



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Warshaw Collection of Business Americana Subject Categories: Advertising Industry

NMAH.AC.0060.S01.01.Advertising

Vanessa Broussard-Simmons and Nicole Blechynden

Funding for partial processing of the collection was supported by a grant from the Smithsonian Institution's Collections Care and Preservation Fund (CCPF).

1999, Revised 2017

Archives Center, National Museum of American History
P.O. Box 37012
Suite 1100, MRC 601
Washington, D.C. 20013-7012
Business Number: Phone: 202-633-3270
Fax Number: Fax: 202-786-2453
archivescenter@si.edu
<https://americanhistory.si.edu/archives>

Table of Contents

Collection Overview	
Administrative Information	1
Scope and Contents	2
Arrangement	3
Names and Subjects	
Container Listing	
Advertisers and Advertising Agencies, 1854-1965	4
Manufacturers and Distributors of Advertising Supplies, 1854-1965	5
Periodicals and Publications, 1854-1965	5
General Advertisements and Proofs, circa 1743-1900	6

Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Warshaw Collection of Business Americana Subject Categories: Advertising Industry
Date:	circa 1743-1965
Identifier:	NMAH.AC.0060.S01.01.Advertising
Creator:	Warshaw, Isadore, 1900-1969
Extent:	5.24 Cubic feet (consisting of 8 boxes, 2 half boxes, 4 folders, 10 oversize folders, 1 map case folder, 3 flat boxes (1 full, 2 partial).)
Language:	English .
Summary:	A New York bookseller, Warshaw assembled this collection over nearly fifty years. The <i>Warshaw Collection of Business Americana: Advertising Industry</i> forms part of the Warshaw Collection of Business Americana, Subseries 1.1: Subject Categories. The Subject Categories subseries is divided into 470 subject categories based on those created by Mr. Warshaw. These subject categories include topical subjects, types or forms of material, people, organizations, historical events, and other categories. An overview to the entire Warshaw collection is available here: Warshaw Collection of Business Americana

Administrative Information

Acquisition Information

Advertising Industry is a portion of the Business Ephemera Series of the Warshaw Collection of Business Americana, Accession AC0060 purchased from Isadore Warshaw in 1967. Warshaw continued to accumulate similar material until his death, which was donated in 1971 by his widow, Augusta. For a period after acquisition, related materials from other sources (of mixed provenance) were added to the collection so there may be content produced or published after Warshaw's death in 1969. This practice has since ceased.

Materials in the Archives Center

Archives Center Collection of Business Americana (AC0404)

Forms Part Of

Forms part of the [Warshaw Collection of Business Americana](#) .

- [Series 1: Business Ephemera](#)
- [Series 2: Other Collection Divisions](#)
- [Series 3: Isadore Warshaw Personal Papers](#)
- [Series 4: Photographic Reference Material](#)

Processing Information

In 2016, with funding provided by the Smithsonian Institution's Collections Care and Preservation Fund, the Archives Center at the National Museum of American History implemented the use of minimal level processing standards to increase information about and facilitate access to more of our collections.

A large portion of stored material from the original acquisition received minimal level processing, which resulted in additions to this Subject category. This effort included basic arrangement and replacement of non-archival housing for long-term stability, but staples and other fasteners have not all been removed. Revisions to the encoded finding aid were made to reflect the added content in context to the previously processed material.

Minimal level processing and enhancement of the machine-readable finding aid completed by Nicole Blechynden, September 2017.

Processing Information

In 2016, with funding provided by the Smithsonian Institution's Collections Care and Preservation Fund, the Archives Center at the National Museum of American History implemented the use of minimal level processing standards to increase information about and facilitate access to more of our collections. A large portion of stored material from the original acquisition received minimal level processing, which resulted in additions to this Subject category. This effort included basic arrangement and replacement of non-archival housing for long-term stability, but staples and other fasteners have not all been removed. Revisions to the encoded finding aid were made to reflect the added content in context to the previously processed material.

Minimal level processing and enhancement of the machine-readable finding aid completed by Nicole Blechynden, September 2017.

Preferred Citation

Warshaw Collection of Business Americana Subject Categories: Advertising Industry, Archives Center, National Museum of American History, Smithsonian Institution

Restrictions

Collection is open for research. Some items may be restricted due to fragile condition.

Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

Scope and Contents

This subject category- Advertising Industry consists primarily of printed advertisements, cut books, correspondence on letterhead, bills and receipts, pamphlets, booklets, notices, articles, stock cuts, illustrations for advertisers, periodicals, registers, directories, streetcar advertisements, price lists for advertising space in newspapers, and books. Most of the material is from advertisers and advertising agencies. The bulk of the material dates from the latter part of the nineteenth century and early part of the twentieth century with materials created both in the United States and in foreign countries.

There is a significant amount of material from companies that manufactured and sold supplies for advertising agencies. Such supplies include signs, bill posters, printing plates, and advertising cards. A large majority of these companies supplied businesses with advertising cuts used for folders, inserts, blotters, envelopes, booklets,

programs, labels, bags, calendars, letterhead, and newspaper and magazine advertisements. Such cuts could be ordered by selecting the number and requesting one or two colors.

Other businesses offered services for companies wishing to advertise. These services include instructions for writing advertisements, facilities for producing copies, designs, engraving, and printing, along with the production and maintenance of the work supplied.

There are a number of items, primarily receipts and correspondence on letterhead, from organizations for the advertising industry. Such organizations include the Advertising Federation of America, American Press Association, Associated Advertising Clubs of America, Outdoor Advertising Association, Old National Distributing Association, Association of National Advertisers, and the American Association of Advertising Agencies.

Among the publications in the materials are directories, registers, and supplements for advertisers. These materials date from 1913-1948 and include information such as listings of national and local advertising agencies, with their branches, personnel, recognition and memberships in organizations, and a listing of their accounts. There are also a number of publications which discuss the general history of advertising. The bulk of the publications, however, are periodicals that relate to the advertising industry and date from 1866-1940.

Arrangement

This subject is arranged into four series.

- Advertisers and Advertising Agencies
- Manufacturers and Distributors of Supplies for Advertisers
- Periodicals and Publications
- General Advertisements and Proofs

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Types of Materials:

Business ephemera
Ephemera

Container Listing

Advertisers and Advertising Agencies, 1854-1965

Scope and Contents: Contains business to business marketing material and receipts for advertising goods and services plus some aggregation of clipped ad samples. The trade literature has a couple of full issues and a few excerpts from serial publications (*Little Thinker*, *Hobby Corner*, *Ad Clubber*, *Modern Advertising*), two trade event programs, and a couple of small booklets on industry topics. Box nine is mostly related articles, pamphlets, and books on advertising, but also includes information on retailing publicity, printing, and engraving.

Box 2 A-H
 Notes: Advertisers and Advertising Agencies, 1866-1950, are in box two, three, and four are from advertising agencies and are organized alphabetically by name of company.

Oversize 1, Folder 4 Donnelly Advertising, Chicago, IL

Oversize ADDOV1 Evans Advertising Agency, undated
 Notes: Metal sign. In enclosure.

Box 3 H-Ste

Oversize 1, Folder 4 Lester, George S., New Haven, CT

Oversize 1, Folder 4 New York City Car Advertising Company, New York, NY

Oversize 1, Folder 4 Rowell, G.P. & Company, New York, NY

Box 4 Str-White, plus Miscellaneous

Oversize 77, Folder 3 Transit Advertising Association, New York, New York
 Notes:

- Beech Nut Gum
- Dr. Lyon's Tooth Powder
- Florida Grapefruit
- Florida Oranges
- Forhan's (Toothpaste)
- Geismann's Grocery
- Gillette Thin Blades
- Kolynos Toothpaste

Oversize 77, Folder 4 Transit Advertising Association
 Notes:

- Office of Energy Conservation
- Palmolive
- Sloan's Ointment
- Two in One Shoe Polish
- Forest Service, US Department of Agriculture
- US Marines

Box SUPP 1, Folder 4 Business Records, Marketing Material, Specimen Ads, 1856-1936

Box 9 Miscellaneous
Notes: General, arranged by type of material which include stock cuts, cards, instruction material, correspondence, bills and receipts, etc.

Oversize 1, Folder 3-9 Oversize

Map-folder 1 Oversize

[Return to Table of Contents](#)

Manufacturers and Distributors of Advertising Supplies, 1854-1965

Box 7 General
Notes: Contains materials from companies that manufactured and distributed supplies for advertising agencies. These materials are also organized by name of company.

Oversize 77, Folder 5 Bacoline Company and location unknown

Oversize 1, Folder 5 F.O.B. Factory, Michigan

Oversize 77, Folder 5 Merchant's Addressing Company, New York, New York

Oversize 77, Folder 5 Ritepoint Company and location unknown

Oversize 1, Folder 5 Stein, A. and Company, Chicago, IL

Oversize 1, Folder 5 Visual Panographics, New York, NY

Oversize 77, Folder 5 Weber, Martin J., Photomechanical Reproductions, Location unknown

[Return to Table of Contents](#)

Periodicals and Publications, 1854-1965

Oversize ADDOV19 Advertising Age, 1953 November 30, 1965 November 29
Notes: 1953 issue: covers and pages missing, has pp. 3-80. 1965 issue: Volume 36, No. 48.

Box 1 Directories and Registers, 1913-1948
Notes: Directories and Registers, 1913-1948, includes bound directories and registers of advertisers, and includes listings of personnel,

memberships and recognitions, and a listing of major accounts for each advertiser.

Box ADD5, Folder 2 History of An Advertising Agency, 1939

Box 5 Periodicals and Publications, 1866-1950
Notes: Publications, 1866-1950, includes periodicals relating to the advertising trade are in boxes five and six and are arranged alphabetically by name and date.

Box 6 Periodicals and Publications
Notes: Same as above.

Box SUPP 1, Folder 5 Trade Literature, 1854-1959

[Return to Table of Contents](#)

General Advertisements and Proofs, circa 1743-1900

Scope and Contents: Includes general advertisements circa 1743-1900, General advertisements, especially early newspaper ads and ads from miscellaneous directories are included in box eight and date from ca. 1743-1900. Most of these do not include graphics. The advertisements that do have images used stock cuts available to any advertiser.

Box 8 General Advertisements, circa 1743-1900

Box 10 Advertising Cards

Box ADD5, Folder 1 Job and Proof Book, 1893-1897
Notes: Print samples affixed into repurposed US Treasury Appropriation *Estimates of Appropriations 1873-74 Patent office Report, Receipts And Expenditures, 3rd Sess., 42nd Congressbook* (1874 June 30). Compiled by John J. Smith of Albany, NY, member of International Mailer's League. Samples include general newspaper ad clippings, advertisements for mailing lists, correspondence service, and matrimonial service.

Oversize ADDOV18 Scrapbook of Advertising Proofs, 1898, undated
Notes: Includes many product or service specific ads, plus general imagery/stock images.

Oversize ADDOV19 Scrapbook of Trade Cards, 1880-1891, undated
Notes: Covering a variety of goods and services, a sampling of trade cards of various sized affixed to album pages with photo corners.

[Return to Table of Contents](#)