Emeritus, volume eight, number one, 1996 Spring/Summer

Box 6, Folder 18 Emeritus, volume ten, number one; volume two, number one, 1999 Summer, 1998 Spring

Subseries 19.4: Biographical Information, circa 1889-1994, undated

Box 6, Folder 19 Ayer, Francis Wayland

Box 6, Folder 20 Ayer, Nathan Wheeler

Box 6, Folder 21 Batten, Harry A.

Box 6, Folder 22 Cecil, George, typed manuscript for book, A Copy Writer Speaks, undated

Box 7, Folder 1 Cecil, George, typed manuscript for book, A Copy Writer Speaks, undated

Box 7, Folder 2 Cecil, George, articles about life

Box 7, Folder 3 Coiner, Charles
Box 7, Folder 4  Dignam, Dorothy

Box 7, Folder 5  Ervin, Robert

Box 7, Folder 6  Fry, Wilfred W.

Box 7, Folder 7  Gerety, Frances

Box 7, Folder 8  Hagopian, Louis T.

Box 6, Folder 23  O'Connor, Neal

Box 7, Folder 9  Rink, George A.

Box 7, Folder 9  Siano, Jerry, video created by NW Ayer, Incorporated entitled "The Siano Man"

Box 7, Folder 10  Wallace, James

Box 7, Folder 11  Weir, Walter

Box 7, Folder 12  Twenty five year service club, 1889

Box 7, Folder 13  NW Ayer & Sons, Incorporated, Biographies, undated

Subseries 19.5: Speeches, circa 1919-1931, 1975

Box 7, Folder 15  Wilfred Fry, speeches, 1919-1931

  Address by Wilfred W. Fry - Delivered at the laying of corner stone of the N.W.Ayer & Son Building, Washington Square West, Philadelphia, 1928 February 4
  2 sound recordings (shellac; 2" audio disc)

Box 8, Folder 1  Neal W. O'Connor, speech, "Advertising: Who Says It's a Young People Business?", 1975 November 6

Subseries 19.6: Recollections, 1954-1984, undated

Box 8, Folder 2  Armistead, William M., Recollections: "Mr. Armistead Memo", 1954

Box 8, Folder 3  Clark, Lyman, Recollections of Meridale Farms, Atlantic Refining Company, Ford, American Telephone & Telegraph, Dr. Hess and Clark, Otis Elevator, undated
Box 8, Folder 4  
Coiner, Charles T., Recollections, 1982 March 16

Box 8, Folder 5  
Darrow, Paul, Recollections, undated

Box 8, Folder 6  
Jordan, Clarence, Recollections of Ayer, 1980 October

Box 8, Folder 7  
Kemp-Slaughter, James, Recollections about Wilfred Washington Fry, 1984 January 23


Box 8, Folder 8  
List of transcripts and oral history interviews, 1990, 1989, undated

Box 8, Folder 9  
Beals, Beauvais; Page, Gordon; Trellinger, Florence and Wier, Walter, interview by Howard Davis and Brad Lynch., 1990 January 16

Box 8, Folder 10  
Beals, Beauvais; Page, Gordon; Trellinger, Florence and Wier, Walter, interview by Howard Davis and Brad Lynch., 1990 January 16

Box 8, Folder 11  
Carstensen, Hans, first interview by Don Sholl., 1984 February

Box 8, Folder 12  
Carstensen, Hans, second and third interview by Don Sholl., 1984 May 22

Box 8, Folder 13  
DeBaun, Stephen J., interview by Howard Davis., 1989 February 22

Box 8, Folder 14  
Gerety, Frances, interview by Howard Davis., 1988

Box 8, Folder 15  
Hagopian, Louis T., first interview by Howard Davis., 1990 January 23

Box 8, Folder 16  
Hagopian, Louis T., second interview by Howard Davis and F. Bradley Lynch., 1990 June 21

Box 8, Folder 17  
Hanna, James, interview by Howard Davis., 1988 May 2

Box 8, Folder 18  
Jones, R. Bruce, first interview by Don Sholl., 1984 April 16

Box 8, Folder 19  
Jones, R. Bruce, second interview by Don Sholl., 1985 January 16

Box 8, Folder 20  
Kandle, Edward A., interview by Don Sholl., 1985 October 23

Box 8, Folder 21  
McClafferty, Fred, interview by Howard Davis., 1989 February 1

Box 9, Folder 1  
Nichols, Carl W., interview by Howard Davis., 1991 June 12
Box 9, Folder 2  O'Connor, Neal W., first interview by Barton A. Cummings., 1982 April 21
Box 9, Folder 3  O'Connor, Neal W., second interview by Don Sholl., 1985 January 9
Box 9, Folder 4  O'Connor, Neal W., excerpt from The Benevolent Dictators, interviews with Advertising Greats., 1982 April 21
Box 9, Folder 5  Pavloff, Robert, interview by Don Sholl., 1985 December 1
Box 9, Folder 6  Pullen, John J., interview with Don Sholl., 1985 May
Box 9, Folder 7  Pullen, John J., interview with Don Sholl, unedited., 1985 May
Box 9, Folder 8  Shelly, Warner S., interview by Don Sholl., 1985 October 2
Box 9, Folder 9  Slifer, Kenneth W., interview by Don Sholl., 1984 March 1
Box 9, Folder 10  Upton, Jack (John), interview by Don Sholl., 1985 May 17
Box 9, Folder 11  Wallace, James M., first interview., 1983 November 3
Box 9, Folder 12  Wallace, James M., second interview., 1984 February 10
Box 10, Folder 1  Warwick, Ted, interview by Don Sholl., 1985 December 10
Box 10, Folder 2  Wier, Walter, interview by Howard Davis, also conversation with Louis T. Hagopian., 1989 June 14
Box 10, Folder 3  Wilds, Charles (Chuck) and McClafferty, Fred, interview by Howard Davis., 1989 February-1989 March 1
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
Box 11, Cassette 1-2  Bach, Robert O., interview by Don Sholl., 1985 April 12
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

Box 11, Cassette 18  Pavloff, Robert, interview by Don Sholl., 1985 December 11

Box 11, Cassette 19-20  Pullen, John J., interview with Don Sholl., 1985 May

Box 12, Cassette 1  Rodgers, Margaret, interviewer unknown, undated

Box 12, Cassette 2-3  Shelly, Warner S., interview by Don Sholl., 1983 January 26

Box 12, Cassette 4-6  Shelly, Warner S., interview by Don Sholl., 1986 October 22

Box 12, Cassette 7  Upton, Jack (John), interview by Don Sholl., 1985 May 17

Box 12, Cassette 8-9  Warwick, Ted, interview by Don Sholl., 1985 December 10

Box 12, Cassette 10  Wilds, Charles (Chuck) and McClafferty, Fred, interview by Howard Davis., 1989 February-1989 March 1

Box 12, Cassette 11-12  Zurich, Sam, interviewer unknown., 1986 February 13

Subseries 19.9: Internal Communications, 1993-1999

Box 10, Folder 5  Memoranda and press releases, 1993-1994

Box 10, Folder 6  Memoranda and press releases, 1996

Box 10, Folder 7  Memoranda and press releases, 1997
Box 10, Folder 8  Memoranda and press releases, 1998

Box 10, Folder 9  Memoranda, press releases and email messages, 1999

Subseries 19.10: General Materials, 1940-2001

Box 10, Folder 10  Curfew Club annual banquet program, 1940

Box 10, Folder 11  Agency directory entry and list of employees, circa 1970

Box 10, Folder 12  List of NW Ayer graduates, 1970

Box 10, Folder 13  Twenty five year club membership, 1973 December 1

Box 10, Folder 14  List of Officers, 1991 May 31

Box 10, Folder 15  Obituary for Leo Lionni, 1999 October 17

Box 10, Folder 16  List of photographers, 2001
Series 23: Microfilm of Print Advertisements, circa 1908-1985

Box 1, Reel 2
American Telephone and Telegraph, book 109, 1908-1929

Box 1, Reel 3
American Telephone and Telegraph, *Short Talks for Long Distance*, 1938 May
3 Microfilm (35 mm)

Box 1, Reel 1

Return to Table of Contents
Series 20: History and Background Information about the Company, 1817-1999, undated

- Box 1, Folder 1: Chronology, 1817-1990
- Box 1, Folder 2: Quick reference timeline, 1848-1923
- Box 1, Folder 3: Loose pages of scrapbook, 1875-1878
- Box 1, Folder 4: Slogans coined by NW Ayer & Sons, Incorporated, 1899-1990
- Box 1, Folder 5: History of management, 1909-1923
- Box 1, Folder 6: Articles and photographs about the building and art galleries, 1926-1976
- Box 2, Folder 1: Photographs of the construction of the Ayer building, 1927
- Box 1, Folder 7: Publications about the Philadelphia building, 1929
- Box 1, Folder 8: Pamphlet relating to memories of NW Ayer & Sons, Incorporated, circa 1935-circa 1950
- Box 1, Folder 9: Magazine and newspaper clippings relating to suit over control of company, 1936
- Box 1, Folder 10: Miscellaneous correspondence, 1994, 1991, 1937
- Box 1, Folder 11: Television history, 1940-1948
- Box 1, Folder 12: Article about the history of the company, 1950 January
- Box 2, Folder 2: Awards, 1954-1969
- Box 1, Folder 13: Pocket guide, 1982
- Box 1, Folder 14: Materials relating to the United States Army's suspension of contract for recruitment advertising, 1986-1987
- Box 1, Folder 15: Articles about Chief Executive Officers, undated
- Box 1, Folder 16: Reports on standings in the industry, 1998-1999
- Box 1, Folder 17: Information relating to Human Contact, undated
Series 21: Materials Created by other Advertising Agencies, 1945-1978, undated

Box 1, Folder 1  American Export Lines, Doyle Dane Bernbach Incorporated, undated

Box 3, Folder 3  Kellogg Company, Leo Burnett Company, 1958-1959

Box 1, Folder 1  No Nonsense Fashion, Incorporated, Grey Advertising, Incorporated, 1977-1978

Box 1, Folder 2  Ralston Purina Company, D'Arcy Advertising Company, 1969-1970

Box 1, Folder 3  Ralston Purina Company, D'Arcy Advertising Company, 1971-1977

Box 1, Folder 4  Texas International, Scali, McCabe, Sloves, Incorporated, 1980

Box 1, Folder 5  Van Camp Seafood Company, Erwin, Wasey & Company, LTD, 1956-1959

Box 2, Folder 1  Van Camp Seafood Company, Erwin, Wasey, Ruthrauff & Ryan, Incorporated, 1960-1964

Box 2, Folder 2  Van Camp Seafood Company, unidentified advertising agencies, undated

Box 3, Folder 1  Van Camp Seafood Company, unidentified advertising agencies, undated

Box 3, Folder 2  Miscellaneous print advertisements, 1945, undated

Return to Table of Contents
Series 22: Addendum of Print Advertisements, circa 1879-1990s, undated

Subseries 22.1: Print Advertisements, 1930-1990s, undated

Box 1
See Access database for container list

Box 73, Folder 1
A

Box 73, Folder 2
B

Box 73, Folder 3
C

Box 73, Folder 4
D-F

Box 73, Folder 5
G-H

Box 73, Folder 6
I-L

Box 73, Folder 7
M-N

Box 73, Folder 8
O

Box 73, Folder 9
P-R

Box 73, Folder 10
S-T

Box 73, Folder 11
U-W

Box 74, Folder 1
ECAP Media Statistics, 1959-1960

Box 74, Folder 2

Box 74, Folder 3
Miscellaneous, undated

Subseries 22.2: Print advertisements on glass plate negatives, 1879-1881, undated

Box 75, Folder 1
Cannon towels, undated

Box 75, Folder 2
Cheny Brothers, undated

Box 75, Folder 3
Cornish & Company, undated
<table>
<thead>
<tr>
<th>Box 75, Folder 4</th>
<th>Enterprise Manufacturing Company, 1879 April 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 75, Folder 5</td>
<td><em>Harper's Weekly</em>, 1881 February 5</td>
</tr>
<tr>
<td>Box 75, Folder 6</td>
<td>Ostermoor &amp; Company, undated</td>
</tr>
<tr>
<td>Box 75, Folder 7</td>
<td>Pear's Soap, undated</td>
</tr>
<tr>
<td>Box 75, Folder 8</td>
<td>Porter's Cough Balsam, undated</td>
</tr>
<tr>
<td>Box 75, Folder 9</td>
<td>Steinway Pianos, undated</td>
</tr>
</tbody>
</table>

*Return to Table of Contents*