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

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

NMAH.AC.0060.S01.01.Christmas

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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

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# Collection Overview

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|---|---|
| **Repository:** | Archives Center, National Museum of American History |
| **Title:** | Warshaw Collection of Business Americana Subject Categories: Christmas |
| **Date:** | undated<br>1899-1917 |
| **Identifier:** | NMAH.AC.0060.S01.01.Christmas |
| **Creator:** | Warshaw, Isadore, 1900-1969 |
| **Extent:** | 1.2 Cubic feet (consisting of 2 boxes, 1 folder, 11 oversize folders, plus digital images of some collection material. ) |
| **Language:** | English . |
| **Summary:** | A New York bookseller, Warshaw assembled this collection over nearly fifty years. The *Warshaw Collection of Business Americana: Christmas* 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: Christmas |

# Administrative Information

## Acquisition Information

Christmas 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

### 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, 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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## 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

### Business Records, Marketing Material, and Other, 1899-1917

Box 1 Christmas

Many Happy Days [Christmas card]
1 Item (Ink on paper.; 4-1/4" x 3".)
Language: English.
Notes: AC0060-0000703.tif (AC Scan No.)
In Box 1, Folder 1, "Christmas."
Image of Santa holding two children, in oval decorated with holly, etc. Color. Maker unidentified.
Topic: Christmas
Santa Claus
Genre/Form: Christmas cards
Greeting cards -- 19th century

Season's Greetings. [Winter scene in color: Christmas card.]
1 Item (Ink on paper.; 4" x 6".)
Artist: Linson, Corwin K.
Language: English.
Notes: AC0060-0000704.tif (AC Scan No.)
In Box 1, Folder: Farm Journal.
Winter scene over a river with bridge.
Topic: Christmas
Genre/Form: Greeting cards

[Santa on his sleigh with two reindeer, in color : greeting card.]
1 Item (Ink on paper.; 5" x 7".)
Language: English.
Notes: AC0060-0000705.tif (AC Scan No.)
In Box 1, Folder 1.
Topic: Christmas
Santa Claus
Reindeer
Genre/Form: Greeting cards

Compliments of Blossburg Tea Store [Santa Claus image on card.]
1 Item (Ink on paper.; 6 1/8" x 4 1/4".)
Advertiser: Daniels & Newpert
Language: English.
Notes: AC0060-0000706.tif (AC Scan No.)
In Christmas, Box 1, Folder 4.
Santa giving toys to children with a Christmas tree in the background, color. Text on card reads "Compliments of Blossburg Tea Store, Teas, Coffees, Spices, Baking Powder,

Extracts, Etc. We guarantee all our goods to be the best quality in the market. Handsome presents to all customers. 87 Main Street, Blossburg, Pa. Daniels & Newpert, Propr's."

Topic: Tea
Christmas
Santa Claus
Greeting cards
Place: Pennsylvania -- 1890-1920
Blossburg (Pa.)

Old Father Christmas [portrait: reproduction of a drawing in black and ecru]
1 Item (Ink on paper.; 10 1/4" x 7 1/4".)
Language: English.
Notes: AC0060-0000707.tif (AC Scan No.)

In Box 1, Folder 3

Creator unidentified?

Names: Father Christmas
Topic: Christmas
Santa Claus
Genre/Form: Drawings -- Reproductions
Portraits -- Men

Jameson & Co. / Fine Shoes / Bruckton, Mass."
1 Item (Ink on paper.; 10" x 7".)
Advertiser: Jameson & Co.
Language: English.
Notes: AC0060-0000708.tif (AC Scan No.)

In Box 1, Folder 4.

Santa Claus with two children and toys under a tree, in color.

Topic: Toys
Shoes
Christmas
Santa Claus
Children
Place: Massachusetts

[Santa at the door : color print, advertising card.]
1 Item (Ink on paper, mounted on card.; 6-1/4" x 4-1/4".)
Advertiser: Schumacher (manufacturer)
Language: English.
Notes: AC0060-0000709.tif (AC Scan No.)

In Box 1, Folder 4.

"Call for SCHUMACHER'S / Grains of Gold, Rolled Wheat, Rolled Avena, Parched Farinose / In Original Packages" on mount under image.

Topic: Gifts
Christmas
Santa Claus

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| | Genre/Form: Advertising cards -- 19th century. |
| Box 2 | Christmas |
| | "God Bless the Children", 1882. Santa watching two sleeping children surrounded by toys and a balloon, color<br>1 Item (Ink / Silver gelatin on paper.; 9" x 10 3/4")<br>Language: English.<br>Notes: AC0060-0000710.tif(AC Scan No.)<br>Box No. 1. |
| Box 2 | "A Merry Christmas". An angel with an unadorned tree flying toward an upper story window, color<br>1 Item (Ink / Silver gelatin on paper.; 7 1/4" x 6".)<br>Language: English.<br>Notes: AC0060-0000711.tif (AC Scan No.) |
| Box 2 | Girl with basket of holly under umbrella, color<br>1 Item (Ink / Silver gelatin on paper.; 7" x 4 1/2".)<br>Language: English.<br>Notes: AC0060-0000712.tif (AC Scan No.) |
| Box 2 | "Little Santa Claus" [sic]. Art Supplement, Philadelphia Press, Sunday, Dec. 19th, 1887 [color photomechanical print]<br>1 Item (Ink on paper.; 12-1/4" x 8-1/2".)<br>Publisher: Philadelphia Press<br>Language: English.<br>Notes: AC0060-0000713.tif (AC Scan No.)<br>Smiling boy wearing a large hat,holding a Santa Claus mask and a toy horn.<br>Topic: Masks<br>Children -- 19th century<br>Christmas<br>Santa Claus<br>Genre/Form: Photomechanical prints |
| Box SUPP 8, Folder 10 | General, Christmas, 1899-1917<br>Notes: Trade cards promoting Christmas themed goods and gifts or with Christmas images. Greeting cards. Christmas Eve poem, news clipping (undated). |
| Oversize 15, Folder 3-10 | Christmas |
| Oversize 92, Folder 1-3 | Christmas |
| Map-folder 13 | Christmas |

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| Map-folder 14 | Christmas |
| Map-folder 18 | Christmas |

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