



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Guide to the Warsaw Collection of Business Americana Subject Categories: Afro-Americana

NMAH.AC.0060.S01.01.Afro
Vanessa Broussard-Simmons

1999

Archives Center, National Museum of American History
P.O. Box 37012
Suite 1100, MRC 601
Washington, D.C. 20013-7012
archivescenter@si.edu
<http://americanhistory.si.edu/archives>

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Warshaw Collection of Business Americana Subject Categories: Afro-Americana
Identifier:	NMAH.AC.0060.S01.01.Afro
Date:	circa 1754-1963
Extent:	1.43 Cubic feet (consisting of 3 boxes, 2 folders, 1 oversize folder, 1 map case folder, plus digital images of some collection material.)
Creator:	Warshaw, Isadore, 1900-1969
Language:	English .
Summary:	A New York bookseller, Warshaw assembled this collection over nearly fifty years. The <i>Warshaw Collection of Business Americana: Afro-Americana</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
Digital Content:	Image(s): Warshaw Subject Category: Afro-Americana

Administrative Information

Acquisition Information

Afro-Americana 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](#)

Preferred Citation

Warshaw Collection of Business Americana Subject Categories: Afro-Americana, 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 material consists primarily of information relating to significant events in the history of African Americans in the United States. Most of the materials relate to the issue of slavery, race relations and the Civil Rights Movement. Images of African Americans created for commercial use also comprise a large portion of these materials. There is a small amount of information relating to events in France. Although most of the materials are about African Americans, there are only a few created by them.

Materials are arranged by topic to include slavery, abolition, colonization, Reconstruction, the Civil War, and the Civil Rights Movement. The earliest materials relate to slavery and consist primarily of receipts for truces paid on property, advertisements announcing the sale of slaves, passes, promissory notes and speeches questioning slavery.

Late nineteenth century materials relate to organizations created by African Americans in an effort to improve their quality of life. Such organizations include hospitals, homes for orphans, schools, and political associations. These materials aid in our understanding of African Americans as active members of society rather than as victims.

In contrast the largest amount of material from this time period consists of commercial images created by advertisers. Such commercial art reflects the political, social, economic and psychological concerns of the time. The perceptions and fears of the wider society were depicted primarily on advertising cards. Such advertising cards used stereotypical images of African Americans to sell products. These products often included soap, stove polish, tobacco, cosmetics, whiskey, cereal, flour, greeting cards, coffee, baking soda, blacking, bluing, paint, varnish, and music. Often there appears to be no connection between image and product. In those instances African Americans were used to supply the humor. Occasionally there was logic between the image and the product. The logic between the product and the image of African Americans generally was a reference to skin color or lack of education and or social skills.

There are also a number of advertisements portraying African Americans from magazines. These images differed from the ones used on advertising cards which is probably due to the national character of magazines. African Americans were generally portrayed as servants such as Ratus "Cream of Wheat", Aunt Jemima and Uncle Ben.

Twentieth century materials cover events and organizations formed during the Civil Rights Movement. Ephemera from C.O.R.E., S.C.L.C. and N.A.A.C.P. represent types of materials that were circulated during the period. There is little or no commercial imagery from this time period.

Arrangement

Materials in box one through two are arranged by topic. Part of box two contains images of African Americans consisting of engravings, chromolithographs, photographs and a few commercial images not associated with a product.

Box three contains photocopies of stereotypical images of blacks used to sell specific products. The originals are found in the subject category that it represents.

- History Topics
- Miscellaneous Material
- Images of African Americans

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

History Topics, 1754-1963

Materials relate to the enslavement of African-Americans, the colonization of Africa; the role of African-Americans in the Civil War, and African-Americans role within society, and additional topics.

Box 1, Folder 1-11	Slavery
Oversize 1, Folder 10	Slavery
Box 1, Folder 12-13	Slave Tax Bills
Box 1, Folder 14-15	Abolition of Slavery
Box 1, Folder 16	Dred Scott Case
Box 1, Folder 17	Colonization
Oversize 1, Folder 10	Colonization
Box ADD6, Folder 1	Free Soil Lecture Notes (Anti-Slavery). Also Includes Accounting of Notes Due, 1840-1873 Notebook begins with notes for a Free Soil Lecture on anti-slavery (1840s). The remainder contains record of notes due (1869-1873). Mentions "N.B." of Rutland.
Box 1, Folder 18	French Revolution
Box 1, Folder 19	Reconstruction
Box 1, Folder 20	African American participation in wars
Box 1, Folder 21	Civil War
Oversize 1, Folder 10	Civil War
Box 1, Folder 22-23	Race Relations
Box 2, Folder 1	Segregation Issues
Box 2, Folder 2-4	Civil Rights Issues
Box 2, Folder 5-6	Civil Rights Activism

Box 2, Folder 7-8	Organizations, 1887-1963, 1887-
Box 2, Folder 9	Civil Rights - C.O.R.E.
Box 2, Folder 10	Civil Rights - S.C.L.C.
Box 2, Folder 11	Civil Rights - N.A.A.C.P.
Box 2, Folder 12	Colored Home and Hospital
Box 2, Folder 13	Colored Orphan Asylum, Colored Men 's Republican League
Oversize 1, Folder 10	Music Thomas & Tucker, Jubilee singers.
Box 2, Folder 14-15	African American Schools
Map-folder 2	Afro-Americana [Map Folder]

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Miscellaneous Materials, 1864-1911

Box 2, Folder 16	Souvenir Programs
Box 2, Folder 17-18	Articles by and about African Americans
Box 2, Folder 19	Pamphlets
Box 2, Folder 20	Paul Laurence Dunbar
Box 2, Folder 22	John Brown
Box 2, Folder 23	Miscellaneous
Box SUPP 1, Folder 6	Advertisements, Business Record, Publications, 1870-1964 Includes trade cards with depictions of African-Americans, ads for the CORE organization holiday card campaign (1964), <i>Ebony</i> magazine, and <i>National Anti-Slavery Standard</i> (1870), and a catalogue for the First Industrial Exposition of the Colored Citizens of the District of Columbia (1887).

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Images of African Americans, 1898-1908

Box 2, Folder 24	Engravings
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Photographs

Box 2, Folder 25

[Two African American men wearing top hats with advertising for Higgins German Laundry Soap [black and white photoprint.], Ca. 1879-1890
1 Item (Silver gelatin on paper.; 4" x 2.5".)

[Image\(s\)](#)

Block, B. Brooklyn (New York, N.Y.), Photographer
Higgins German Laundry Soap, Advertiser
English.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Local Numbers

0300600334.tif (AC Scan)

In Afro-Americana section, Box 2, Folder 25.

Topic:	Laundry -- 1880-1890 Soap advertising -- Soap
Genre/ Form:	Photographs -- 1880-1890 -- Black-and-white photoprints
Culture:	African Americans

Box 2, Folder 26

Chromolithographs

Oversize 1, Folder 10

Chromolithograph
Image of a young African-American girl.

Box 2, Folder 27

Stereotypical images

Box 2, Folder 28

General images

Box 3

Photocopies of commercial imagery

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