Guide to the N W Ayer Advertising Agency Records

NMAH.AC.0059
Mimi Minnick
2002
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## Collection Overview

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

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

## Administrative Information

### Acquisition Information

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

### Provenance

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

### Related Materials

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

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

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

Restrictions
The collection is open for research use.

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

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

Conditions Governing Use
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Accruals
The Archives Center received more materials in 2001 and 2010.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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**Scope and Contents**

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

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

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

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

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

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

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

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

Series 4, 2001 Addendum, circa 1976-2001, is organized into ninety three oversized boxes, one folder and contains proofsheets for select Ayer clients, created between 1975 and 2001. Within this series, materials are arranged alphabetically by client name and thereunder 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 are
just surprising them or whatever you do.

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

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

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

National Broadcasting television specials sponsored by the Bell System, 1957-1987 includes information
relating to Science series, Bell system Theshold Series, Bell telephone hour and commercial and public
sponsored programs

Series 8, Chicago Office Print Advertisements, 1954-1989, is arranged alphabetically by the name
of the client in ninety boxes and six oversize folders. Clients include Illinois Bell Telephone (1955-1989),
are particularly well represented. Other clients of interest include Dr. Scholl's shoes (circa 1968-1972),
the Girl Scouts (1976-1980), Sunbeam Personal Products Company (1973-1981), Bell and Howell
(1974-1983) and Alberto Culver shampoos (1967-1971), Honeywell, Incorporated, Blue Cross and Blue
Shield Associations, Kraft, Incorporated, Sears, Roebuck and Company, and YMCA.

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

Subseries 9.1, Print Advertisements, 1977-1987, printed advertisements arranged in one box
alphabetically by client. There is a sparse sampling of clients from this particular Ayer branch office. The
majority of the advertisements contained within this series are from Pizza Hut (1986-1987). Also included

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,
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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.


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 candlestick model telephone in front of faded modes of transportation; automobile, streetcar, train, ship and bi-plane.

In Series 1, Box 21, Folder 1.

**Local Numbers**

AC0059-0000270 (AC Scan)

**Topic:**  
Communication advertising telephone

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

**Box 2, 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  

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  

Box 2, Folder 6  
National Carbon Company, flashlights, batteries, Eveready, 1928-1929

Box 2, Folder 7  
National Carbon Company, flashlights, batteries, bulbs, camera flashes, 1924

Box 2, Folder 8  
National Carbon Company, brushes, Columbia Pyramid, Eveready Pyramid, 1924-1926

Box 2, Folder 9  
Jordan Motor Car Company, automobiles, 1924-1925

Box 2, Folder 9  
Jordan Motor Car Company, automobiles, 1917-1920

Box 3, Folder 1  
Briggs Stratton Motor, scooter, 1922

Box 3, Folder 1  
Durant Motor Inc., automobiles, 1920

Box 3, Folder 1  
Automatic Safety Tire Valve Corporation, tire valves, Whistler, Lox-On, 1922

Box 3, Folder 2  
New Britain Machine Company, tractors, 1919-1921

Box 3, Folder 2  
Autocar Company, automobiles, 1919-1920
Image(s)

Box 3, Folder 2 (Book 16)
The New Autocar Control / Simple as a Pair of Reins [black & white advertisement; tear sheet], 1905
1 Item (Ink on paper.; 5.25" x 4.0").
Image(s): The New Autocar Control / Simple as a Pair of Reins [black & white advertisement; tear sheet].
Autocar Company., Advertiser
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/
Advertisements -- 1960-1970

Form:
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
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<tr>
<th>Box 3, Folder 12</th>
<th>National Carbon Company batteries, welding, photographic, projector carbons, 1928-1929</th>
</tr>
</thead>
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<tr>
<td>Box 3, Folder 13</td>
<td>National Carbon Company flashlight bulbs, Eveready, Read Deal Dry Cells, 1927-1929</td>
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<tr>
<td>Box 3, Folder 14</td>
<td>National Carbon Company lamps, Eveready Mazda, 1924-1926</td>
</tr>
<tr>
<td>Box 3, Folder 15</td>
<td>National Carbon Company lights, lamps, tubes, 1927-1929</td>
</tr>
<tr>
<td>Box 3, Folder 16</td>
<td>Prest-O-Lite Company batteries, lighting, torches, soldering irons, paint remover, 1927-1929</td>
</tr>
<tr>
<td>Box 3, Folder 17</td>
<td>Derf Spark Plugs spark plugs, 1925</td>
</tr>
<tr>
<td>Box 3, Folder 17</td>
<td>Verto Products, 1918-1919</td>
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<tr>
<td>Box 3, Folder 17</td>
<td>Carter Carburetor Company carburetors, 1923</td>
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<td>Box 3, Folder 17</td>
<td>Bethlehem Products spark plugs, 1920-1921</td>
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<td>Box 3, Folder 17</td>
<td>Boyce Moto Meter temperature gauges, 1919-1921</td>
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<td>Box 4, Folder 1</td>
<td>National Macaroni Company food, macaroni, 1918-1919</td>
</tr>
<tr>
<td>Box 4, Folder 1</td>
<td>W.F. Quarrie and Company World Book Children's Encyclopedia, 1928</td>
</tr>
<tr>
<td>Box 4, Folder 2</td>
<td>National Carbon Company, batteries, 1927</td>
</tr>
<tr>
<td>Box 4, Folder 3</td>
<td>National Carbon Company, batteries, Eveready radio hour announcements, 1925</td>
</tr>
<tr>
<td>Box 4, Folder 4</td>
<td>National Carbon Company, batteries, 1926</td>
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<tr>
<td>Box 4, Folder 5</td>
<td>National Carbon Company, batteries, 1927</td>
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<tr>
<td>Box 4, Folder 6</td>
<td>National Carbon Company, batteries, 1928</td>
</tr>
<tr>
<td>Box 4, Folder 7</td>
<td>National Carbon Company radios, Eveready radio sets, 1929</td>
</tr>
<tr>
<td>Box 4, Folder 8</td>
<td>National Carbon Company anti-freeze, Eveready Prestone, 1928-1929</td>
</tr>
<tr>
<td>Box 4, Folder 9</td>
<td>National Carbon Company batteries, 1927-1929</td>
</tr>
</tbody>
</table>
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  
Hesler Company farm equipment, 1907-1910
Box 6, Folder 1  Gray's Sons farm equipment, 1907-1910

Box 6, Folder 1  Essex Incubator Company farm equipment, 1907-1910

Box 6, Folder 1  Hoover Mfg. Company farm equipment, 1907-1910

Box 6, Folder 1  Hertzler and Zook Company farm equipment, 1907-1910

Box 6, Folder 1  Goulding Fertilizer Company farm equipment, 1907-1910

Image(s)

Box 6, Folder 1  Goulding's Fertilizer advertisement [proof], 1909
  1 Item (Ink on paper.; 7.5" x 6.3")
  Image(s): Goulding's Fertilizer advertisement [proof], 1909.
  Goulding Fertilizer Co., The, Advertiser
  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.)

?  

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

Genre/  Proofs (printed matter)
  Form:
  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
Box 6, Folder 2  Smalley Mfg. Company farm equipment, 1898-1910
Box 6, Folder 2  Stover Mfg. Company farm equipment, 1898-1910
Box 6, Folder 2  Silver Company farm equipment, 1898-1910
Box 6, Folder 2  Shotwell, Tucker and McGinn farm equipment, 1898-1910
Box 6, Folder 2  Ulrich Mfg. Company farm equipment, 1898-1910
Box 6, Folder 2  Straub and Company farm equipment, 1898-1910
Box 6, Folder 2  Wilson Bros. farm equipment, 1898-1910
Box 6, Folder 2  Sprout, Waldron and Company farm equipment, 1898-1910
Box 6, Folder 2  Woodcock Feed Mill farm equipment, 1898-1910
Box 6, Folder 2  Wilbur Meal Company farm equipment, 1898-1910
Box 6, Folder 2  Wood Machine Company farm equipment, 1898-1910
Box 6, Folder 2  Young farm equipment, 1898-1910
Box 6, Folder 2  Larkin and Herzberg farm equipment, 1898-1910
Box 6, Folder 2  Spangler Mfg. Company farm equipment, 1898-1910
Box 6, Folder 2  Webster and Dickenson farm equipment, 1898-1910
Box 6, Folder 2  Nicholas and Shepard Company farm equipment, 1898-1910
Box 6, Folder 2  Lee Company farm equipment, 1898-1910
Box 6, Folder 2  Meter and Sons farm equipment, 1898-1910
Box 6, Folder 2  Messinger Mfg. Company farm equipment, 1898-1910
Box 6, Folder 2  Mast and Company farm equipment, 1898-1910
Box 6, Folder 2  Stearns Company farm equipment, 1898-1910
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
Box 7, Folder 2  
Korn Krisp cereal, food, 1913-1919

Image(s)

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

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

American Cereal Co., Advertiser
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

Box 7, Folder cereal and Food Companies 1902-1903

In Every Walk of Life [black & white advertisement; tear sheet], Circa 1900
1 Item (Ink on paper.; 8.3" x 5.7").

Image(s): In Every Walk of Life [black & white advertisement; tear sheet].

Mapl-Flake Hygenic Pure Food Company, Advertiser
Illustration of boy walking to school and a business man on the street.
Local Numbers
AC0059-0000132 (AC Scan)

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

Box 7, Folder cereal and Food Companies 1902-1903
Mother's Oats are the best [black & white advertisement; tear sheet], Circa 1900
1 Item (Ink on paper.; 8.6" x 6.0").
Image(s): Mother's Oats are the best [black & white advertisement; tear sheet].
The Quaker Oats Company, Chicago, Illinois, Advertiser
Illustration of two young boys, one labeled as nice the other as naughty.

Local Numbers
AC0059-0000133 (AC Scan)

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

Box 7, Folder cereal and Food Companies 1902-1903
At the Top of the Heap. [black & white advertisement; tear sheet], Circa 1902
1 Item (Ink on paper.; 8.3" x 5.7").
Image(s): At the Top of the Heap. [black & white advertisement; tear sheet].
Korn-Krisk 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 Tear sheets

Box 7, Folder cereal and Food Companies 1902-1903
Eat Granola and Live [black & white advertisement; tear sheet], Circa 1902
1 Item (Ink on paper.; 8.5" x 5.5").
Image(s): Eat Granola and Live [black & white advertisement; tear sheet].
Battle Creek Sanitarium Food Co., Advertiser
All text, no illustration.

Local Numbers
AC0059-0000136 (AC Scan)

Topic: Breakfast cereals
Series 2: Proof Sheets

N W Ayer Advertising Agency Records

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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)
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)

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
<table>
<thead>
<tr>
<th>Box 7, Folder 3</th>
<th>Roberts Veterinary Company farm equipment, 1915-1927</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 7, Folder 3</td>
<td>Newton Remedy Company farm equipment, 1915-1927</td>
</tr>
<tr>
<td>Box 7, Folder 3</td>
<td>New Holland Machine Company farm equipment, 1915-1927</td>
</tr>
<tr>
<td>Box 7, Folder 3</td>
<td>New Albany Box and Basket Company farm equipment, 1915-1927</td>
</tr>
<tr>
<td>Box 7, Folder 3</td>
<td>Field Force Pump Company farm equipment, 1915-1927</td>
</tr>
<tr>
<td>Box 7, Folder 3</td>
<td>Farquhar Company farm equipment, 1915-1927</td>
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<tr>
<td>Box 7, Folder 3</td>
<td>Economy Silo and Mfg. Company farm equipment, 1915-1927</td>
</tr>
<tr>
<td>Box 7, Folder 3</td>
<td>Eureka Mower Company farm equipment, 1915-1927</td>
</tr>
<tr>
<td>Box 7, Folder 3</td>
<td>Chicago Steel Post Company farm equipment, 1915-1927</td>
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<tr>
<td>Box 7, Folder 3</td>
<td>Barron Publishing Company farm equipment, 1915-1927</td>
</tr>
<tr>
<td>Box 7, Folder 3</td>
<td>Niagara Hydraulic Engine Company farm equipment, 1915-1927</td>
</tr>
<tr>
<td>Box 8, Folder 1</td>
<td>Reed Company paper, crepe paper, 1915-1927</td>
</tr>
<tr>
<td>Box 8, Folder 1</td>
<td>Shattuck Company candy, 1925-1926</td>
</tr>
<tr>
<td>Box 8, Folder 1</td>
<td>Hollingsworth Candies candy, 1928-1929</td>
</tr>
<tr>
<td>Box 8, Folder 1</td>
<td>Morse Chocolates cakes, chocolate, 1927-1928</td>
</tr>
<tr>
<td>Box 8, Folder 1</td>
<td>Todd Mabie Company pens, 1925-1926</td>
</tr>
<tr>
<td>Box 8, Folder 1</td>
<td>Demley, Inc., 1925-1928</td>
</tr>
<tr>
<td>Box 8, Folder 2</td>
<td>Colgan Chewing Gum Company candy, taffy, chewing gum, 1925-1926</td>
</tr>
<tr>
<td>Box 8, Folder 2</td>
<td>Mint Products Company candy, gum, life savers, 1909-1922</td>
</tr>
<tr>
<td>Box 8, Folder 2</td>
<td>Colgan Chewing Gum Company candy, taffy, chewing gum, 1919-1920</td>
</tr>
<tr>
<td>Box 8, Folder 2</td>
<td>Colgan Chewing Gum Company candy, taffy, chewing gum, 1906</td>
</tr>
<tr>
<td>Box 8, Folder 3</td>
<td>American Lady Corset Company corsets, 1904</td>
</tr>
</tbody>
</table>
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
Box 10, Folder 3  Hertzler and Zook Company farm equipment, 1910-1912
Box 10, Folder 3  Gray's Sons farm equipment, 1910-1912
Box 10, Folder 3  Hoover Mfg. Company farm equipment, 1910-1912
Box 10, Folder 3  Lewis Machine Company farm equipment, 1910-1912
Box 10, Folder 3  Lacey Silo Company farm equipment, 1910-1912
Box 10, Folder 3  Essex Incubator Company farm equipment, 1910-1912
Box 10, Folder 3  Jackson farm equipment, 1910-1912
Box 10, Folder 3  Greider farm equipment, 1910-1912
Box 10, Folder 3  Goodell Company farm equipment, 1910-1912
Box 10, Folder 3  Banwell Hoxie Wire Fence Company farm equipment, 1910-1912
Box 10, Folder 3  Banta and Bender Company farm equipment, 1910-1912
Box 10, Folder 3  Bartlett Company farm equipment, 1910-1912
Box 10, Folder 3  Hendrick's Hay Press Company farm equipment, 1910-1912
Box 10, Folder 3  Ireland Machine and Foundry Company farm equipment, 1910-1912
Box 10, Folder 3  Boomer and Boschert Press Company farm equipment, 1910-1912
Box 10, Folder 3  Farnham and Sues farm equipment, 1910-1912
Box 10, Folder 3  Hardie Mfg. Company farm equipment, 1910-1912
Box 10, Folder 3  Cleveland Stone Works farm equipment, 1910-1912
Box 10, Folder 3  Champion Evaporator Company farm equipment, 1910-1912
Box 10, Folder 3  Caledonia Chemical Company farm equipment, 1910-1912
Box 10, Folder 3  Dymond-Simmons Howe Company farm equipment, 1910-1912
Box 10, Folder 3  Buckeye Incubator Company farm equipment, 1910-1912
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

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/

Advertisements -- 1920-1930

Form:

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

Box 21, Folder 1, book 109  
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.
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
telephone

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

Box 21, Folder 1

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

Image(s): A United Nation, [black & white advertisement; tear sheet].

American Telephone and Telegraph Company, Advertiser
A long line of people all talking on a telephone.

Local Numbers
AC0059-0000013 (AC Scan)

Topic: Communication
advertising

Horses
Pony express
telephone

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

Box 21, Folder 2

American Telephone and Telegraph Company telephone, telegraph, 1908-1913

Image(s)

Box 21, Folder 2

Our Stockholders, [black & white advertisement; tear sheet], 1919
1 Item (ink on paper.; 9.2" x 6.9").

Image(s): Our Stockholders, [black & white advertisement; tear sheet].
American Telephone and Telegraph Company, Advertiser
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)
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
Topic: Communication
advertising
telephone
Genre/ Advertisements -- 1910-1920
Form: Tear sheets
Place: Stock Exchange

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
Tear sheets

Nature’s Best Makes This Best Butter [black & white advertisement; tear sheet], 1912
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
Tear sheets

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

Image(s)

Box 28, Folder 3
Coffee is America's Favorite Drink. [black & white advertisement; tear sheet], 1929
1 Item (ink on paper.; 10.0" x 7.3").

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

Brazilian-American Coffee Promotion Committee, Advertiser
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
Tear sheets

Place: Brazil

Box 29, Folder 1
Woolen Spice Company spices, Golden Sun Coffee, Lion Coffee, 1929-1930

Box 29, Folder 1
Weller Pottery ceramics, 1905-1918

Box 29, Folder 2
Hermitage Coffee coffee, 1928-1929

Box 29, Folder 2
Stone Tile coffee, 1899-1927
Box 29, Folder 2  Bonsor Coffee coffee, 1899-1927
Box 29, Folder 2  Gillies Coffee coffee, 1899-1927
Box 29, Folder 2  Fitch Coffee coffee, 1899-1927
Box 29, Folder 2  Scull's Coffee coffee, 1899-1927
Box 29, Folder 2  Arbuckle Coffee coffee, 1899-1927
Box 29, Folder 2  Reilly-Taylor coffee, 1899-1927
Box 29, Folder 2  Fischer Coffee coffee, 1899-1927
Box 29, Folder 3  Guardian Memorials tombstones, 1899-1927
Box 29, Folder 3  New York Mausoleum Association mausoleums, 1926-1929
Box 29, Folder 3  Artistic Lighting Equipment lighting, 1925
Box 29, Folder 4  William Demuth and Company pipes, 1926
Box 30, Folder 1  Ball Bearing 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
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Box 35, Folder 1  Horton-Cato Company condiments, salad dressing, 1917-1922
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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
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Box 35, Folder 1  Allen Scrapple Company food, pork, 1900-1919
Box 35, Folder 1  Squire Dingee Company condiments, pickles, 1900-1919
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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
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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
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<td>Hornby's Oatmeal Company food, oatmeal, 1909-1913</td>
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<td>Fisher Company coffee, Astor coffee, 1893-1923</td>
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<td>Box 40, Folder 1</td>
<td>Illinois Cereal Company cereal, 1893-1923</td>
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<td>Box 40, Folder 1</td>
<td>Larowe Milling Company cow feed, beet pulp, 1893-1923</td>
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<td>National Shawmut Bank of Boston banking, 1893-1923</td>
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<td>Knox Gelatine gelatine, 1917-1923</td>
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Box 43, Folder 2  Mosain Jewelry jewelry, 1921-1929
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Box 44, Folder 1  Fairmont Butter butter, 1913-1925
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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
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Box 45, Folder 1  MacLaren Imperial Cheese Company dairy, 1923-1928
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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
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Box 45, Folder 1  Griffin and Shelley Raisins food, raisins, 1895-1915
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Box 45, Folder 1  Ideal Chocolate Company chocolate, 1895-1915
Box 45, Folder 1  Gorgas Pierie Mfg. Company food, peanut butter, 1895-1915
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<td>Peanolia Food Company</td>
<td>Food, peanut butter</td>
<td>1895-1915</td>
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<td>Ice cream</td>
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<td>45, Folder 1</td>
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<td>Diamond Crystal Salt</td>
<td>Salt</td>
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<td>Flour, yeast, bread</td>
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<td>46, Folder 2</td>
<td>Gambrill Mfg. Company</td>
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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
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Image(s)
Box 49, Folder 1  Moreys [sic] Solitaire Rice [advertisement : proof], 1914
Image(s): 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.)

Topic: Ethnic Imagery Project, Archives Center
Rice
War
advertising

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

Box 49, Folder 1
Moreys [sic] Solitaire Groceries [advertisement: proof], 1915
1 Item (ink on paper.; 14.4" x 11.4").
Image(s): Moreys [sic] Solitaire Groceries [advertisement: proof], 1915.
The Morey Mercantile Co., Advertiser
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.)

Topic: Ethnic Imagery Project, Archives Center
Globes
advertising

Genre/ Form: Proofs (printed matter)
Culture: Arabs
Asians

Moreys [sic] Solitaire Ceylon and India Tea [advertisement : proof], 1913
1 Item (ink on paper.; 8.4" x 2.2")
Image(s): Moreys [sic] Solitaire Ceylon and India Tea [advertisement : proof], 1913.
The Morey Mercantile Co., Advertiser
Moreys Solitaire Groceries advertisment 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
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<td>American Importers of Green Olives agriculture, olives</td>
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<td>Armatage Thomas and Company insurance, 1903-1915</td>
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<td>Box 60, Folder 3</td>
<td>Maryland Casualty Company insurance, 1903-1915</td>
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<td>Herring Hall-Marvin Safe Company safes, 1903-1915</td>
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<td>Browne Corporation beverages, chocolate soda, 1904</td>
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<td>Vermont Maple Syrup condiments, syrup, 1926-1927</td>
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<td>Cary Maple Sugar agriculture, maple sugar, 1921-1928</td>
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<td>Krueger's Old Essex Brew beverages, 1926</td>
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<td>Chelmsford Ginger Ale beverages, 1925</td>
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<td>Box 62, Folder 1</td>
<td>Canada Dry beverages, 1928-1929</td>
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<td>Box 62, Folder 2</td>
<td>Canada Dry beverages, 1924</td>
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<td>Box 66, Folder 3</td>
<td>Canada Dry beverages, 1926</td>
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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
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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)  Image(s)

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>Box</th>
<th>Folder</th>
<th>Description</th>
<th>Year(s)</th>
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<td>Canada Dry beverages</td>
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<td>Seely's Beverage beverages</td>
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<td>McLaughlin's Beverage beverages</td>
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<td>77</td>
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<td>1907</td>
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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

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

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

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

Fresh as when the baker put them in ... [black & white advertisement; tear sheet], 1900
1 Item (Ink on paper.; 12.2" x 8.7").

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

Nabisco, Inc., Advertiser
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

Box 93, Folder 2 National Biscuit Company biscuits, 1900

Image(s)

[Boy in yellow rain coat, hat, and boots eating crackers and milk at a table with a white tablecloth, color advertisement; tear sheet], Circa 1900
1 Item (ink on paper.; 10.8" x 8.9").
Image(s): [Boy in yellow rain coat, hat, and boots eating crackers and milk at a table with a white tablecloth, color advertisement; tear sheet].
Nabisco, Inc., Advertiser
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/ Form: Advertisements -- 1900-1910
           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/ Form: Advertisements -- 1900-1910
           Tear sheets

Box 94, Folder 1  General Chemical Company soap, Sofos-laxative, 1902-1903
Box 94, Folder 1  B.J. Johnson Soap Company soap, 1920
Box 94, Folder 2  National Starch Company laundry, corn starch, Duryeas', 1904-1906
Box 94, Folder 2  Oswego Starch Factory laundry, corn starch, 1907-1908
Box 95, Folder 1  Keystone Watch Case Company watches, 1903-1909
Box 95, Folder 1  Howard Watch watches, 1902
Box 95, Folder 2  I. S. Johnson chicken feed, pain killers, ointments for humans, 1906-1907
Box 96, Folder 1  Kendall Manufacturing Company soap, 1895-1914
Box 96, Folder 2  Manning and Bowman kitchen appliances, 1925-1927
Box 96, Folder 3  Manning and Bowman kitchen appliances, 1905-1928
Box 97, Folder 1  Manning and Bowman kitchen appliances, 1905-1928
Box 97, Folder 2  E.R. Squibb and Sons health care, hygiene, 1905-1928
Box 97, Folder 3  E.R. Squibb and Sons health care, hygiene, 1925
Box 98, Folder 1  E.R. Squibb and Sons health care, hygiene, 1925
Box 98, Folder 2  E.R. Squibb and Sons health care, hygiene, 1925
Box 98, Folder 3  E.R. Squibb and Sons health care, hygiene, 1925
Box 99, Folder 1  E.R. Squibb and Sons health care, hygiene, 1924
Box 99, Folder 2  E.R. Squibb and Sons health care, hygiene, 1923
Box 100, Folder 1  Meriden silverware, 1921-1922
Box 100, Folder 2  Meriden silverware, 1897-1916
Box 101, Folder 1  Meriden silverware, 1905-1915
Box 101, Folder 2  Meriden silverware, 1917-1922
Box 101, Folder 2  International Silver Company silverware, 1900-1905
Box 102, Folder 1  International Silver Company silverware, 1900-1905
Box 102, Folder 1  Meriden silverware, 1921
Box 102, Folder 2  Meriden silverware, 1921
Box 102, Folder 2  International Silver Company silverware, 1922
Box 103, Folder 1  International Silver Company silverware, 1922
Box 103, Folder 1  International Silver Company silverware, 1923
Box 103, Folder 3  International Silver Company silverware, 1923
Box 103, Folder 4  International Silver Company silverware, 1924
Box 104, Folder 1  International Silver Company silverware, 1924
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<th>Box 104, Folder 2</th>
<th>Butter Krust Bread bread, 1925-1927</th>
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<td>Box 104, Folder 2</td>
<td>Burn's Family Bread bread, 1908-1918</td>
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<td>Box 104, Folder 2</td>
<td>Bowman's Bakeries bakeries, 1908-1918</td>
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<td>Box 104, Folder 2</td>
<td>Bennett Biscuit Company biscuits, 1908-1918</td>
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<td>Box 104, Folder 2</td>
<td>Busy Bee Bread bread, 1908-1918</td>
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<td>Box 104, Folder 2</td>
<td>Bias E. Company baked goods, 1908-1918</td>
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<td>Box 104, Folder 2</td>
<td>Buster Brown Bread bread, Purity, 1908-1918</td>
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<td>Box 104, Folder 2</td>
<td>Butter-Nut Bread bread, 1908-1918</td>
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<td>Box 104, Folder 2</td>
<td>Bryce's Malt Bread bread, 1908-1918</td>
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<td>Box 104, Folder 2</td>
<td>Bradford's Bread bread, 1908-1918</td>
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<td>Box 104, Folder 2</td>
<td>Boston Baking Company bakeries, 1908-1918</td>
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<td>Box 104, Folder 2</td>
<td>Brown Cracker and Candy Company candy, 1908-1918</td>
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<td>Box 104, Folder 2</td>
<td>Bennison and Lane Company baked goods, 1908-1918</td>
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<td>Box 104, Folder 2</td>
<td>Baryha Bakery bakeries, 1908-1918</td>
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<td>Box 104, Folder 2</td>
<td>Bremmer Bros. biscuits, Excelall biscuit, Graham cracker, 1908-1918</td>
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<td>Box 104, Folder 2</td>
<td>Bellerescent Macaroni food, macaroni, 1908-1918</td>
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<td>Box 104, Folder 2</td>
<td>British Navy Biscuits biscuits, 1908-1918</td>
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<td>Box 104, Folder 2</td>
<td>Boss Lunch crackers, 1908-1918</td>
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<td>Box 104, Folder 2</td>
<td>Butter Cream Sodas baked goods, 1908-1918</td>
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<td>Box 104, Folder 2</td>
<td>Burke's Bread bread, 1908-1918</td>
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<td>Box 104, Folder 2</td>
<td>Blue Ribbon Bread bread, 1908-1918</td>
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Box 104, Folder 2  Williams Blue Ribbon Bread baked goods, 1908-1918
Box 104, Folder 2  Biscuit Fabriek biscuits, De Lindeboom, 1908-1918
Box 104, Folder 2  Butter Bread bread, 1908-1918
Box 104, Folder 2  Brown Label Grahm Crackers crackers, 1908-1918
Box 104, Folder 2  Bromon Bakery bakeries, 1908-1918
Box 105, Folder 1  Atlantic Refining Company petroleum, 1908-1918
Box 105, Folder 2  Atlantic Refining Company petroleum, 1924
Box 106, Folder 1  Atlantic Refining Company petroleum, 1924
Box 106, Folder 2  Atlantic Refining Company petroleum, 1924
Box 106, Folder 3  Bishop Company crackers, 1924
Box 107, Folder 1  Stein-Block clothing, men's clothing, 1908-1914
Box 108, Folder 1  Atlantic Refining Company petroleum, 1904-1913
Box 108, Folder 2  Adams Happy Home Bread bread, 1925
Box 108, Folder 2  Brown Cracker and Candy Company candy, 1908-1910
Box 108, Folder 2  Kennesaw Biscuit biscuits, 1908-1910
Box 108, Folder 2  Appel and Westphal Baking Company bakeries, 1908-1910
Box 108, Folder 2  American Ice Cream and Bakery Company ice cream, bakery, 1908-1910
Box 108, Folder 2  Ailas Bread Factory bread, 1908-1910
Box 108, Folder 2  Avalon Bakery bakeries, 1908-1910
Box 108, Folder 2  Another Biscuit biscuits, 1908-1910
Box 108, Folder 2  Frank E. Block Company baked goods, 1908-1910
Box 108, Folder 2  Merita Biscuit biscuits, 1908-1910
Box 108, Folder 2  Ausin Biscuit Company biscuits, 1908-1910
Box 108, Folder 2  Aikman Bakery bakeries, 1908-1910
Box 108, Folder 2  Buster Brown Bread bread, 1908-1910
Box 108, Folder 2  American Baking bakeries, ABC Bread, 1908-1910
Box 108, Folder 2  Butter Krust Bread bread, 1908-1910
Box 108, Folder 2  Abetta Biscuit biscuits, 1908-1910
Box 109, Folder 1  Atlantic Refining Company petroleum, 1908-1910
Box 109, Folder 2  Atlantic Refining Company petroleum, 1926
Box 110, Folder 1  Chattanooga Bakery bakeries, 1926
Box 110, Folder 1  Chief Bakery bakeries, 1910-1919
Box 110, Folder 1  Derninger Bros. baked goods, 1910-1919
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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

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

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

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

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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/ Advertisements -- 1930-1940
Form: Tear sheets

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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

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Box 140, Folder 1  Taylor Nursery Crib baby furniture, 1905-1918

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], 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

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| Box 142, Folder 2 | Drayton, Penington and Colket stockbrokers, 1917-1926 |
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Box 145, Folder 1  Rose Bros. umbrellas, 1917-1921
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<td>Box 153, Folder 1</td>
<td>National Biscuit Company biscuits, 1901-1903</td>
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**Image(s)**

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

Image(s)

Nabisco, Inc., Advertiser
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

Page 120 of 520
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: Advertisements -- 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: Advertisements -- 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
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<td>158, Folder 1</td>
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<td>National Correspondence Institute correspondence courses, 1899-1900</td>
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<td>158, Folder 1</td>
<td>Veronese Biscuit biscuits, 1898-1902</td>
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<td>158, Folder 1</td>
<td>Somatose Biscuit biscuits, 1900</td>
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<td>158, Folder 2</td>
<td>Dayton Raquet Company raquets, 1899</td>
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<td>National Biscuit Company biscuits, 1925-1928</td>
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<td>National Biscuit Company biscuits, 1915</td>
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<td>Hepp and Son, 1915</td>
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<td>160, Folder 1</td>
<td>Elsley Organs organs, 1901-1925</td>
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<td>160, Folder 1</td>
<td>Ludden and Bates pianos, 1901-1925</td>
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<td>160, Folder 1</td>
<td>Jacob Music Box Company music boxes, 1901-1925</td>
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<td>160, Folder 1</td>
<td>Hope-Jones Organ Company organs, 1901-1925</td>
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<td>160, Folder 1</td>
<td>Victor Talking Machine Company phonographs, 1901-1925 [Image(s)]</td>
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<td>Cornish Company pianos and organs, 1901-1925</td>
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<td>Bent Company pianos, 1901-1925</td>
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<td>Ludwig Pianos pianos, 1901-1925</td>
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<td>160, Folder 1</td>
<td>Weaver Pianos pianos, 1901-1925 [Image(s)]</td>
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Your Children Should Have the Advantages of Music! [black & white advertisement; tear sheet], 1922
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

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

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
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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 Nuseries 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

Page 132 of 520
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
Advertised for vegetable seeds illustrated with a jumble of sports equipment and a young boy selling produce next to a garden. Text says to plant early to sell vegetables to neighbors for money to buy items you want.

Local Numbers
AC0059-0000218 (AC Scan)

Topic: Seed industry and trade
Vegetable gardening
Advertising

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

Box 178, Folder 1 seed companies (miscellaneous) seed companies, nurseries, 1920-1929
Box 179, Folder 1 American Agricultural Chemical Company chemicals, 1910-1926
Box 180, Folder 1 Wyandat, 1925-1926
Box 180, Folder 1 Rose Mfg. Company, 1923-1929
Box 180, Folder 1 Fungtrogen Fertilizer fertilizer, 1923-1929
Box 180, Folder 1 Whitesbog Blueberry Nurseries nurseries, 1923-1929
Box 180, Folder 1 Hooker Electrochemical Company candy, food, 1923-1929
Box 180, Folder 1 Independent New Jersey Cranberry Company agriculture, 1923-1929
Box 180, Folder 1 Read Seal Lye lye, 1923-1929
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
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<td>Meehan-Thomas seed companies, nurseries, 1923-1929</td>
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<td>Harrison's Nursery seed companies, nurseries, 1923-1929</td>
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<td>Highland Nursery seed companies, nurseries, 1923-1929</td>
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<td>Iowa Seed Company seed companies, nurseries, 1923-1929</td>
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<td>Hoopers Bro. and Thomas seed companies, nurseries, 1923-1929</td>
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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
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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

Box 182, Folder 1

Steinway and Sons pianos, 1900-1910

Image(s)

Steinway [black & white advertisement; tear sheet], 1915
1 Item (ink on paper.; 7.9" x 4.4").

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

*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

*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
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/firm: Advertisements -- 1910-1920
_form: Tear sheets

Steinway / The instrument of the immortals [black & white advertisement; tear sheet], 1920

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/firm: Advertisements -- 1920-1930
_form: Tear sheets
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 |
| Genre/Form: | Piano makers advertising |
| Advertisements -- 1910-1920 |
| Form: | Tear sheets |

<p>| 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 |</p>
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<th>Crown Acorn Range heating companies, 1900-1924</th>
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<td>Griswold Mfg. Company ovens, skillets, 1900-1924</td>
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<td>Fatima Cigarettes fingernail polish, 1924-1929</td>
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<td>Dunham Vapor Heating System heating, 1916-1919</td>
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<td>Catanooaga Roofing and Foundry Company heating companies, 1916-1921</td>
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<td>Automatic Fuel Saver heating companies, 1916-1921</td>
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<td>Fifth Avenue Building office building, 1916-1921</td>
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<td>Box 193, Folder 1</td>
<td>Fifth Avenue Building office building, 1932-1936</td>
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<td>Box 193, Folder 1</td>
<td>Pittsburgh Water Heater Company water heaters, 1932-1936</td>
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</table>

*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 & white 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 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)

"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
Box 203, Folder 1  Woodland Clark and Company toiletries, 1900-1917
Box 203, Folder 1  Henry Tetlow Company toiletries, 1900-1917
Box 203, Folder 1  Coxmo Buttermilk Soap Company toiletries, 1900-1917
Box 203, Folder 1  Coolene Company toiletries, 1900-1917
Box 203, Folder 1  Alfred H. Smith Company toiletries, 1900-1917
Box 203, Folder 1  Arthur Chemical Company toiletries, 1900-1917
Box 203, Folder 1  Madam Nordica’s Company toiletries, 1900-1917
Box 203, Folder 1  Binder, Richard toiletries, 1900-1917
Box 203, Folder 1  Medco Company toiletries, 1900-1917
Box 203, Folder 1  Spiro Company toiletries, 1900-1917
Box 203, Folder 1  Rotary Toothbrush Company toiletries, 1900-1917
Box 203, Folder 1  Resinal Chemical Company toiletries, 1900-1917
Box 203, Folder 1  B and P Company toiletries, 1900-1917
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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 won copy free with every {dollar}1.00 purchase of Armand products." Ad features Cold Cream Powder, Foundation Creme, Cleansing Cream, Astringent, and Lip and Check Rouge.

Local Numbers

AC0059-0000214 (AC Scan)

Topic:  Cosmetics
       Cosmetics -- advertising
       Cosmetics industry
       Advertising

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

Armand Cold Cream Powder [black and white print advertisement], Circa 1920-1930

1 Item (Ink on paper.; 16.5" x 7.1").

Image(s): Armand Cold Cream Powder [black and white print advertisement].

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
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Box 246, Folder 1  Heinz Company condiments, 1909

Image(s)

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

Image(s): [Heinz Tomato Soup, black & white advertisement; tear sheet].
H. J. Heinz Company, Advertiser
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)
Box 247, Folder 1  Heinz Company condiments, 1905-1908

Image(s)

Good ketchup needs no drugs. [black & white advertisement; tear sheet], 1909
1 Item (ink on paper.; 12.1" x 9.0").

Image(s): Good ketchup needs no drugs. [black & white advertisement; tear sheet].

H. J. Heinz Company, Advertiser
Contains images of workers labeling bottles and tomatoes on the vine. Text discusses Benzoate of Soda and states that it isn't in Heinz Ketchup.

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

Local Numbers
AC0059-0000148 (AC Scan)

Topic: Canning and preserving
Condiments
Tomatoes
advertising

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

Should Know about Soda in Foods! [black & white advertisement; tear sheet], 1909
1 Item (ink on paper.; 16.7" x 11.5").

Image(s): Should Know about Soda in Foods! [black & white advertisement; tear sheet].

H. J. Heinz Company, Advertiser
Text discusses Benzoate of Soda and states that it isn't in Heinz 57 varieties.

In Series ?, Box 247, Folder 1.

Local Numbers
AC0059-0000147 (AC Scan)

Topic: Canning and preserving
Condiments
Food industry and trade
advertising
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

Local Numbers
AC0059-0000149 (AC Scan)
Topic: Canning and preserving
Condiments
Food industry and trade
advertising
Genre/ Advertisements -- 1900-1910
Form: Tear sheets

Nature's Best in HEINZ Ketchup. [black & white advertisement; tear sheet], 1910
1 Item (Ink on paper.; 13.7" x 8.5").
Image(s): Nature's Best in HEINZ Ketchup. [black & white advertisement; tear sheet].
H. J. Heinz Company, Advertiser
Contains image of workers picking tomatoes in the field. Text states there is no Benzoate of Soda or other drugs in Heinz Ketchup.

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

Local Numbers
AC0059-0000150 (AC Scan)
Topic: Canning and preserving
Condiments
Tomatoes
advertising
Genre/ Advertisements -- 1910-1920
Form: Tear sheets

The Origin of Heinz 57 Varieties, [black & white advertisement; tear sheet], 1910
1 Item (Ink on paper.; 10.4" x 8.4".)
Image(s): The Origin of Heinz 57 Varieties, [black & white advertisement; tear sheet].

H. J. Heinz Company, Advertiser
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

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

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Image(s)

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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

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
Image(s)

Box 276, Folder 1, book 488

Is our native stock slowly committing suicide? [black & white advertisement; tear sheet], 1924
1 Item (Ink on paper.; 8.5" x 5.9").

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

The Century Company, Advertiser

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

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

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

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

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

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

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American Magazine publications, 1904-1921

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Jacobs, George W. publishing, 1904-1921

Box 277, Folder 1
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<td>Philadelphia West Chester Traction Company real estate, 1904-1919</td>
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<td>Coleman, Charles E. real estate, 1904-1919</td>
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**Image(s)**

**Box 297, Folder 1**

I’m telling you it was positively uncanny! [black & white advertisement; tear sheet], 1929

1 Item (Ink on paper.; 12.9" x 9.5").

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

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

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)
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<td>Alexander Leather Belting leather belting, 1919-1924</td>
</tr>
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<td>Box 402, Folder 1</td>
<td>Montgomery County No License Campaign temperance, 1918-1919</td>
</tr>
</tbody>
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Box 404, Folder 1  U.S. Foil Company foil, 1920-1923
Box 404, Folder 1  New Haven Clock Company clocks, 1922
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Box 405, Folder 1  Day and Zimmerman Inc. engineering, 1922
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Box 410, Folder 1  Rameses Cigarettes tobacco, 1915 (ca.)
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Box 410, Folder 1  Fifty Line Cigarettes tobacco, 1915 (ca.)
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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.)
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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/  Advertisements -- 1910-1920
Form:  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  Courtessis Cigarettes tobacco, 1917 (ca.)
Box 411, Folder 1  Craven A Cigarettes tobacco, 1917 (ca.)
Box 411, Folder 1  Marmay Cigarettes tobacco, 1917 (ca.)
Box 411, Folder 1  Lord Salisbury Cigarettes tobacco, 1917 (ca.)

Image(s)

An Open Letter to / Vincent Astor [black & white advertisement; newspaper clipping], Circa 1914
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
Box 411, Folder 1

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/ Form: Advertisements -- 1910-1920
Tear sheets

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

1 Item (Ink on paper.; 7.9 x 5.0").

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

Liggett & Myers Tobacco Company, Advertiser

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

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

Local Numbers

AC0059-0000160 (AC Scan)

Topic: Cigarettes
Tobacco
advertising
<table>
<thead>
<tr>
<th>Box</th>
<th>Folder</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>411</td>
<td>1</td>
<td>Chesterfield Cigarettes tobacco, 1917 (ca.)</td>
</tr>
<tr>
<td>411</td>
<td>1</td>
<td>Tareyton Cigarettes tobacco, 1917 (ca.)</td>
</tr>
<tr>
<td>411</td>
<td>1</td>
<td>Sweet Caporal Cigarettes tobacco, 1917 (ca.)</td>
</tr>
<tr>
<td>411</td>
<td>1</td>
<td>Natural Egyptian Cigarettes tobacco, 1917 (ca.)</td>
</tr>
<tr>
<td>411</td>
<td>1</td>
<td>Koorbaste Turkish Cigarettes tobacco, 1917 (ca.)</td>
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<tr>
<td>411</td>
<td>1</td>
<td>Mogul Cigarettes tobacco, 1917 (ca.)</td>
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<tr>
<td>411</td>
<td>1</td>
<td>Cairo Cigarettes tobacco, 1917 (ca.)</td>
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<tr>
<td>411</td>
<td>1</td>
<td>Lord Salisbury Cigarettes tobacco, 1917 (ca.)</td>
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<tr>
<td>411</td>
<td>1</td>
<td>Fifty-Fifty Cigarettes tobacco, 1917 (ca.)</td>
</tr>
<tr>
<td>411</td>
<td>1</td>
<td>Tareyton Cigarettes tobacco, 1917 (ca.)</td>
</tr>
<tr>
<td>411</td>
<td>1</td>
<td>Helmar Cigarettes tobacco, 1917 (ca.)</td>
</tr>
<tr>
<td>411</td>
<td>1</td>
<td>Sweet Caporal Cigarettes tobacco, 1917 (ca.)</td>
</tr>
<tr>
<td>411</td>
<td>1</td>
<td>Eutopia Tobacco tobacco, 1917 (ca.)</td>
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<tr>
<td>411</td>
<td>1</td>
<td>Smoko Cigarettes tobacco, 1917 (ca.)</td>
</tr>
<tr>
<td>411</td>
<td>1</td>
<td>Pera Cigarettes tobacco, 1917 (ca.)</td>
</tr>
<tr>
<td>411</td>
<td>1</td>
<td>Vafiadas Egyptian Cigarettes tobacco, 1917 (ca.)</td>
</tr>
<tr>
<td>411</td>
<td>1</td>
<td>Portugese Cigars tobacco, 1917 (ca.)</td>
</tr>
<tr>
<td>411</td>
<td>1</td>
<td>Zufedi Orientel Cigarettes tobacco, 1917 (ca.)</td>
</tr>
<tr>
<td>411</td>
<td>1</td>
<td>Players Navy Cut Cigarettes tobacco, 1917 (ca.)</td>
</tr>
<tr>
<td>412</td>
<td>1</td>
<td>Rameses Cigarettes tobacco, 1917 (ca.)</td>
</tr>
</tbody>
</table>
Box 412, Folder 1  Phillip Morris Cigarettes tobacco, 1917 (ca.)
Box 412, Folder 1  Blue Peter Cigarettes tobacco, 1917 (ca.)
Box 412, Folder 1  Chesterfield Cigarettes tobacco, 1917 (ca.)
Box 412, Folder 1  Nebo Cigarettes tobacco, 1917 (ca.)
Box 412, Folder 1  Barrington Cigarettes tobacco, 1917 (ca.)
Box 412, Folder 1  Egyptian Deities Cigarettes tobacco, 1917 (ca.)
Box 412, Folder 1  Dubec Cigarettes tobacco, 1917 (ca.)
Box 412, Folder 1  Egyptian Straights Cigarettes tobacco, 1917 (ca.)
Box 412, Folder 1  Burley Cubs Cigarettes tobacco, 1917 (ca.)
Box 412, Folder 1  Pall Mall Cigarettes tobacco, 1917 (ca.)
Box 412, Folder 1  Melachrino Cigarettes tobacco, 1917 (ca.)
Box 412, Folder 1  Navy Long Cut Tobacco tobacco, 1917 (ca.)
Box 412, Folder 1  Murad Cigarettes tobacco, 1917 (ca.)
Box 412, Folder 1  Egyptian Oasis Cigarettes tobacco, 1917 (ca.)
Box 412, Folder 1  Zira Cigarettes tobacco, 1917 (ca.)
Box 412, Folder 1  Sovereign Cigarettes tobacco, 1917 (ca.)
Box 412, Folder 1  Hassan Cigarettes tobacco, 1917 (ca.)
Box 412, Folder 1  Benson and Hedges Cigarettes tobacco, 1917 (ca.)
Box 412, Folder 1  Whip and Qued Tobacco tobacco, 1917 (ca.)
Box 412, Folder 1  London Life Cigarettes tobacco, 1917 (ca.)
Box 412, Folder 1  Milo Cigarettes tobacco, 1917 (ca.)
Box 412, Folder 1  London Gold Tip Cigarettes tobacco, 1917 (ca.)
Box 412, Folder 1  Bagley's Old Colony Cigarettes tobacco, 1917 (ca.)
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
1 Item (ink on paper; 8.7" x 5.9").

Image(s): Lucky Strike roll cut tobacco. [black & white advertisement; tear sheet].
American Tobacco Company., Advertiser
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

Lucky Strike roll cut tobacco [black & white; tear sheet], Circa 1915

1 Item (ink on paper; 9.2" x 6.4").

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

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 Tear sheets

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

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

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

Image(s)

Murad Cigarettes / Remember Our Boys at the Front [color advertisement; tear sheet], 1918
1 Item (ink on paper.; 8.6" x 5.5").
Image(s): Murad Cigarettes / Remember Our Boys at the Front [color advertisement; tear sheet].
P. Lorillard Company.. S. Anagyros, Advertiser
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 Tear sheets

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

In Series ?, Box 419, Folder ?.

Local Numbers
AC0059-0000180 (AC Scan)

Topic: Cigarettes
Tobacco
advertising

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

Murad the Turkish Cigarette [color advertisement; tear sheet], Circa 1917
1 Item (ink on paper.; 12.9" x 9.6").
Image(s): Murad the Turkish Cigarette [color advertisement; tear sheet].
P. Lorillard Company.. S. Anagyros, Advertiser
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/ Advertisements -- 1910-1920
Form: Tear sheets

Murad the Turkish Cigarette [color advertisement; tear sheet], Circa 1917
1 Item (ink on paper.; 8.7" x 6.0").
Image(s): Murad the Turkish Cigarette [color advertisement; tear sheet].
P. Lorillard Company.. S. Anagyros, Advertiser
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
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
Box 3, Folder 2  Cleaned out - by the Japs!, [black & white advertisement; tear sheet]. Circa 1944

1 Item (Ink on paper.; 10.6" x 7.6")

Image(s): Cleaned out - by the Japs!, [black & white advertisement; tear sheet].

American Export Lines, Inc., Advertiser

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

Box 3, Folder 3  American Gas Company, gas, 1932-1934

Box 3, Folder 4  American Airways, airlines, American Airways, Canadian Colonial Airways, 1932-1933

Box 4, Folder 1  American Institute of Baking, bakeries, 1931

Box 4, Folder 2  American Insurance Company, insurance, 1937-1946

Box 4, Folder 3  American Mutual Liability Insurance Company, insurance, 1930-1936

Box 4, Folder 4  American Writing Paper, paper, 1936

Box 4, Folder 5  Apex-Vactric Ltd., appliances, 1936

Box 5, Folder 1  American Stores, advertising, 1936-1937

Box 5, Folder 2  Domino Cane Sugar Products and Franklin Cane Sugar, sugar, 1929-1937

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

Box 6, Folder 1  Domino Cane Sugar Products and Franklin Cane Sugar, sugar, 1929-1937

Box 6, Folder 2  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
| Box 12, Folder 1 | American Telephone and Telegraph Company, telephones, institutional advertising, 1958-1959 |
| Box 12, Folder 2 | American Telephone and Telegraph Company, telephones, institutional advertising, 1960-1961 |
| Box 12, Folder 3 | American Telephone and Telegraph Company, telephones, institutional advertising, 1961 |
| Box 13, Folder 1 | American Telephone and Telegraph Company, telephones, institutional advertising, 1949-1950 |
| Box 13, Folder 2 | American Telephone and Telegraph Company, telephones, institutional advertising, 1951-1952 |
| Box 13, Folder 3 | American Telephone and Telegraph Company, telephones, institutional advertising, 1951-1957 |
| Box 14, Folder 1 | American Telephone and Telegraph Company, telephones, institutional advertising, 1952-1955 |
| Box 14, Folder 2 | American Telephone and Telegraph Company, telephones, institutional advertising, 1952-1955 |
| Box 15, Folder 1 | American Telephone and Telegraph Company, telephones, institutional advertising, 1955-1956 |
| Box 15, Folder 2 | American Telephone and Telegraph Company, telephones, institutional advertising, 1957 |
| Box 15, Folder 3 | American Telephone and Telegraph Company, telephones, institutional advertising, 1958-1959 |
| Box 15, Folder 4 | American Telephone and Telegraph Company, telephones, institutional advertising, 1958 |
| Box 16, Folder 1 | American Telephone and Telegraph Company, telephones, institutional advertising, 1946 |
| Box 16, Folder 2 | American Telephone and Telegraph Company, telephones, institutional advertising, 1943-1948 |
| Box 16, Folder 3 | American Telephone and Telegraph Company, telephones, institutional advertising, 1948-1949 |
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

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
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<thead>
<tr>
<th>Box 20, Folder 4</th>
<th>American Telephone and Telegraph Company, telephones, long lines communication, 1931-1933</th>
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<tr>
<td>Box 21, Folder 1</td>
<td>American Telephone and Telegraph Company, telephones, long lines communication, 1931-1937</td>
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<td>Box 21, Folder 2</td>
<td>American Telephone and Telegraph Company, telephones, long lines communication, 1935-1937</td>
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<tr>
<td></td>
<td>Image(s)</td>
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<td>Box 21, Folder 3</td>
<td>American Telephone and Telegraph Company, telephones, long lines communication, 1935-1937</td>
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<td>Box 22, Folder 1</td>
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<td>Box 22, Folder 2</td>
<td>American Telephone and Telegraph Company, telephones, long lines communication, 1940-1943</td>
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<td>Box 22, Folder 3</td>
<td>American Telephone and Telegraph Company, telephones, long lines communication, 1942-1944</td>
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<td>Box 22, Folder 4</td>
<td>American Telephone and Telegraph Company, telephones, long lines communication, 1945</td>
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<td>Box 22, Folder 5</td>
<td>American Telephone and Telegraph Company, telephones, long lines communication, 1946</td>
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<td>Box 23, Folder 1</td>
<td>American Telephone and Telegraph Company, telephones, long lines communication, 1943-1944</td>
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<td>Box 23, Folder 2</td>
<td>American Telephone and Telegraph Company, telephones, long lines communication, 1946</td>
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<td>Box 23, Folder 3</td>
<td>American Telephone and Telegraph Company, telephones, long lines communication, 1950-1954</td>
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<td>Box 23, Folder 4</td>
<td>American Telephone and Telegraph Company, telephones, long lines communication, 1954</td>
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<td>Box 23, Folder 5</td>
<td>American Telephone and Telegraph Company, telephones, long lines overseas, 1945</td>
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<tr>
<td>Box 24, Folder 1</td>
<td>American Telephone and Telegraph Company, telephones, long lines overseas, 1945</td>
</tr>
</tbody>
</table>
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

Box 29, Folder Farmers 1957-1961  Why you need a kitchen extension phone, [black & white advertisement; tear sheet], 1959
  1 Item (Ink on paper; 15.0" x 9.2").

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

American Telephone and Telegraph Company, Advertiser
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
American Telephone and Telegraph Company, telephones, long lines communication, 1931-1936

American Telephone and Telegraph Company, telephones, FTD long distance, 1937-1941


Image(s)

American Telephone and Telegraph Company, telephones, specialized markets, 1960-1961

American Telephone and Telegraph Company, telephones, specialized markets, 1952-1959

American Telephone and Telegraph Company, telephones, communications system, 1938-1944

American Telephone and Telegraph Company, telephones, communications system, 1951-1954

American Telephone and Telegraph Company, telephones, communications system, 1955-1957

American Telephone and Telegraph Company, telephones, communications system, 1955-1957

American Telephone and Telegraph Company, telephones, communications system, 1961-1964

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
Image(s)
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
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/  Advertisements -- 1950-1960
Form:  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
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<th>Box 53, Folder 5</th>
<th>Atlantic Refining Company, petroleum, 1947-1953</th>
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<td>Box 53, Folder 6</td>
<td>Atlantic Refining Company, petroleum, 1947-1953</td>
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<td>Box 53, Folder 7</td>
<td>Atlantic Refining Company, petroleum, 1947-1953</td>
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<td>Box 53, Folder 8</td>
<td>Atlantic Refining Company, petroleum, 1949-1951</td>
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<td>Atlantic Refining Company, petroleum, 1947-1953</td>
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<td>Box 54, Folder 2</td>
<td>Atlantic Refining Company, petroleum, 1947-1953</td>
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<td>Box 54, Folder 4</td>
<td>Atlantic Refining Company, petroleum, 1949-1951</td>
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<td>Box 55, Folder 1</td>
<td>Atlantic Refining Company, petroleum, 1954</td>
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<td>Box 55, Folder 2</td>
<td>Atlantic Refining Company, petroleum, 1955-1957</td>
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<td>Atlantic Refining Company, petroleum, 1960-1961</td>
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<td>Box 56, Folder 2</td>
<td>Atlantic Refining Company, petroleum, 1964</td>
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<td>Box 56, Folder 3</td>
<td>Atlantic Refining Company, petroleum, 1965</td>
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<td>Box 57, Folder 1</td>
<td>Atlantic Refining Company, petroleum, 1935-1938</td>
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<td>Box 57, Folder 2</td>
<td>Attapulgus Clay Company, clay, 1943-1946</td>
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<td>Box 57, Folder 3</td>
<td>Avis, automobile rental, 1955</td>
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<td>Box 58, Folder 1</td>
<td>Avis, automobile rental, 1956-1957</td>
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<td>Box 58, Folder 2</td>
<td>Avisco, fabric, 1955-1956</td>
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<td>Box 58, Folder 3</td>
<td>Avisco, fabric, 1955-1956</td>
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<tr>
<td>Box 58, Folder 4</td>
<td>Avisco, fabric, 1955-1956</td>
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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
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Box 64, Folder 4  Bass and Company, shoes, 1936-1938
Box 64, Folder 5  Bissell, carpet sweepers, 1953-1957
Box 65, Folder 1  Bayuk Cigars, tobacco, 1929-1934
Box 65, Folder 2  Bayuk Cigars, tobacco, 1929-1934
Box 66, Folder 1  Bell Aircraft, aircraft, 1946-1947
Box 66, Folder 2  Bellevue-Stratford, hotels, 1937
Box 66, Folder 3  Bell Telephone, telephones, 1946-1947
Box 66, Folder 4  Bell Telephone, telephones, 1946-1947
Box 67, Folder 1  Bermuda Trade Development, tourism, 1935-1937
Box 67, Folder 2  Bermuda Trade Development, tourism, 1938-1946
Box 67, Folder 3  Biro, pens, 1949
Box 68, Folder 1  Blue Bell, clothing, 1954-1957
Box 68, Folder 2  Blue Bell, clothing, 1956-1957
Box 68, Folder 3  Blue Bell, clothing, 1948-1953
Box 68, Folder 4  Call Blue Bell now for Walt Disney's official Mouseketeer playwear [black & white advertisement; tear sheet], Circa 1956
1 Item (ink on paper; 17.2" x 12.2").
Image(s): Call Blue Bell now for Walt Disney's official Mouseketeer playwear [black & white advertisement; tear sheet].
Blue Bell, Inc., Advertiser
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
Box 68, Folder 4  Only Blue Bell makes Walt Disney's official Davy Crockett jeans, jackets, shirts [black & white advertisement; tear sheet], Circa 1955

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

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

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

Local Numbers
AC0059-0000250 (AC Scan)

Names: Walt Disney Productions

Topic: Children's clothing advertising

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

Box 68, Folder 4  Bissell, carpet sweeper, 1962-1964

Box 69, Folder 1  Blue Bell, clothing, 1957-1961

Box 69, Folder 2  Blue Bell, clothing, 1957-1961

Box 69, Folder 3  Blue Label Casters, food, 1930-1935

Box 69, Folder 4  Boeing, aircraft, 1942-1944

Box 70, Folder 1  Boeing, aircraft, 1945-1947

Box 70, Folder 2  Boeing, aircraft, 1945-1947

Box 70, Folder 3  Boeing, aircraft, 1948-1952

Box 70, Folder 4  Boeing, aircraft, 1948-1952

Box 71, Folder 1  Boeing, aircraft, 1953-1956

Box 71, Folder 2  Bostitch, staples, staplers, 1952-1954

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

Box 75, Folder Breck 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
1 Item (Ink on paper.; 14.3" x 11.1").

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

Breck Company., Advertiser
A young girl washing her doll's hair. Possibly Eileen McKenna.

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

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

Breck Company., Advertiser
A young girl washing her own and her doll's hair. Possibly Eileen McKenna.
Box 75, Folder Breck

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

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

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
Don't worry, Laurie -- it doesn't sting. [Color advertisement; tear sheet], 1962

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

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
advertising

Genre/ Advertisements -- 1960-1970
Form: Tear sheets
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., hoisery, 1937
Box 85, Folder 1  Cannon Mills Inc., towels, sheets, 1938-1946

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

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

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

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

Box 85, Folder 2  Cannon Mills Inc., towels, sheets, 1940-1942
Box 85, Folder 3  Cannon Mills Inc., towels, sheets, 1944-1946
Box 86, Folder 1  Cannon Mills Inc., towels, sheets, 1950-1952
Box 86, Folder 2  Cannon Mills Inc., towels, sheets, 1948-1950
Box 86, Folder 3  Cannon Mills Inc., towels, sheets, 1948-1950
Box 87, Folder 1  Cannon Mills Inc., hoisery, 1954-1956
Box 87, Folder 2  Cannon Mills Inc., towels, sheets, 1963
Box 87, Folder 2  Cannon Mills Inc., towels, sheets, 1954-1958
Box 87, Folder 3  Cannon Mills Inc., towels, sheets, 1954-1962
Box 87, Folder 4  Cannon Mills Inc., towels, sheets, 1956-1958
Box 88, Folder 1  Cannon Mills Inc., towels, sheets, 1956-1958
Box 88, Folder 2  Cannon Mills Inc., towels, sheets, 1956-1958
Box 88, Folder 3  Cannon Mills Inc., towels, sheets, 1957-1958
Box 88, Folder 4  Cannon Mills Inc., towels, sheets, 1959-1961
Box 89, Folder 1  Cannon Mills Inc., towels, sheets, 1961-1962
Box 89, Folder 2  Cannon Mills Inc., towels, sheets, 1961-1963
Box 89, Folder 3  Cannon Mills Inc., towels, sheets, 1962
Box 89, Folder 4  Cannon Mills Inc., towels, sheets, 1953-1954
Box 89, Folder 5  Cannon Mills Inc., towels, sheets, 1954-1955
Box 90, Folder 1  Cannon Mills Inc., towels, sheets, 1956-1958
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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
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Box 92, Folder 3  Carrier Corporation, air conditioning, 1967-1968
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Box 101, Folder 3  Carrier Corporation, air conditioning, 1965-1970
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Box 102, Folder 2  Cartier, diamonds, 1937-1938
Box 102, Folder 3  Castle Films, motion pictures, 1933-1934
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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

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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 American, 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.)

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

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 America, 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],
Pablo, 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/  Advertisements -- 1940-1950
Form:  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
Wolrd 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)

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

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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
1 Item (ink on paper.; 14.4" x 11.8").

Image(s): A Diamond is Forever [color advertisement; tear sheet].
De Beers Consolidated Mines, Advertiser
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)

1 Item (ink on paper.; 11.5" x 8.5").

Image(s): Diamonds bespeak an ever-growing love [black-and-white advertisement], [ca. 1964-1966]

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. DuPont de Nemours and Company, Incorporated, synthetic rubbers, fabric, 1960


Box 158A, Folder 1  General Plastics Inc., plastics, Durez, 1929

Box 158A, Folder 1  General Plastics Inc., plastics, Durez, 1931-1933

Box 158A, Folder 2  E.I. Du Pont de Nemours and Company, Incorporated, motion pictures, undated

Box 159, Folder 1  E.I. Du Pont de Nemours and Company, Incorporated, carpet, 1964

Box 159, Folder 2  E.I. Du Pont de Nemours and Company, Incorporated, carpet, 1964

Box 159, Folder 3  E.I. Du Pont de Nemours and Company, Incorporated, carpet, 1961-1963


Box 160, Folder 3  E.I. Du Pont de Nemours and Company, Incorporated, carpet, 1967


Box 161, Folder 3  E.I. Du Pont de Nemours and Company, Incorporated, dyes and chemicals, 1961-1964

Box 162, Folder 1  E.I. Du Pont de Nemours and Company, Incorporated, elastomers, 1957
Box 162, Folder 2  E.I. Dupont de Nemours and Company, Incorporated, elastomers, 1957
Box 162, Folder 3  E.I. Dupont de Nemours and Company, Incorporated, elastomers, 1958
Box 162, Folder 4  E.I. Dupont de Nemours and Company, Incorporated, elastomers, 1959
Box 163, Folder 1  E.I. Dupont de Nemours and Company, Incorporated, elastomers, 1961
Box 163, Folder 2  E.I. Dupont de Nemours and Company, Incorporated, elastomers, 1962
Box 163, Folder 3  E.I. Dupont de Nemours and Company, Incorporated, elastomers, 1963
Box 163, Folder 3  E.I. Dupont de Nemours and Company, Incorporated, elastomers, 1962
Box 164, Folder 1  E.I. Dupont de Nemours and Company, Incorporated, elastomers, 1963-1964
Box 164, Folder 4  E.I. Dupont de Nemours and Company, Incorporated, employee relations, 1957-1960
Box 164, Folder 5  E.I. Dupont de Nemours and Company, Incorporated, employee relations, 1964
Box 165, Folder 1  E.I. Dupont de Nemours and Company, Incorporated, industrial finishes, 1962-1964
Box 165, Folder 2  E.I. Dupont de Nemours and Company, Incorporated, industrial finishes, 1963
Box 165, Folder 3  E.I. Dupont de Nemours and Company, Incorporated, paints and finishes, 1958-1959
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Box 166, Folder 1  E.I. Dupont de Nemours and Company, Incorporated, paints and finishes, 1961-1962
Box 166, Folder 2  E.I. Dupont de Nemours and Company, Incorporated, paints and finishes, 1963-1964
Box 166, Folder 3  E.I. Dupont de Nemours and Company, Incorporated, paints and finishes, 1965
Box 166, Folder 4  E.I. Dupont de Nemours and Company, Incorporated, photo products, 1957-1958
Box 167, Folder 1  E.I. Dupont de Nemours and Company, Incorporated, photo products, 1959
Box 167, Folder 3  E.I. Dupont de Nemours and Company, Incorporated, photo products, 1961-1964
Box 168, Folder 1  E.I. Dupont de Nemours and Company, Incorporated, automobile paints, 1965
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Box 170, Folder 1  Eagle Papers, stationery, 1931
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Box 171, Folder 1  Eastern Steamships Lines, steamships, 1935-1937
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Box 171, Folder 3  Eastern Steamships Lines, steamships, 1935-1941
Box 172, Folder 1  Eastern Steamships Lines, steamships, 1935-1941
Box 172, Folder 2  Eastern Steamships Lines, steamships, 1937-1940
Box 173, Folder 1  Eastern Steamships Lines, steamships, 1937-1940
Box 173, Folder 2  Eastern Steamships Lines, steamships, 1941
Box 173, Folder 3  Eaton, Crane and Pike Company, stationery, 1930-1937
Box 174, Folder 1  Eggo Milling Company, waffle flour, 1937
Box 174, Folder 2  American Electric Company, advertising, radio shows, 1941-1946
Box 174, Folder 3  American Electric Company, advertising, radio shows, 1943
Box 175, Folder 1  American Electric Company, advertising, radio shows, 1944-1945
Box 175, Folder 2  American Electric Company, advertising, radio shows, 1946
Box 175, Folder 2  American Electric Company, advertising, radio shows, 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
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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
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Box 180, Folder 1  American Electric Company, advertising, radio show, 1967-1968
Box 180, Folder 2  Elizabeth Arden, cosmetics, 1932-1935
Box 180, Folder 3  Emigrant Industry Savings Bank, banking, 1930-1936
Box 181, Folder 1  Emigrant Industry Savings Bank, banking, 1944
Box 181, Folder 2  Encyclopaedia Britannica Company Ltd., encyclopedias, 1934-1938
Box 181, Folder 3  Encyclopaedia Britannica Company Ltd., encyclopedias, 1934-1935
Box 181, Folder 4  Encyclopaedia Britannica Company Ltd., encyclopedias, 1936

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/ Form: Advertisements -- 1920-1930

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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  Endocrème, 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 Bulletin, 1941-1943
Box 184, Folder 2  National Carbon Company, batteries, Eveready Batteries, 1929-1933
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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
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<td>Farnsworth Television and Radio Corporation, television, radio, 1944-1947</td>
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<td>Farnsworth Television and Radio Corporation, television, radio, 1943-1944</td>
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<td>Farrington Manufacturing Company, optical scanners, 1959-1961</td>
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<td>Fashion Park, clothing, men's clothing, 1936-1945</td>
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<td>Fashion Park, clothing, men's clothing, 1935</td>
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<td>Box 190, Folder 2</td>
<td>Fatima, fingernail polish, undated</td>
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<td>Felt and Tarrant Manufacturing, adding machines, 1931-1943</td>
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<td>Felt and Tarrant Manufacturing, adding machines, 1951-1954</td>
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Box 192, Folder 1  D.M. Ferry and Company, seed companies, nurseries, 1930-1937
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Box 192, Folder 2  Ferry Morse Seed Company, seed companies, nurseries, 1937-1942
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Box 193, Folder 2  7th Avenue Building, office building, 1932-1936
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Box 194, Folder 2  First Pennsylvania Banking and Trust Company, banking, First California Bank, 1964-1966
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Box 196, Folder 2  Pennsylvania Company, insurance, 1957
Box 196, Folder 3  Pennsylvania Company, insurance, 1960-1961
Box 197, Folder 1  First Pennsylvania Banking and Trust Company, banking, 1962-1963
Box 197, Folder 2  First Pennsylvania Banking and Trust Company, banking, 1966-1967
Box 198, Folder 1  First Pennsylvania Banking and Trust Company, banking, 1967
Box 198, Folder 2  First Pennsylvania Banking and Trust Company, banking, 1967
Box 198, Folder 3  First Pennsylvania Banking and Trust Company, banking, 1969
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
| Box 219, Folder 3 | Ford Motor Company, tractors, trucks, undated |
| Box 220, Folder 1 | Ford Motor Company Latin America, service, 1930-1934 |
| Box 220, Folder 2 | Ford Motor Company Latin America, automobiles, V-8 engine, 1930-1934 |
| Box 220, Folder 3 | Ford Motor Company Latin America, automobiles and trucks, 1930 |
| Box 220, Folder 4 | Ford Motor Company Latin America, automobiles and trucks, 1930 |
| Box 221, Folder 1 | Ford Motor Company Latin America, trucks, 1930-1937 |
| Box 221, Folder 2 | Ford Motor Company Latin America, trucks, 1930-1937 |
| Box 221, Folder 3 | Ford Motor Company Latin America, trucks, 1930-1937 |
| Box 222, Folder 1 | Ford Motor Company Latin America, automobiles, 1931 |
| Box 222, Folder 2 | Ford Motor Company Latin America, automobiles, 1931 |
| Box 222, Folder 3 | Ford Motor Company Latin America, automobiles, 1931 |
| Box 223, Folder 1 | Ford Motor Company, automobiles, cars, trucks, buses, 1934-1937 |
| Box 223, Folder 2 | Ford Motor Company, automobiles and trucks, 1934-1937 |
| Box 223, Folder 3 | Ford Motor Company, automobiles, V-8 engine, 1931-1932 |
| Box 224, Folder 1 | Ford Motor Company Latin America, automobiles, 1938-1940 |
| Box 224, Folder 2 | Ford Motor Company Latin America, automobiles, 1938-1940 |
| Box 224, Folder 3 | Ford Motor Company Latin America, automobiles and trucks, 1934-1937 |
| Box 225, Folder 1 | Ford Motor Company England, trucks, cars, tractors, 1931-1932 |
| Box 225, Folder 2 | Ford Motor Company Latin America, automobile parts, 1934-1937 |
| Box 225, Folder 3 | Ford Motor Company Latin America, trucks, service, 1932-1936 |
| Box 225, Folder 4 | Ford Motor Company Latin America, automobiles, 1938-1940 |
| 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

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”)

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

Box 245, Folder GE 1943-1947  Image(s)

Box 245, Folder GE 1943-1947  Thngs my Bill has a fight to after it's over [color advertisement; tear sheet], 1944

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/ Form:  Advertisements -- 1940-1950

Tear sheets -- 1940-1970

Box 245, Folder 2  General Electric Telechron, 1963-1965

Box 245, Folder 3  General Electric, 1930-1932

Box 246, Folder 1  General Dental Crème, 1933

Box 246, Folder 2  General Paint Corporation, 1930-1932

Box 246, Folder 3  General Mills, 1952-1954

Box 246, Folder 4  National Dairy Products Corp., 1937-1940

Box 246, Folder 5  Gimbel's, 1935

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  

Box 259, Folder 3  

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

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

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.
Box 261, Folder 3  Hawaiian Pineapple Company, 1943

Image(s)

Box 261, Folder Hawaiian Pineapple 1940-1942  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/  Advertisements -- 1930-1940

Form:  Tear sheets

Place:  Hawaii

Box 262, Folder 1  Hawaiian Pineapple Company, 1946

Box 262, Folder 2  Hawaiian Pineapple Company, 1938-1939

Box 262, Folder 3  Hawaiian Pineapple Company, 1950-1953

Image(s)

[Dole pineapple juice advertisement with illustration of guitar and glass, photomechanical proof sheet], 1938

1 Sheet (Ink on paper.; 15.2" x 11.5")

Image(s)
Cassandre, A.M., Artist
Hawaiian Pineapple Co., Advertiser
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
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
<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>Hawaiian Trust Company, 1940-1946</td>
</tr>
</tbody>
</table>

**Image(s)**

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

See the difference DOLE makes! [color advertisement; tear sheet], circa 1956

*1 Item (ink on paper; 16.2" x 12.2".)*

**Image(s):** See the difference DOLE makes! [color advertisement; tear sheet].

Hawaiian Pineapple Co., Advertiser

"Enjoy a DOLE Hawaiian Pineapple Barbeque!" Scene of a table filled with pineapple foods and a young boy peering at the table.

**Local Numbers**

AC0059-0000268 (AC Scan)

**Names:** Dole Food Company.

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

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

**Place:** Hawaii

<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>
</tbody>
</table>

**Image(s)**

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

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.
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.

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.
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.

Local Numbers
AC0059-0000171 (AC Scan)

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.

Local Numbers
AC0059-0000173m (AC Scan)

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
       Tear sheets

Box 269, Folder 4  Hinds Cream, 1940-1941

Box 270, Folder 1  Hires, 1949-1957

Box 270, Folder 2  E.F. Hodgson, 1930-1937

Box 270, Folder 3  E.F. Hodgson, 1938-1945

Box 271, Folder 1  Howard Johnson's, 1950-1958

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
Box 284, Folder 2  Imperial Rayon, 1939-1940
Box 284, Folder 3  Insurance Company of North America, 1950-1952
Box 284, Folder 4  Insurance Company of North America, 1950-1952
Box 285, Folder 1  Insurance Company of North America, 1953
Box 285, Folder 2  Insurance Company of North America, 1951-1955
Box 285, Folder 3  Insurance Company of North America, 1955-1956
Box 285, Folder 4  Insurance Company of North America, 1956-1957
Box 286, Folder 1  Insurance Company of North America, 1958
Box 286, Folder 2  Insurance Company of North America, 1958-1959
Box 286, Folder 3  Insurance Company of North America, 1960
Box 286, Folder 4  Insurance Company of North America, 1961
Box 287, Folder 1  Insurance Company of North America, 1962-1963
Box 287, Folder 2  Insurance Company of North America, 1964-1965
Box 288, Folder 1  Insurance Company of North America, 1965
Box 288, Folder 2  Insurance Company of North America, 1964-1968
Box 288, Folder 3  Insurance Company of North America, 1966-1968
Box 289, Folder 1  International Correspondence School, 1929-1933
Box 289, Folder 2  International Correspondence School, 1934-1936
Box 289, Folder 3  International Correspondence School, 1938-1941
Box 290, Folder 1  International Correspondence School, 1941-1945
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Box 290, Folder 3  International Correspondence School, 1949-1950
Box 291, Folder 1  International Correspondence School, 1950-1954
Box 291, Folder 2  International Correspondence School, 1950-1954
Box 291, Folder 3  International Correspondence School, 1955-1958
Box 292, Folder 1  International Correspondence School, 1958-1961
Box 292, Folder 2  International Correspondence School, 1961-1963
Box 292, Folder 3  International Correspondence School, 1963-1967
Box 293, Folder 1  International Correspondence School, 1963-1967
Box 293, Folder 2  International Plastic Corporation, 1945
Box 293, Folder 3  International Silver Company, 1937
Box 293, Folder 4  Investor Owned Electric, Light and Power Company, 1965-1966
Box 293, Folder 5  Ivanhoe Mayonaise, 1933-1934
Box 294, Folder 1  Johnson and Johnson, 1944-1947
Box 294, Folder 2  Jeddo Coal, 1933
Box 294, Folder 3  Jersey Ice Cream, 1936-1942
Box 294, Folder 4  Robert A. Johnson, 1941-1943
Box 295, Folder 1  Johnson and Johnson, 1949-1953
Box 295, Folder 2  Johnson and Johnson, 1944-1949
Box 295, Folder 3  Johnson and Johnson, 1953-1959
Box 296, Folder 1  Johnson and Johnson, 1961
Box 296, Folder 2  Johnson and Johnson, 1960-1963
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

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."
Local Numbers
AC0059-0000105 (AC Scan)

Topic: Breakfast cereals advertising
Genre/ Form: Advertisements -- 1930-1940 Tear sheets

Box 298, Folder 1
Suppose a child should tell Mother she was Old-Fashioned [black & white advertisement; tear sheet], 1934
1 Item (Ink on paper.; 15.2" x 12.1").
Image(s): Suppose a child should tell Mother she was Old-Fashioned [black & white advertisement; tear sheet].
Kellogg Company, Advertiser
Advertisement for Kellogg's Corn Flakes cereal illustrated with mother and daughter in kitchen.

Local Numbers
AC0059-0000106 (AC Scan)

Topic: Breakfast cereals advertising
Genre/Form: Advertisements -- 1930-1940 Tear sheets

Box 298, Folder 2
"Mother listen! It talks out loud!" [color advertisement; tear sheet], Circa 1934
1 Item (Ink on paper.; 15.8" x 12.1").
Image(s): "Mother listen! It talks out loud!" [color advertisement; tear sheet].
Kellogg Company, Advertiser
Kellogg's Rice Krispies ad illustrated with mother and daughter listening for "snap! crackle! and pop!.

Local Numbers
AC0059-0000110 (AC Scan)

Topic: Breakfast cereals advertising
Genre/Form: Advertisements -- 1930-1940 Tear sheets

Box 298, Folder 1
Watch the children smile! [Black & white advertisement; tear sheet., 1930
1 Item (Ink on paper.; 13.3" x 9.1").
Image(s)
Kellogg Company, Advertiser
Kellogg's Rice Krispies ad illustrated with two children listening for "snap! crackle! and pop!.
Local Numbers

AC0059-0000240 (AC Scan)

Topic: Breakfast cereals
Children in advertising
advertising

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

Box 298, Folder 2 W.H. Kellogg Company, 1934

Image(s)

Box 298, Folder 2 Wonderful stories of adventure and romance ... [black & white advertisement; tear sheet], 1934
1 Item (Ink on paper.; 13.9" x 11.6").

Image(s): Wonderful stories of adventure and romance ... [black & white advertisement; tear sheet].

Kellogg Company, Advertiser

Advertisement for Kellogg's Corn Flakes cereal illustrated with knight in armor on a horse. Text talks about story printed on the back of cereal box.

Local Numbers

AC0059-0000107 (AC Scan)

Topic: Breakfast cereals
advertising

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

Box 298, Folder 2 Facts For You [black & white advertisement; tear sheet], 1934
1 Item (Ink on paper.; 13.6" x 9.6").

Image(s): Facts For You [black & white advertisement; tear sheet].

Kellogg Company, Advertiser

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: Advertisements -- 1940-1950
Form: 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: Advertisements -- 1940-1950
Form: 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
Box 304, Folder 2  Kohler, 1935-1936
Box 304, Folder 3  Kohler, 1937-1940
Box 305, Folder 1  Kohler, 1941-1944
Box 305, Folder 2  Kohler, 1937-1940
Box 305, Folder 3  Kohler, 1941-1944
Box 306, Folder 1  Koppers Coke, 1933-1936
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Box 307, Folder 1  Koppers Coke, 1934-1940
Box 307, Folder 2  Koppers Coke, 1937-1940
Box 308, Folder 1  Koppers Coke, 1934-1940
Box 308, Folder 2  Korman Corp., 1969-1971
Box 308, Folder 3  Kraft Inc., 1933-1935
Box 309, Folder 1  Kundred, 1930-1937
Box 309, Folder 2  Kurlash Company, 1933-1939
Box 310, Folder 1  LaChoy Food Products, Inc., food, chinese foods, 1932-1936

Image(s)

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
1 Item (ink on paper.; 11.0" x 9.5").

Image(s): Things Happen when the Griffins Come Our! [color advertisement; tear sheet].

Ladies' Home Journal, Advertiser

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
1 Item (ink on paper.; 11.0" x 11.2").

Image(s): X Marks the Spot, [black & white advertisement; tear sheet].

Ladies' Home Journal, Advertiser

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
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 Furnace 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
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<td>Luxor Ltd., 1931-1933</td>
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<td>Box 321, Folder 1</td>
<td>Magna Engineering Corp., 1949-1952</td>
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<td>Magna Shopsmith, 1953-1955</td>
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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
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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

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Plymouth has it! [color advertisement; tear sheet], Circa 1948
1 Item (Ink on paper.; 17.7" x 14.7").

Image(s): Plymouth has it! [color advertisement; tear sheet].

Chrysler Corporation, Advertiser
Illustration of blue Plymouth in by a swimming pool in summer. Mom and three children are in the car while a young boy with a towel runs up to the car,

In Series ?, Box OS 393, Folder Plymouth 1947-1949.

Local Numbers
AC0059-0000201m (AC Scan)

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

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Box 431, Folder 4  Seabrook Farms, food, 1953-1956
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Box 433, Folder 1  National Dairy Products Corp., dairy, Sheffield Farms Co., 1929-1930
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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
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<td>Steinway and Sons, pianos, 1956-1957</td>
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<td>Box 444, Folder 4</td>
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Box 452, Folder 3  E.I. DuPont de Nemours and Company, Incorporated, teflon, 1968-1971
Box 453, Folder 1  E.I. DuPont de Nemours and Company, Incorporated, teflon, 1958-1971

Box 453, Folder 2  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

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| 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 |
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Box 517  Orinoka Mills, fabric, undated
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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

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

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
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

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

United States Army, recruiting, 1972

United States Army, recruiting, 1973

We've got over 300 good, steady jobs. [color advertisement: tear sheet], 1971
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
          Tear sheets

Box 3, Folder 5
When was the last time you got promoted? [color advertisement; tear sheet], 1971

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

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
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.

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.

United States Army, recruiting, 1974
Image(s)

United States Army, recruiting, 1975

United States Army, recruiting, 1976

United States Army, recruiting, 1977

United States Army, recruiting, 1978
Image(s)

Box 4, Folder 6

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” x 10.4”).

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/ Form: Advertisements -- 1980-1990
Tear sheets

Box 5, Folder 2

You might be perfect for a job you never heard of [color advertisement; tear sheet]. Circa 1981

1 Item (ink on paper.; 14.0” x 10.4”).

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

United States. Army, Advertiser

Part of the "Army. Be all you can be." campaign. Image of woman in a flight helmet.

Local Numbers

AC0059-0000245 (AC Scan)

Topic: African American
Recruiting and enlistment
Women soldiers
advertising

Genre/ Form: Advertisements -- 1980-1990
Tear sheets

Box 5, Folder 3

United States Army, recruiting, 1982

Box 5, Folder 4

United States Army, recruiting, 1983

Box 6, Folder 1

United States Army, recruiting, 1984

Image(s)

Box 6, Folder 1

One kind of higher education can lead to another. [color advertisement; tear sheet], 1984
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)

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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
Image(s)

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- municipale, 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, municipale, 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
Box 32, Folder 7  American Telephone and Telegraph Company, telephones, arts and sports sponsorships, 1988
Box 32, Folder 8  American Telephone and Telegraph Company, telephones, customer notices, 1988
Box 32, Folder 9  American Telephone and Telegraph Company, telephones, long distance, 1988
Box 32, Folder 10 American Telephone and Telegraph Company, telephones, phone centers, 1988
Box 32, Folder 11 American Telephone and Telegraph Company, telephones, regional ads, security systems, 1988
Box 32, Folder 12 American Telephone and Telegraph Company, telephones, technology, 1988
Box 33, Folder 1  American Telephone and Telegraph Company, telephones, long distance, 1989
Box 33, Folder 2  American Telephone and Telegraph Company, telephones, phone equipment, phone centers, security systems, 1989
Box 33, Folder 3  American Telephone and Telegraph Company, telephones, regional ads, arts and sports sponsorships, edu., 1989
Box 33, Folder 4  American Telephone and Telegraph Company, telephones, computers and communication, security systems, 1990
Box 33, Folder 5  American Telephone and Telegraph Company, telephones, entertainment and sports sponsorships, 1990
Box 33, Folder 6  American Telephone and Telegraph Company, telephones, long distance, 1990
Box 33, Folder 7  American Telephone and Telegraph Company, telephones, miscellaneous, 1990
Box 33, Folder 8  American Telephone and Telegraph Company, telephones, moving services, phone centers, 1990
Box 33, Folder 9  American Telephone and Telegraph Company, telephones, regional ads, 1990
Box 33, Folder 10 American Telephone and Telegraph Company, telephones, long distance, 1991
Box 33, Folder 11 American Telephone and Telegraph Company, telephones, phones and phone centers, 1991
Box 33, Folder 12 American Telephone and Telegraph Company, telephones, sports sponsorships, 1991
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 35, Folder 2  Avon Products Inc., cosmetics, 1978
Box 35, Folder 3  Avon Products Inc., cosmetics, 1979
Box 35, Folder 4  Avon Products Inc., cosmetics, 1980
Box 35, Folder 5  Avon Products Inc., cosmetics, 1980
Box 35, Folder 6  Avon Products Inc., cosmetics, 1981
Box 35, Folder 7  Avon Products Inc., cosmetics, 1982
Box 35, Folder 8  Avon Products Inc., cosmetics, 1984
Box 35, Folder 9  Avon Products Inc., cosmetics, 1985
Box 35, Folder 10 Avon Products Inc., cosmetics, 1986
Box 36, Folder 1  Avon Products Inc., cosmetics, 1987
Box 36, Folder 2  Avon Products Inc., cosmetics, 1988
Box 36, Folder 3  Avon Products Inc., cosmetics, 1989
Box 36, Folder 4  Avon Products Inc., cosmetics, 1995
Box 36, Folder 5  Avon Products Inc., cosmetics, 1996
Box 36, Folder 6  Avon Products Inc., cosmetics, 1997
Box 36, Folder 7  Avon Products Inc., cosmetics, 1998
Box 36, Folder 8  Avon Products Inc., cosmetics, 1998
Box 36, Folder 9  Avon Products Inc., cosmetics, 1999
Box 36, Folder 10 Avon Products Inc., cosmetics, undated
Box 36, Folder 11 Bahamas Ministry of Tourism, tourism, 1979
Box 36, Folder 12 Bahamas Ministry of Tourism, tourism, 1980
Box 36, Folder 13 Bahamas Ministry of Tourism, tourism, 1981
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
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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
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Box 38, Folder 7    Cannon Mills Inc., towels, sheets, 1967
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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
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Box 41, Folder 3  De Beers Consolidated Mines, Ltd., diamonds, 1951
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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
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Box 46, Folder 4  De Beers Consolidated Mines, Ltd., diamonds, 1990
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Box 46, Folder 7  De Beers Consolidated Mines, Ltd., diamonds, 1992
Box 46, Folder 8  De Beers Consolidated Mines, Ltd., diamonds, 1992
Box 47, Folder 1  De Beers Consolidated Mines, Ltd., diamonds, 1992
Box 47, Folder 2  De Beers Consolidated Mines, Ltd., diamonds, diamond promotion service, 1993
Box 47, Folder 3  De Beers Consolidated Mines, Ltd., diamonds, 1994
Box 47, Folder 4  Decca Records, music, 1946

Image(s)

Coming your way ... in 1946 [color advertisement; tear sheet], 1946
1 Item (ink on paper.; 14.1" x 10.8").
Image(s): Coming your way ... in 1946 [color advertisement; tear sheet].
Decca Records (Firm), Advertiser
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

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Box 47, Folder 14  E.I. Dupont de Nemours and Company, Incorporated, chemicals, paint and varnish, 1964

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Box 47, Folder 16  E.I. Dupont de Nemours and Company, Incorporated, chemicals, miscellaneous products, 1965

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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

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Box 49, Folder 7  E.I. Du Pont de Nemours and Company, Incorporated, chemicals, hupalon, neoprene and nordel elastomers, 1971
Box 49, Folder 8  E.I. Du Pont de Nemours and Company, Incorporated, chemicals, paints and finishes, 1971
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Box 50, Folder 5  E.I. Du Pont de Nemours and Company, Incorporated, chemicals, fabrics and fibers, 1973
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Box 50, Folder 9  E.I. Du Pont de Nemours and Company, Incorporated, chemicals, teflon, 1973

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Box 51, Folder 11  E.I. Du Pont de Nemours and Company, Incorporated, chemicals, 1975

Image(s)

There's only one Teflon. And now it's improved. [color advertisement; tear sheet], 19714

*Image(s): There's only one Teflon. And now it's improved. [color advertisement; tear sheet].

Du Pont (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
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Box 55, Folder 8  E.I. Dupont de Nemours and Company, Incorporated, chemicals, recruiting ads, 1980

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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

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

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<td>Continental Airlines-Historical Reel 4</td>
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<td>Box 4, Item AC0059-0V0034</td>
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<td>Box 4, Item AC0059-0V0035</td>
<td>CB Fleet-Historical Reel 2</td>
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<td>Box 4, Item AC0059-0V0042</td>
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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 11, Item AC0059-OV0106  
Folgers-Mrs. Olsen Historical 1  
1 videocassettes (u-matic)

Box 11, Item AC0059-0V0107  
Folgers-Mrs. Olsen Historical 2, 1972-1980  
1 videocassettes (u-matic)

Box 11, Item AC0059-0V0107  
Folgers-Mrs. Olsen Historical 3, 1980-1984  
1 videocassettes (u-matic)

Box 5, Item AC0059-0V0048  
General Motors-Historical Reel 1

Box 5, Item AC0059-0V0049  
General Motors-Historical Reel 2

Box 5, Item AC0059-0V0050  
General Motors-Historical Reel 3  
1 videocassettes (u-matic)

Box 5, Item AC0059-0V0051  
General Motors-Historical Reel 4, 1989-1990  
1 videocassettes (u-matic)

Box 5, Item AC0059-0V0052  
General Motors-Historical Reel 5, 1990  
1 videocassettes (u-matic)

Box 5, Item AC0059-0V0053  
Gillette-Historical Reel 1  
1 videocassettes (u-matic)

Box 5, Item AC0059-0V0054  
Gillette-Historical Reel 2  
1 videocassettes (u-matic)
Box 11, Item AC0059-0V0111 Hires Root Beer-Historical Reel 1
1 videocassettes (u-matic)

Box 6, Item AC0059-0V0055 Illinois Bell-Historical Reel 1
1 videocassettes (u-matic)

Box 6, Item AC0059-0V0056 JC Penny-Historical Reel 1, 1983-1985
1 videocassettes (u-matic)

Box 6, Item AC0059-0V0057 JC Penny-Historical Reel 2, 1986
1 videocassettes (u-matic)

Box 6, Item AC0059-0V0058 JC Penny-Historical Reel 3, 1984-1987
1 videocassettes (u-matic)

Box 6, Item AC0059-0V0059 JC Penny-Historical Reel 4, 1988-1989
1 videocassettes (u-matic)

Box 6, Item AC0059-0V0060 JC Penny-Historical Reel 5, 1990
1 videocassettes (u-matic)

Box 6, Item AC0059-0V0061 JC Penny-Historical Reel 6, 1991
1 videocassettes (u-matic)

Box 6, Item AC0059-0V0062 Kitchenaid-Historical Reel 1
1 videocassettes (u-matic)

Box 6, Item AC0059-0V0063 Kraft-Historical Reel 1
1 videocassettes (u-matic)

Box 11, Item AC0059-0V0112 Kraft-Historical Reel 2
1 videocassettes (u-matic)

Box 6, Item AC0059-0V0064 MEM-Historical Reel 1
1 videocassettes (u-matic)

Box 6, Item AC0059-0V0065 Mitsubishi-Historical Reel 1
1 videocassettes (u-matic)

Box 7, Item AC0059-0V0066 National Coffee Association-Historical Reel 1
1 videocassettes (u-matic)

Box 7, Item AC0059-0V0067 NBC-Historical Reel 1
1 videocassettes (u-matic)
Box 7, Item
AC0059-0V0068
Old Milwaukee Beer, 1967-1979
1 videocassettes (u-matic)

Box 11, Item
AC0059-0V0113
Orange Crush-Historical Reel 1
1 videocassettes (u-matic)

Box 7, Item
AC0059-0V0070
Ponderosa-Historical Reel 1, 1991-1992
1 videocassettes (u-matic)

Box 7, Item
AC0059-0V0069
Pan Am-Historical Reel 1
1 videocassettes (u-matic)

Box 7, Item
AC0059-0V0109
Pan Am-Historical Reel 2
1 videocassettes (u-matic)

Box 7, Item
AC0059-0V0071
Ponderosa-Historical Reel 2, 1991-1992
1 videocassettes (u-matic)

Box 7, Item
AC0059-0V0072
Procter & Gamble-Historical Reel 1
1 videocassettes (u-matic)

Box 7, Item
AC0059-0V0073
Procter & Gamble-Historical Reel 2, 1987
1 videocassettes (u-matic)

Box 7, Item
AC0059-0V0074
Procter & Gamble-Historical Reel 3
1 videocassettes (u-matic)

Box 11, Item
AC0059-0V0114
Procter & Gamble-Historical Reel 4
1 videocassettes (u-matic)

Box 11, Item
AC0059-0V0115
Procter & Gamble-Historical Reel 5
1 videocassettes (u-matic)

Box 11, Item
AC0059-0V0116
Procter & Gamble-Historical Reel 6
1 videocassettes (u-matic)

Box 12, Item
AC0059-0V0117
Procter & Gamble-Historical Reel 7
1 videocassettes (u-matic)
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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)
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Series 2: Motion Pictures

Reel AC0059-0F0001  AT&T-Client Reel 1, 1957-1960
1 Reel

Reel AC0059-0F0002  AT&T-Client Reel 2, 1960-1964
1 Reel
"Disneyland #3" "Disneyland" "Spring Phone Fair" "Saving Time" "Bell System Ringiner(?)"

Reel AC0059-0F0003  AT&T-Client Reel 2/ File 21, 1963-1965
1 Reel
"Keep In Touch, Call Home, Long Distance... The Next Best Thing To Being There"

"Conversation"
"Golf Course"
"Roving Vacations"
"Words"
"Good Planning"
"Big City"
"Keeping In Touch"
"Thoughtful Way"
"First Words"
"Father"
"Weekend"
"Uncle"
"Super, Super"
"College"
"Sea Shells"
"Smart Husband"
"Right Way"
"Right Husband"
"Telepathy"
"Family Time Calling"
"Isn't There Someone"
"Adult Birthday"
"Leadership"
"Sunday Calling"
"Never Cower"
"All Day Sunday"
"Family Time"

Box AC0059-0F0004  AT&T-Client Reel 3, 1961-1963
1 Reel
"Cooks Best Friend"
"Telle-Future"
"A Call to Young Scientists"
"Wonderful Invention"
"To Each Her Own"
"Phone Land"
"Comm Consultant"
"Perfect Day"

Reel AC0059-0F0005  AT&T-Client Reel 3/ File 22, 1964-1968
1 Reel
"Leadership"
"College Man"
"Radio"
"Sunday Morning w/ Bell Seal"
"Appointment"
"Your Lane"
"Adult Birthday"
"Isn't There Someone"
"Telepathy"
"Family Time Calling"
"Piano"
"Kids"
"Room For The Night"
"Tips"
"Crying Man"
"Long Lines Interview"
"Magician"
"Daytime"
"Midnite"
Saturday"
"Anniversary"
"Big Sulley"

Reel AC0059-0F0006 AT&T-Client Reel 4, 1961-1963
1 Reel
"Western Electric" rocket launch footage "Call Your Bell Telephone Business Office" "Telstar"

Reel AC0059-0F0007 AT&T-Client Reel 5, 1962-1963
1 Reel

Reel AC0059-0F0008 AT&T-Client Reel 5/24, 1969-1973
1 Reel
"Pianist ($1.35 any weekday)" "Rings (.35 late any night)" "Boxer (.70 Any Weekend)" "Gloves (.85 Evenings)" "Traveling Salesman" "Merchant" "College Pal" "Trouble" "Uncle Howard" "Uncle Howard" "Old Flame" "Operator" "Sharing" "Did You Know (James Coco-Broadway Star)" "Animated Dial" "Mother's Worry" "Weekend Animation" "Secrets" "I'll Miss You" "Building Block" "Talking Phone" "Dont Get Involved" "Sandy Duncan" "Dandelions" "Bill Russell" "Brothers" "Father/Son" "Mother/Daughter" "Sister" "Grandma" "Casciarri" "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" "Isn't There Someone" "Adult Birthday" "Familytime Calling" "Cheaply As One"(in color and b+w) "Double Your Convience" (as spelled) "Where to put it"

Reel AC0059-OF0044  AT&T Client Reel 10, circa 1965

Reel AC0059-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" "Impluse (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 Crosby" "CBB Circus" "CBB Married is Better" "OBB Circus" "Married is Better" "Education Omnibus" "36 Services/Football" "Maintenance" "Lambrind" "5 Million, Billion" "Dots" "PBX" "Savings" "Puzzle" "7 Million, Billion" "Closing Billboard" "Dots-Informative" "Traffic Control" "Picture Phone Ser." "Dialtone First" "Five Billion" "Operator Rates" "Mobile ERMG. Phone" "Wes. Elec. Installer" "113A" "Stale Data" "5 Billion"

Reel AC0059-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 Represent" "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
1 Reel
"X-Mas" "Big Ball-Lawn" "Parade-Ginger Playing Flute -Nancy in Brownie Pack" "EW-Speach at F.D." "Nan-New Dress" "Village Green School Do Chorus" "Mike Polee-Picnic-Kent Crew" "Birds +Feeding Station" "Flag Raising Do-Sagamore Hill" "Eisenhower" "Parade-G-Historian" "Nan Scouts" "Walt Whitman Singy-Do" "Booth Anniv-1953 Pade" "Bermuda-1953" "Olsens Camp" "Sam Sails-Cenola IL"

Reel AC0059-0F0022 AT&T-Preview Print, 1953-1954
1 Reel
"Call By Number/ Extension Lines"

Reel AC0059-0F0023 Client Reel, 1971
1 Reel

Reel AC0059-0F0025 Cartoon, 1959
1 Reel

Reel AC0059-0F0026 Western Electric-Client Reel, 1945(?)
1 Reel
"The Transistor"

Reel AC0059-0F0031 AT&T-Working Together to Bring People Together, 1957
1 Reel

Reel AC0059-0F0032 NBC-It Could'nt Be Done Part 1, 1970
1 Reel

Reel AC0059-0F0036 NBC-It Could'nt Be Done Part 2, 1970
1 Reel

Reel AC0059-0F0033 AT&T-Mr. Kappel, 1959-1960
1 Reel
Bell System Science Series "Mr. Kappel" (3min. 45 sec.)

Reel AC0059-0F0034 The Far Sound 5, 11/3/1961
1 Reel

Reel AC0059-0F0037 AT&T-Road Show, 1969
1 Reel

Reel AC0059-OF0038 Call By Number

Reel AC0059-OF0039 Bombeck

Reel AC0059-OF--40 Long Lines, Client Reel #4, circa 1968
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<td>Telephone Time Commercials: Equipment Sales, circa 1957</td>
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<td>AC0059-OF0042</td>
<td>Telephone Time Commercials, circa 1957</td>
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<tr>
<td>AC0059-OF0046</td>
<td>AT&amp;T Operator</td>
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<td>AC0059-OF0047</td>
<td>The Installer and the Cowboy, 1959</td>
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<td>AC0059-OF0048</td>
<td>Mr. Digit, circa 1952</td>
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<td>AC0058-OF0049_1</td>
<td>About Time (Part I)</td>
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<tr>
<td>AC0059-OF0049_2</td>
<td>About Time (Part II)</td>
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<td>AC0059-OF0050</td>
<td>Seconds for Survival</td>
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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.tif (AC Scan)

Topic: Billboards -- Los Angeles (Ca.)

Gasoline

Petroleum industry and trade

advertising -- Outdoor

Genre/ Form:

Photographs -- 1950-1960 -- Black-and-white

photoprints -- Silver gelatin

Surprising Power! [black & white advertisement; tear sheet], 1952

1 Item (ink on paper.; 5.9” x 9.7”).

Image(s): Surprising Power! [black & white advertisement; tear sheet].

Texaco, Inc., Advertiser

Texaco Fire-Chief Gasoline ad illustrated with three Dalmatian puppies playing with a garden hose next to a fireman's helmet.

In Series 17, Box 3, Folder 19.

Local Numbers

AC0059-0000220 (AC Scan)

Topic: Gasoline

Petroleum industry and trade advertising
Genre/ Form: Advertisements -- 1950-1960 Tear sheets

Great Going! [black & white advertisement; tear sheet], 1953
1 Item (Ink on paper.; 8.2” x 10.0”.)
Image(s): Great Going! [black & white advertisement; tear sheet].

Texaco, Inc., Advertiser
Texaco Fire-Chief Gasoline ad illustrated with five Dalmatian puppies playing with an inner tube in water.

In Series 17, Box 3, Folder 19.

Local Numbers
AC0059-0000221 (AC Scan)

Topic: Gasoline
       Petroleum industry and trade advertising

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

Pull up and check-up ... it's Spring! [black & white advertisement; tear sheet], 1952
1 Item (Ink on paper.; 5.8” x 9.6”.)
Image(s): Pull up and check-up ... it's Spring! [black & white advertisement; tear sheet].

Texaco, Inc., Advertiser
Texaco ad illustrated with bird pulling a worm from the ground.

In Series 17, Box 3, Folder 19.

Local Numbers
AC0059-0000222 (AC Scan)

Topic: Gasoline
       Petroleum industry and trade advertising

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

Texaco Sky Chief packs punch ... all over the map! [black & white advertisement; tear sheet], 1952
1 Item (Ink on paper.; 5.6” x 9.8”.)
Image(s): Texaco Sky Chief packs punch ... all over the map! [black & white advertisement; tear sheet].

Texaco, Inc., Advertiser
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/ Form: Advertisements -- 1950-1960
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/ Form: Advertisements -- 1950-1960
Tear sheets

1 Petrox 2 Top Octane 3 100% Climate Controlled / Texaco Sky Chief Gasoline [black & white advertisement; tear sheet], 1955
1 Item (Ink on paper.; 8.2" x 10.0").
Image(s): 1 Petrox 2 Top Octane 3 100% Climate Controlled / Texaco Sky Chief Gasoline [black & white advertisement; tear sheet].
Texaco, Inc., Advertiser
In Series 17, Box 3, Folder 19.

Local Numbers
AC0059-0000228 (AC Scan)
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)

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)

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


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1 Item (ink on paper.; 11.2" x 8.8").

Image(s): Kosher for Passover [black & white advertisement; tear sheet].
Pepsi-Cola Company, Advertiser
Pepsi-Cola is sanctioned for Passover use ...

Local Numbers
AC0059-0000118 (AC Scan)

Names: Union of Orthodox Jewish Congregations of America
Topic: Beverages
Yiddish advertising
Genre/Form: Advertisements -- 1940-1950
Tear sheets

Box 33, Folder Year 1940  "Pepsi and Pete" the Pepsi-Cola Cops. [black & white advertisement; tear sheet], 1940
1 Item (ink on paper.; 11.2" x 8.8").

Image(s): "Pepsi and Pete" the Pepsi-Cola Cops. [black & white advertisement; tear sheet].

Pepsi-Cola Company, Advertiser
Pepsi-Cola bottle being inspected by cartoon character cops.

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

Box 33, Folder Year 1940

O.K. with Millions!. [black & white advertisement; tear sheet], 1940

1 Item (ink on paper.; 12.0" x 9.0").

Image(s): O.K. with Millions!. [black & white advertisement; tear sheet].

Pepsi-Cola Company, Advertiser
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
Form: Tear sheets

Box 33, Folder Year 1940

"Pepsi and Pete" ... the Pepsi-Cola Cops [color advertisement; tear sheet], 1940

1 Item (ink on paper.; 7.8 x 9.4").

Image(s): "Pepsi and Pete" ... the Pepsi-Cola Cops [color advertisement; tear sheet].

Pepsi-Cola Company, Advertiser
Includes a testimonial from Mrs. H McDonald.

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

Box 33, Folder 14
Pepsi Cola Company, 1940s

Box 34, Folder 4
Pepsi Cola Company, 1940s
Box 34, Folder 1  
Pepsi Cola Company, 1940s

Box 34, Folder 2  
Pepsi Cola Company, 1940s

Box 34, Folder 3  
Pepsi Cola Company, 1940s

Box 72, Folder 14  
Pepsi Cola Company, 1942

Box 35, Folder 1  
Pepsi Cola Company, 1942

Box 35, Folder 2  
Pepsi Cola Company, 1943

Box 35, Folder 3  
Pepsi Cola Company, 1944

Box 35, Folder Year 1944  
"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

Box 35, Folder Year 1944  
"If I didn’t respect you, would I order Pepsi-Cola?" [black & white advertisement; tear sheet], 1944
1 Item (ink on paper.; 11.2” x 8.7”).

Image(s): "If I didn’t respect you, would I order Pepsi-Cola?" [black & white advertisement; tear sheet].

Pepsi-Cola Company, Advertiser
Oppenheim, Mildred, (1905-1993), Cartoonist

Melisse (Mildred Oppenheim) cartoon of man in military uniform holding hands of a woman across the table.
Huge glue stain, upper right..

Local Numbers
AC0059-0000112 (AC Scan)

Topic: Beverages advertising
Genre/ Form: Advertisements -- 1940-1950 Cartoons (humorous images) Tear sheets

Box 35, Folder Year 1944

"This is where we piped Pepsi-Cola into the drinking fountains." [black & white advertisement; tear sheet], 1944
1 Item (ink on paper.; 12.1" x 9.2").

Image(s): "This is where we piped Pepsi-Cola into the drinking fountains." [black & white advertisement; tear sheet].

Pepsi-Cola Company, Advertiser
Robert Day cartoon of three men drinking Pepsi around a desk. One man is pointing to a production chart showing dramatic production increase.

Local Numbers
AC0059-0000113 (AC Scan)

Names: Day, Robert James, 1900-1985
Topic: Beverages advertising
Genre/ Form: Advertisements -- 1940-1950 Cartoons (humorous images) Tear sheets

Box 35, Folder Year 1944

"If there's no Pepsi-Cola aboard, sir, I'd just as soon stay right where I am." [sic] [black & white advertisement; tear sheet], 1944
1 Item (ink on paper.; 13.8" x 10.7").

Image(s): "If there's no Pepsi-Cola aboard, sir, I'd just as soon stay right where I am." [sic] [black & white advertisement; tear sheet].

Pepsi-Cola Company, Advertiser
Arno, Peter, Cartoonist
Peter Arno cartoon of a man stranded on a tropical island, with native women standing in the background, speaking to men in an inflated rescue craft from a ship. Published in Esquire magazine, Feb. 1944.

Local Numbers
AC0059-0000114 (AC Scan)

Topic: Beverages advertising
Genre/ Form: Advertisements -- 1940-1950 Cartoons (humorous images)
Tear sheets

Box 35, Folder Year 1944

[Pepsi-Cola cartoon strips black & white advertisement; tear sheet], 1944

2 Items (items, glued to single sheet; ink on paper.; 11.2" x 9.6").

Image(s): [Pepsi-Cola cartoon strips black & white advertisement; tear sheet].

Pepsi-Cola Company, Advertiser

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").
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/ Advertisements -- 1940-1950
   Form: Tear sheets

Box 33, Folder 2
Pepsi-Cola did it! [black & white advertisement; tear sheet], 1939
1 Item (Ink on paper.; 14.2 x 11.0").
Image(s): Pepsi-Cola did it! [black & white advertisement; tear sheet].
Pepsi-Cola Company, Advertiser
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/ Advertisements -- 1940-1950
   Form: 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" x 13.6").
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

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Box 1, Folder 1  Scrapbook of advertisements, 1953-1957
Box 1, Folder 2  Scrapbook of advertisements, 1954-1957
Box 1, Folder 3  Scrapbook of newspaper clippings, 1959-1964
Box 1, Folder 4  Scrapbook of newspaper clippings, 1964-1971
Box 1, Folder 5  Advertisement for Yamaha International Corporation, 1965
Box 1, Folder 6  Advertisements, undated
Box 1, Folder 7  Publications relating to advertisements, 1957

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Box 1, Folder 2  Permutit Company, 1943
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Box 1, Folder 10 Permutit Company, 1954
Box 1, Folder 11 Permutit Company, 1955
Box 1, Folder 12 Permutit Company, 1956-1957

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Box 16, Folder 2  Loose pages, circa 1870-1885
Box 16, Folder 3  Loose pages, circa 1870-1885
Box 16, Folder 4  Loose pages, circa 1870-1885
Box 16, Folder 5  Loose pages, circa 1870-1885
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Box 1, Folder 1   Printed advertisements, 1876
Box 1, Folder 1   Printed advertisements, 1882
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Box 1, Folder 3   Printed advertisements, 1889
Box 1, Folder 4   Printed advertisements, 1890
Box 1, Folder 5   Printed advertisements, 1891
Box 1, Folder 6   Printed advertisements, 1892
Box 2            Scrapbook of printed advertisements, 1892-1895
Box 1, Folder 7   Printed advertisements, 1893-1894
Box 1, Folder 8   Printed advertisements, 1895-1896
Box 6, Folder 1   Printed advertisements, 1897-1898
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Box 16, Folder 6  Loose pages, circa 1901-1920
Box 1, Folder 13  Printed advertisements, 1902-1903
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Box 1, Folder 16  Printed advertisements, 1906
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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

Image(s)

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/Advertisements -- 1920-1930
Form: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
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<tr>
<th>Box, Folder</th>
<th>Description</th>
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<td>Box 3, Folder 4</td>
<td>Printed advertisements, 1934</td>
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<td>Box 3, Folder 5</td>
<td>Printed advertisements, 1934</td>
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<tr>
<td>Box 6, Folder 8</td>
<td>Printed advertisements, 1934</td>
</tr>
<tr>
<td>Box 6, Folder 9</td>
<td>Printed advertisements, 1934</td>
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<tr>
<td>Box 6, Folder 10</td>
<td>Printed advertisements, 1935</td>
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<tr>
<td>Box 3, Folder 6</td>
<td>Printed advertisements, 1935</td>
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<tr>
<td>Box 3, Folder 7</td>
<td>Printed advertisements, 1935</td>
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<tr>
<td>Box 3, Folder 8</td>
<td>Printed advertisements, 1936</td>
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<td>Box 6, Folder 11</td>
<td>Printed advertisements, 1936</td>
</tr>
<tr>
<td>Box 6, Folder 12</td>
<td>Printed advertisements, 1936</td>
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<tr>
<td>Box 6, Folder 13</td>
<td>Printed advertisements, 1937</td>
</tr>
<tr>
<td>Box 3, Folder 9</td>
<td>Printed advertisements, 1937</td>
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<tr>
<td>Box 3, Folder 10</td>
<td>Printed advertisements, 1937</td>
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<td>Box 6, Folder 14</td>
<td>Printed advertisements, 1938</td>
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<tr>
<td>Box 3, Folder 11</td>
<td>Printed advertisements, 1938</td>
</tr>
<tr>
<td>Box 3, Folder 12</td>
<td>Printed advertisements, 1938</td>
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<td>Box 3, Folder 13</td>
<td>Printed advertisements, 1939</td>
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<td>Box 3, Folder 14</td>
<td>Printed advertisements, 1939</td>
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<td>Box 3, Folder 15</td>
<td>Printed advertisements, 1940</td>
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<td>Box 3, Folder 16</td>
<td>Printed advertisements, 1940</td>
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<td>Box 3, Folder 17</td>
<td>Printed advertisements, 1940</td>
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<tr>
<td>Box 7, Folder 1</td>
<td>Printed advertisements, 1940</td>
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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
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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
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Box 13, Folder 3  Printed advertisements, 1945
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Box 4, Folder 7  Printed advertisements, 1945
Box 7, Folder 8  Printed advertisements, 1946
Box 7, Folder 9  Printed advertisements, 1946
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Box 4, Folder 8  Printed advertisements, 1946
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<th>Printed advertisements, Years</th>
</tr>
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<td>Box 10, Folder 5</td>
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<td>Box 10, Folder 6</td>
<td>1956</td>
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<tr>
<td>Box 10, Folder 7</td>
<td>1956</td>
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<tr>
<td>Box 11, Folder 1</td>
<td>1957</td>
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<tr>
<td>Box 11, Folder 2</td>
<td>1957</td>
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<tr>
<td>Box 11, Folder 3</td>
<td>1957</td>
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<td>Box 11, Folder 4</td>
<td>1958</td>
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<td>Box 11, Folder 6</td>
<td>1959</td>
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<td>Box 11, Folder 7</td>
<td>1959</td>
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<td>Box 11, Folder 8</td>
<td>1960</td>
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<td>Box 11, Folder 9</td>
<td>1961</td>
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<td>Box 11, Folder 10</td>
<td>1961</td>
</tr>
<tr>
<td>Box 12, Folder 1</td>
<td>1962</td>
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<tr>
<td>Box 13, Folder 4</td>
<td>1962</td>
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<td>Box 13, Folder 5</td>
<td>1963</td>
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<tr>
<td>Box 12, Folder 2</td>
<td>1963</td>
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<td>Box 15, Folder 2</td>
<td>1963</td>
</tr>
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<td>Box 12, Folder 3</td>
<td>1964</td>
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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

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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
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: Advertisements -- 1910-1920
Tear sheets

Box 19, Folder 2 First Installment of a Series of Advertisements to Advertise Advertising, 1919

Box 19, Folder 3 First Installment of a Series of Advertisements to Advertise Advertising, 1920

Box 17, Folder 10 The Next Step, employee newsletter with photographs, employee profiles, in-house jokes, etc., 1920

Box 17, Folder 11 The Next Step, 1921

Box 17, Folder 12 The Next Step, 1921

Box 19, Folder 4 First Installment of a Series of Advertisements to Advertise Advertising, 1921

Box 19, Folder 5 Advertising Advertising: A Series of Fifty-two Advertisements, 1922

Box 19, Folder 6 Advertising Advertising: A Series of Fifty-two Advertisements, 1923

Box 19, Folder 7 Advertising Advertising: A Series of Fifty-two Advertisements scheduled one time a week. Twenty-seven, thirty and forty inches, a day of the week optional with publisher, 1924

Box 19, Folder 8 Advertising Advertising: A Series of Fifty-two Advertisements scheduled one time a week. Twenty-seven, thirty and forty inches, a day of the week optional with publisher, 1925

Box 19, Folder 9 Twelve Advertisements, 1925

Box 19, Folder 10 Advertising Advertising: A Series of Fifty-two Advertisements scheduled one time a week. Twenty-seven, thirty and forty inches, a day of the week optional with publisher, 1926
Box 4, Folder 2  Two Plans of Profit Sharing for the Members of the NW Ayer & Son Family, 1926

Box 20, Folder 1  Advertising Advertising: A Series of Fifty-two Advertisements scheduled one time a week. Twenty-seven, thirty and forty inches, a day of the week optional with publisher, 1927

Box 20, Folder 2  Thirteen Advertisements, 1928

Image(s)

Box 20, Folder 2  The Little Woman, GPA [black & white advertisement; tear sheet], 1928

1 Item (ink on paper.; 13.7" x 10.7").

Image(s): The Little Woman, GPA [black & white advertisement; tear sheet].

N. W. Ayer and Son, Advertiser

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 advertisments.

Local Numbers

AC0059-0000011 (AC Scan)

Topic: Advertising agencies
Consumers
Housewives as consumers
Women in advertising
advertising

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

Box 20, Folder 3  Advertising Advertising: A Series of Fifty-two Advertisements scheduled one time a week. Twenty-seven, thirty and forty inches, a day of the week optional with publisher, 1928

Box 20, Folder 4  Advertising Advertising: A Series of Fifty-two Advertisements scheduled one time a week. Twenty-seven, thirty and forty inches, a day of the week optional with publisher, 1929

Box 20, Folder 5  Twelve Advertisements, 1929

Box 4, Folder 3  Ayer, On Behalf of Advertising, 1929

Box 20, Folder 6  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

Box 20, Folder 7  Twelve Advertisements, 1930
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Box 20, Folder 9  Advertising Advertising: A Series of Fifty-two Advertisements scheduled one time a week. The day of the week optional with Publisher., 1931

Box 21, Folder 1  Advertising Advertising: A Series of Twelve Advertisements, 1931

Box 21, Folder 2  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

Box 21, Folder 3  Advertising Advertising: A Series of Twelve Advertisements for Use in General Magazines Schedule: One Insertion a Month, 1932

Box 21, Folder 3  Advertising Advertising: A Series of Twelve Advertisements for Use in Farm Publications Schedule: One Insertion a Month, 1932

Box 21, Folder 4  Advertising Advertising: A Series of Twelve Advertisements for Use in General Magazines Schedule: One Insertion a Month, 1933

Box 21, Folder 4  Advertising Advertising: A Series of Twelve Advertisements for Use in Farm Publications Schedule: One Insertion a Month, 1933

Box 21, Folder 5  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

Box 21, Folder 6  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

Box 21, Folder 7  Advertising Advertising: A Series of Twelve Advertisements for Use in Women's Publications Schedule: One Insertion a Month, 1933

Box 21, Folder 8  Advertising Advertising: A Series of Twelve Advertisements for Use in General Magazines Schedule: One Insertion a Month., 1934

Box 21, Folder 9  Advertising Advertising: A Series of Twelve Advertisements for Use in Farm Publications Schedule: One Insertion a Month., 1934

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<th>Name</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>A-F</td>
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<tr>
<td>2</td>
<td>G-M</td>
</tr>
<tr>
<td>3</td>
<td>N-Z</td>
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<table>
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<th>Box</th>
<th>Name</th>
</tr>
</thead>
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<td>Ayer, Francis Wayland</td>
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<tr>
<td>5, Folder 1</td>
<td>Ayer, Francis Wayland</td>
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<td>5, Folder 1</td>
<td>Ayer, Nathan Wheeler</td>
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<tr>
<td>5, Folder 2</td>
<td>Bach, Robert</td>
</tr>
<tr>
<td>5, Folder 2</td>
<td>Batten, Harry</td>
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<tr>
<td>4, Folder 2</td>
<td>Batten, Harry</td>
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<tr>
<td>5, Folder 3</td>
<td>Brownworth, Ted</td>
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<tr>
<td>5, Folder 4</td>
<td>Cecil, George</td>
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<td>5, Folder 5</td>
<td>Coiner, Charles T.</td>
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<tr>
<td>5, Folder 6</td>
<td>Cunningham, Pat</td>
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<tr>
<td>5, Folder 7</td>
<td>Dunning, Deanne</td>
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<tr>
<td>5, Folder 8</td>
<td>Dunning, Robert</td>
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<tr>
<td>5, Folder 9</td>
<td>Fry, Wilfred W.</td>
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<td>4, Folder 3</td>
<td>Fry, Wilfred W.</td>
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<td>5, Folder 10</td>
<td>Gallagher, Pat</td>
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<td>5, Folder 11</td>
<td>Gaurini, Hank</td>
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<td>Box 5, Folder 12</td>
<td>Gerety, Frances</td>
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<tr>
<td>Box 4, Folder 4</td>
<td>Gilman, Wesley</td>
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<td>Box 5, Folder 13</td>
<td>Green, Bud</td>
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<tr>
<td>Box 5, Folder 14</td>
<td>Groome, Harry</td>
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<tr>
<td>Box 5, Folder 15</td>
<td>Hagopian, Louis T.</td>
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<tr>
<td>Box 5, Folder 16</td>
<td>Hanna, Jim</td>
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<td>Box 5, Folder 17</td>
<td>Jones, Bruce</td>
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<td>Box 5, Folder 18</td>
<td>Jones, L. Davis</td>
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<td>Box 5, Folder 19</td>
<td>Kendle, Ted</td>
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<td>Box 5, Folder 20</td>
<td>Kingsbury, Robert</td>
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<td>Box 5, Folder 21</td>
<td>Liddy, Lou</td>
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<td>Box 5, Folder 22</td>
<td>Luedke, William</td>
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<td>Box 5, Folder 23</td>
<td>McClafferty, Frederick K.</td>
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<td>Box 5, Folder 24</td>
<td>McDermott, Tom</td>
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<td>Box 5, Folder 25</td>
<td>McWilliams, Jack</td>
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<td>Box 5, Folder 26</td>
<td>Malfa, Horace</td>
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<td>Box 5, Folder 27</td>
<td>Mandel, Jonathan</td>
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<td>Box 5, Folder 28</td>
<td>Manser, Ed</td>
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<td>Box 5, Folder 29</td>
<td>Minton, Stu</td>
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<td>Box 5, Folder 30</td>
<td>Naylor, Jack</td>
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<td>Box 5, Folder 31</td>
<td>Nichols, Carl</td>
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<td>Box 5, Folder 32</td>
<td>O'Connor, Neal W.</td>
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<td>Box 5, Folder 33</td>
<td>Pavloff, Robert</td>
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<td>Box 5, Folder 34</td>
<td>Powell, Richard</td>
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<td>Box 5, Folder 35</td>
<td>Pullen, John</td>
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<td>Box 5, Folder 36</td>
<td>Renneson, Frank</td>
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<td>Box 5, Folder 37</td>
<td>Roedig, John</td>
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<tr>
<td>Box 5, Folder 38</td>
<td>Rogers, Margaret</td>
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<td>Box 5, Folder 39</td>
<td>Rossi, Dominick F., Jr.</td>
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<tr>
<td>Box 5, Folder 40</td>
<td>Rothbaum, Ira</td>
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<td>Box 5, Folder 41</td>
<td>Shelly, Warner S.</td>
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<td>Box 5, Folder 42</td>
<td>Shorris, Earl</td>
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<td>Box 5, Folder 43</td>
<td>Siano, Jerry</td>
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<td>Box 5, Folder 44</td>
<td>Stoner, Bart</td>
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<td>Box 5, Folder 45</td>
<td>Sweitzer, Tom</td>
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<td>Box 5, Folder 46</td>
<td>Upton, John D.</td>
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<tr>
<td>Box 5, Folder 47</td>
<td>Walsh, John</td>
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<td>Box 5, Folder 48</td>
<td>Wilds, Charles M.</td>
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<td>Box 4, Folder 5</td>
<td>Wurtz, Fred</td>
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<td>Box 5, Folder 49</td>
<td>Employees, A-Z</td>
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<td>Box 5, Folder 50</td>
<td>Employees in different departments of the agency, undated</td>
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<td>Box 5, Folder 51</td>
<td>NW Ayer &amp; Sons, Incorporated board members, circa 1985</td>
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<td>Box 5, Folder 52</td>
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Box 6, Folder 3  Employees at work, 1979
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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
1 Item (10.0" x 8.0").
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

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Emeritus, volume four, number one., 1992 Fall/Winter

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Box 6, Folder 18
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Box 6, Folder 19
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Box 6, Folder 20
Ayer, Nathan Wheeler

Box 6, Folder 21
Batten, Harry A.

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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)

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