



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Warshaw Collection of Business Americana Subject Categories: Florists

NMAH.AC.0060.S01.01.Florists

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
archivescenter@si.edu
<https://americanhistory.si.edu/archives>

Table of Contents

Collection Overview	1
Administrative Information	1
Scope and Contents.....	2
Names and Subjects	2
Container Listing	3
Business Records, Marketing Material, and Other, 1845-1928.....	3

Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Warshaw Collection of Business Americana Subject Categories: Florists
Date:	1845-1928
Identifier:	NMAH.AC.0060.S01.01.Florists
Creator:	Warshaw, Isadore, 1900-1969
Extent:	0.45 Cubic feet (consisting of 1 box, 1 folder.)
Language:	English .
Summary:	A New York bookseller, Warshaw assembled this collection over nearly fifty years. The <i>Warshaw Collection of Business Americana: Florists</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

Florists 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 Subject Categories: Florists, 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 advertising cards and invoices from florists shops and growers. Also included are makers of artificial flowers and flower supplies as well as services to florists. Other materials are related to publications, floral images, and import/export documents. The material is organized by company name into four series.

Names and Subject Terms

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

Subjects:

Florists

Types of Materials:

Business ephemera

Ephemera

Container Listing

Business Records, Marketing Material, and Other, 1845-1928

Subseries 1: Floral Retailers and Growers

Box 1, Folder 1	Baker, Charles F., Utica, New York
Box 1, Folder 1	Barnes, J.S., New York, New York
Box 1, Folder 1	Barrows, H.E., Brockton, Massachusetts
Box 1, Folder 1	Bebus, Jacob G., New York, New York
Box 1, Folder 2	Bennett, William, Brooklyn, New York
Box 1, Folder 2	Bennet and Davidson, Brooklyn, New York
Box 1, Folder 2	Bester, William, Hagerstown, Maryland
Box 1, Folder 3	Bluxome, J.A., New York, New York
Box 1, Folder 3	Borden, C.P., Taunton, New Jersey
Box 1, Folder 3	Bouquet, The, Boston, Massachusetts
Box 1, Folder 3	Braun, A., New York, New York
Box 1, Folder 3	Brandenburger, J. Robert
Box 1, Folder 4	Breusing, C and A., Jersey City, New Jersey
Box 1, Folder 4	Bridgman, Alfred, Astoria, New York
Box 1, Folder 4	Brooklyn Cheap Cut Flowers, Brooklyn, New York
Box 1, Folder 4	Butler Florist, New York, New York
Box 1, Folder 5	Calder and Otis, Boston, Massachusetts
Box 1, Folder 5	Calder and Wiswal, Boston, Massachusetts
Box 1, Folder 5	Calder Florist, Boston, Massachusetts
Box 1, Folder 5	Carbone's, Boston, Massachusetts
Box 1, Folder 6	Cartwright, C.O., Darien, New York

Box 1, Folder 6	Changuris Florist, New York, New York
Box 1, Folder 6	Cocking, Robert, Danbury, Connecticut
Box 1, Folder 6	Cole, Thos. P., Providence, Rhode Island
Box 1, Folder 7	Cook, Anthony, Baltimore, Maryland
Box 1, Folder 7	Cook Bros., Ithaca, New York
Box 1, Folder 7	Copeland and Cooper, Brockton, Massachusetts
Box 1, Folder 7	Crandell, H.L., Glens Falls, New York
Box 1, Folder 8	Davidson, Thomas, Albany, New York
Box 1, Folder 8	Day's Danforth Greenhouses
Box 1, Folder 9	Depew, Tunis, Nyack, New York
Box 1, Folder 9	Doran, Chas. L., New York, New York
Box 1, Folder 10	Egner, Allan D., Philadelphia
Box 1, Folder 10	Evans Art in Flowers, New York, New York
Box 1, Folder 10	Evenden Bros., Williamsport, Pennsylvania
Box 1, Folder 11	Feast, Samuel and Sons, Baltimore, Maryland
Box 1, Folder 11	Fisher, Sewall, Framingham, Massachusetts
Box 1, Folder 11	Fleischman's Flower Store, Chicago, Illinois
Box 1, Folder 11	Florist's Exchange, The, New York, New York
Box 1, Folder 11	Florist Exchange Company, Boston, Massachusetts
Box 1, Folder 12	Fort Washington Florist, Inc., New York, New York
Box 1, Folder 12	Foucis, David, New York, New York
Box 1, Folder 12	Gasser, J.M., Cleveland, Ohio
Box 1, Folder 13	Gloeckner, William C. Albany, New York
Box 1, Folder 13	Graham, Hugh, Philadelphia, Pennsylvania

Box 1, Folder 13	Graham, W.H., Manchester, Vermont
Box 1, Folder 13	Green, W.W. Sons and Soyles, Watertown, New York
Box 1, Folder 13	Grieves and Company, New York, New York
Box 1, Folder 14	Hale, Mrs. J., New York, New York
Box 1, Folder 14	Hales, H.W., Ridgewood, New Jersey
Box 1, Folder 14	Hall Brothers, Osage, Iowa
Box 1, Folder 14	Hammond, W.A., Richmond, Virginia
Box 1, Folder 14	Hatcher Florist, New York, Schenectady and Amsterdam, New York
Box 1, Folder 15	Hill, G.H.
Box 1, Folder 15	Hoffman, Peter B., Coney Island, New York
Box 1, Folder 15	Hofheimer, S., New York, New York
Box 1, Folder 15	Hood Florist, New York, New York
Box 1, Folder 15	Hoopes, Bro. And Thomas West, Chester, Pennsylvania
Box 1, Folder 16	Hoskins and Giles, Reading, Pennsylvania
Box 1, Folder 16	Houghton-Gorney Company, Boston, Massachusetts
Box 1, Folder 16	Howard, J.W., Somerville, Massachusetts
Box 1, Folder 16	Hovey, C.H. and Son, Boston, Massachusetts
Box 1, Folder 16	Hubbard, Paul M. And Company, Bristol, Connecticut
Box 1, Folder 17	Irwin's Floral Depot, New York, New York
Box 1, Folder 17	Jones, M.D. and Company, Boston, Massachusetts
Box 1, Folder 17	Jordan, C.S., Manchester, Connecticut
Box 1, Folder 17	Keegan and Bro, New York, New York
Box 1, Folder 17	Keller, I.M., Brooklyn, New York
Box 1, Folder 18	Kift, J. And Son, Philadelphia, Pennsylvania

Box 1, Folder 18	Klunder and Long New York, New York
Box 1, Folder 18	Knott, W.A., Cape May City, New Jersey
Box 1, Folder 18	Kom, Julius, New York, New York
Box 1, Folder 18	Kuhn, Jacob, Nyack, New York
Box 1, Folder 19	Lakeview Rose Gardens, Jamestown, New York
Box 1, Folder 19	Le Moul't's, New York, New York
Box 1, Folder 19	London and New York Plant Company, New York, New York
Box 1, Folder 19	Loeben, Richard E., Gloversville, New York
Box 1, Folder 20	Long, Daniel B., Buffalo, New York
Box 1, Folder 20	Long, William H., New York, New York
Box 1, Folder 20	Long and Houghton, New York, New York
Box 1, Folder 20	Ludwig and Richter, Allegheny, Pennsylvania
Box 1, Folder 21	McClunie Bros., Hartford, Connecticut
Box 1, Folder 21	McConnell, Alexander, New York, New York
Box 1, Folder 21	M'Murray and Company, Philadelphia, Pennsylvania
Box 1, Folder 22	Mallon, James, Brooklyn, New York
Box 1, Folder 22	Mansfield Flower Store, Fitchburg, Massachusetts
Box 1, Folder 22	Merrill, Wm., Newbury, Connecticut
Box 1, Folder 22	Miller, F.J. and Company, Charlestown
Box 1, Folder 22	Miller and Hunt, Chicago, Illinois
Box 1, Folder 23	Mogridge, Mrs., New York, New York
Box 1, Folder 23	Morgan, D.E., Westfield, Massachusetts
Box 1, Folder 23	Mucinos, L., New York, New York
Box 1, Folder 23	Murray, James C., Peoria, Illinois

Box 1, Folder 23	Myers, A.S., Altoona, Pennsylvania
Box 1, Folder 24	Netschert, Carl, Chicago, Illinois
Box 1, Folder 24	Newman, J. and Sons, Boston, Massachusetts
Box 1, Folder 24	New York Floral Company, Springfield, Massachusetts
Box 1, Folder 24	New York Floral Depot, New York, New York
Box 1, Folder 25	Pearce, William T., Washington, DC
Box 1, Folder 25	Pierson, F.R., Tarrytown, New York
Box 1, Folder 25	Plender, John, Philadelphia, Pennsylvania
Box 1, Folder 26	Rainey, Henry, Philadelphia, Pennsylvania
Box 1, Folder 26	Rauch, Oscar H., West Bethlehem, Pennsylvania
Box 1, Folder 26	Reigel's Greenhouses, Batavia, New York
Box 1, Folder 26	Risbam, C., Trenton, New Jersey
Box 1, Folder 26	Rosary, The, Boston, Massachusetts
Box 1, Folder 27	Saunders, John R., Springfield, Massachusetts
Box 1, Folder 27	Schiller Florist
Box 1, Folder 27	Schling, Max, New York, New York
Box 1, Folder 27	Schuck, Charles and Bro., Philadelphia, Pennsylvania
Box 1, Folder 27	Seckenger, Adam, Bangor, Maine
Box 1, Folder 27	Severy, L.F., Boston, Massachusetts
Box 1, Folder 28	Shaw, S.R., New York, New York
Box 1, Folder 28	Simondson, I.J., New York, New York
Box 1, Folder 28	Smith, George H., Chicago, Illinois
Box 1, Folder 28	Strauss, C. And Company, Washington, DC
Box 1, Folder 28	Stumpp, G.E.M., New York, New York

Box 1, Folder 29	Thorley, Florist, New York, New York
Box 1, Folder 29	Thumann, John, New York, New York
Box 1, Folder 29	Vanderwater and Turner, New York, New York
Box 1, Folder 30	Wade Florist, Washington, DC
Box 1, Folder 30	Wallace, William, New York, New York
Box 1, Folder 30	Weir, James Jr., Brooklyn, New York
Box 1, Folder 30	Welterle, John, New York, New York
Box 1, Folder 30	Whittle Bros., Albany, New York
Box 1, Folder 31	Willard The Florist, Taunton, Massachusetts
Box 1, Folder 31	Wilson, William C./Wilson W.C. and Bros., New York, New York
Box 1, Folder 31	Wilson and Frieders, Dayton, Ohio
Box 1, Folder 31	Woodman, E.C., Danvers, Massachusetts
Box 1, Folder 31	Woodward, John F., Boston, Massachusetts
Box 1, Folder 32	Zahn, Adam/Zahn A. and Son, New York, New York
Box 1, Folder 32	Zahn, Charles, New York, New York
Box 1, Folder 32	Zeh, Philip, Brooklyn, New York

Subseries 2: Manufacturers of Artificial Flowers

Box 1, Folder 33	Artificial Plants and Pot Flowers, New York, New York
Box 1, Folder 33	Bacharch, H., New York, New York
Box 1, Folder 33	Burns, James T., New York, New York
Box 1, Folder 33	Friedmann, S., New York, New York
Box 1, Folder 33	Friedle, Mrs. Maria C., New York, New York
Box 1, Folder 34	King Patent Shell Flower Company, Baltimore, Maryland
Box 1, Folder 34	Lauretti, Mme M., New York, New York

Box 1, Folder 34 Price, A., New York, New York

Box 1, Folder 34 Van Osten, M.J., Philadelphia, Pennsylvania

Box 1, Folder 34 Vidron, A., France

Subseries 3: Miscellaneous Florist Supplies and Services

Box 1, Folder 35 Bingham, G.A (Flower Stands), Keene, NH

Box 1, Folder 35 Crooke, John J.(Metallic Foils and Capsules), New

Box 1, Folder 35 York, New York

Box 1, Folder 35 Cushman, Mrs. A.W. (Wax Preservation), Boston, Massachusetts

Box 1, Folder 35 Long, Daniel B.(Floral Photography), Buffalo, New York

Box 1, Folder 36 National Personalized Service Inc.(Advertising), Norwalk, Connecticut

Box 1, Folder 36 New York Florists' Club, New York, New York

Box 1, Folder 36 Shuman, Frank G. Company (Hand Embossers for Cards), Chicago, Illinois

Box 1, Folder 36 Whilden Company (Flower Pots) Philadelphia, Pennsylvania

Subseries 4: Related Publications

Box 1, Folder 37 American Florist, The
Notes: Published by American Florist Company, Chicago, Illinois

Box 1, Folder 37 Weekly Florists Review
Notes: Florist Publishing Company, Chicago, Illinois

Box 1, Folder 38 "Artificial Flower Guide" by L. Lewenstien, 1879
Notes: Published by Parisian Flower Company, New York and Paris

Box 1, Folder 38 "How to Make Wax Flowers" by Marie Le Franc, 1882
Notes: Published by Wynkoop and Hallenbeck, New York

Box 1, Folder 39 "Carpet and Ornamental Flower Bed Designs", 1887
Notes: Published by George A. Scully and Sons, Springfield, Massachusetts

Box 1, Folder 40 "Drop's From Flora's Cup or The Poetry of Flowers" by Miss Mary M. Griffin, 1845-1846

Notes: Published by G.W. Cottrell and Company, Boston, 1845, and by Hill and Brodhead, Boston, 1846 (two volumes)

Box 1, Folder 41 Stories of Flowers By Max Schling, 1928
Notes: Published by Max Schling, New York

Subseries 5: Miscellaneous

Box 1, Folder 42-43 General Floral Images

Box 1, Folder 44-47 Import/Export Documents

Box SUPP 13,
Folder 17 Business Records and Card Samples, 1872-1896

[Return to Table of Contents](#)
