



Smithsonian

*National Museum of American History Kenneth E. Behring Center*

## Guide to the Warshaw Collection of Business Americana Subject Categories: Animated Figures

NMAH.AC.0060.S01.01.Animated

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Warshaw Collection of Business Americana Subject Categories: Animated Figures
<b>Date:</b>	1883-1955 (bulk early 20th century)
<b>Identifier:</b>	NMAH.AC.0060.S01.01.Animated
<b>Creator:</b>	Warshaw, Isadore, 1900-1969
<b>Extent:</b>	0.25 Cubic feet (2 boxes, 1 folder.)
<b>Language:</b>	English .
<b>Summary:</b>	A New York bookseller, Warshaw assembled this collection over nearly fifty years. The <i>Warshaw Collection of Business Americana: Animated Figures</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: <a href="#">Warshaw Collection of Business Americana</a>

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## Administrative Information

### Acquisition Information

Animated Figures 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](#) .

#### Missing Title:

- [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: Animated Figures, 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.

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## Scope and Contents

This material consists primarily of printed advertisements from magazines and correspondence with images of trademarks from various companies. Included are images of Reddy Kilowatt; Snap, Crackle and Pop; Whitman Sampler: Old Dutch Cleanser and Aunt Jemima.

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## Arrangement

Materials are organized by name of trademark.

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## Names and Subject Terms

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

Subjects:

Cartoon characters

Types of Materials:

Business ephemera  
Ephemera

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## Container Listing

### Subseries 1: Animated Figures, 1883-1955

Box 1, Folder 1	Aromints Notes: Aromint Manufacturing Company, Toronto, Canada
Box 1, Folder 2	Atlas Globe Notes: Atlas Supply Company, Newark, New Jersey
Box 1, Folder 3	Aunt Jemima Notes: Aunt Jemima Mills Company, St. Joseph, Missouri
Box 1, Folder 4	Bristol Notes: Bristol Company, Waterbury, Connecticut
Box 1, Folder 5	Campbell Soup Kids Notes: Joseph Campbell Company, Camden, New Jersey
Box 1, Folder 6	Cellophane, Mr. Notes: Sylvania Industrial Corporation, Fredericksburg, Virginia
Box 1, Folder 7	Colossus Of Roads Notes: Firestone Tire and Rubber Company, Akron, Ohio
Box 1, Folder 8	Drake Notes: Drake Electric Works, Inc., Chicago, Illinois
Box 1, Folder 9	Dr. Chapman King Oils Notes: Herbert C. Chapman, Rozette, Illinois
Box 1, Folder 10	Gladiator Notes: Surface Combustion Corporation, Toledo, Ohio
Box 1, Folder 11	Gold Dust Twins Notes: N.K. Fairbank Company, Chicago, Illinois
Box 1, Folder 12	Hercules Notes: Hercules Powder Company, Wilmington, Delaware
Box 1, Folder 13	Iron Fireman
Box 1, Folder 14	Juice King Notes: National Die Casting Company, Chicago, Illinois
Box 1, Folder 15	Link Belt Notes: Link Belt Engineering Company, Philadelphia, Pennsylvania
Box 1, Folder 16	Masonite

	Notes:	Masonite Corporation, Chicago, Illinois
Box 1, Folder 17	Messengers	
Box 1, Folder 18	Michelin Tube Notes:	Michelin Tire Company, Montreal, Canada
Box 1, Folder 19	Mido Watch Notes:	Mido Watch Company of America, Inc., New York, New York
Box 1, Folder 20	Mister Ray-O-Lite Notes:	French Battery and Carbon Company, Madison, Wisconsin
Box 1, Folder 21	Mr. Peanut Notes:	Planters Nut and Chocolate Company
Box 1, Folder 22	Nick and Pull Notes:	Blaisdell Pencil Company, Philadelphia, Pennsylvania
Box 1, Folder 23	Old Dutch Cleanser	
Box 1, Folder 24	Auto Strap Razor Man Notes:	Auto Strap Safety Razor Company, New York, New York
Box 1, Folder 25-26	Reddy Kilowatt Notes: Names:	Reddy Kilowatt, Incorporated, New York, New York Reddy Kilowatt (Cartoon figure)
Box 1, Folder 27	Ronson Redkin Notes:	Ronson, Newark, New Jersey
Box 1, Folder 28	Rubber Men Notes:	Miller Rubber Company, Akron, Ohio
Box 1, Folder 29	Salt Notes:	International Salt Company, Scanton, Pennsylvania
Box 1, Folder 30	Snap, Crackle and Pop Notes:	Kellog Company, Battle Creek, Michigan
Box 1, Folder 31	Sunny Jim	
Box 1, Folder 32	Telephone Notes:	American Telephone and Telegraph and Associates Co.
Box 1, Folder 33	Thirsty Fibre	
Box 1, Folder 34	Topps, Mr. Notes:	Paragon Electric Company, Chicago, Illinois

Box 1, Folder 35	Torchy Turner Notes: Turner Brass Works, Sycamore, Illinois
Box 1, Folder 36	Whitman Deliver Notes: Stephen F. Whitman & Sons, Inc., Philadelphia, Pennsylvania
Box 1, Folder 37	Wiry Joe Notes: Crescent Company, Inc., Paw Tucket, Rhode Island
Box 1, Folder 38	Wrigley Notes: Wrigley
Box 1, Folder 39	Animated Figures: Miscellaneous Items

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Box SUPP 2, Folder 9	Disney and Walt Disney, 1975, undated Notes: Includes a scrapbook of Mickey Mouse and other Disney character clippings, and a commercially published illustrated booklet of Walt Disney quotations.
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