



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Guide to the Warsaw Collection of Business Americana Subject Categories: Hair

NMAH.AC.0060.S01.01.Hair

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Warshaw Collection of Business Americana Subject Categories: Hair
Identifier:	NMAH.AC.0060.S01.01.Hair
Date:	1772-1948
Extent:	1.45 Cubic feet (consisting of 2.5 boxes, 1 folder, 7 oversized folders, 3 map case folders, 1 flat box (partial), plus digital images of some collection material.)
Creator:	Warshaw, Isadore, 1900-1969
Language:	Collection is in English, with additional materials in French, German, Japanese, and Latin.
Summary:	A New York bookseller, Warshaw assembled this collection over nearly fifty years. The <i>Warshaw Collection of Business Americana: Hair</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 Collection of Business Americana: Hair

Administrative Information

Acquisition Information

Hair 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, and it 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.

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. For this subject, minimal processing included arrangement to the folder level, based on prior processing and preservation action, with retention of the pre-existing arrangement when possible, if applicable. Otherwise, an order was imposed by the Processing Archivist. Some materials were consolidated to eliminate excess bulk but items within folders were not arranged further. The guide may or may not include a more refined list of folder contents. Non-archival housing was replaced for long-term stability, but staples and other fasteners have not all been removed.

Minimal level processing and machine-readable finding aid completed by Kendra Jae, April 2017.

Preferred Citation

Warshaw Collection of Business Americana Subject Categories: Hair, 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

The subject category Hair contains material pertaining to the manufacturing and distribution of hair-related products, including shampoos, wigs, hair dyes and tints, hair preservatives, hair oils, straighteners, combs, pressers, hair nets, and veils. Hair also contains material pertaining to hair-related services, including haircuts, hair removal, wigmaking, facial hair shaping, and hair styling. The material is not exclusively marketed to a single gender, but material marketed toward women is more prevalent.

The bulk of the subject category comprises business records, advertisements, import and export records, catalogues, and posters. Companies represented include Dr. J.C. Ayer and Company and Reuben P. Hall and Company.

Additional material includes images and poems related to hair. Portraits of people with long hair or certain hairstyles, images of salons, and caricatures. Realia in the collection consists of a black net veil. Subject-related material provides brief overviews of general hair care and maintenance, in-depth treatments for hair and scalp related problems, and samples of hair provided from people and correspondence describing them.

No particular depth is present for any singular subtopic within the collection, though images of hair styles, product advertisements and posters, and literature related to medical aspects of hair treatment are particular strengths of the collection. It contains a small amount of French, German, Japanese, and

Latin language material, which is within the collection and is indicated in folder-level descriptions when present.

Arrangement

Hair is arranged in three subseries.

- Business Records and Marketing Material
- Genre
- Subject

Brand Name Index

The following is a list of brand names for various hair and related names that appear on this list is a compilation of those found on materials in the vertical document boxes. The list is intended to assist researchers locate desired materials when only the brand name is known.

Brand Name Index

Brand Name	Manufacturer
American Girl	R. Ginsburg & Bros.
Blue Grass	Elizabeth Arden
Buckingham's	R.P. Hall & Co.
Capillaris	T. Hill Mansfield's
Capillina	Wood & Sons
Cell-Life	Susanna Cocroft Laboratories
Cupid	Richardson & De Long Bros.
Fedora	Silverberg Import Co.
Follicula	Anglo-American Electric Ass.
Grace Darling	The Fair
Jo-Cur	Curran Labs
Kreml	R.B.
Revivum	C.N. Crittenton
Venida	Rieser Co.
Vigorol	

J.B. Weis
Wear Rite
R. Ginsberg & Bros.

Names and Subject Terms

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

Subjects:

Consumer goods -- Catalogs
Exports -- 19th century
Hair
Hair -- Shampooing
Hair art
Hairdressing
Hairstyles
Hygiene
Importers
Shampoos -- advertising
Women -- Health and hygiene

Types of Materials:

Advertisements
Advertising
Advertising cards
Advertising fliers
Advertising mail
Black-and-white photographs
Business cards
Business ephemera
Business letters
Business records
Cabinet photographs
Catalogs
Catalogues
Commercial catalogs
Commercial correspondence
Correspondence
Ephemera
Illustrations
Invoices
Letterheads
Mail order catalogs
Manufacturers' catalogs
Patents
Periodicals
Photographs
Posters
Price lists
Print advertising
Printed ephemera

Printed material
Printed materials
Publications
Publications -- Business
Receipts
Sales catalogs
Samples
Trade catalogs

Container Listing

Business Records and Marketing Material, 1836-1950

Contains business records for merchants selling hair products, accessories, and related services including correspondence, price lists, advertisements, and oversized advertising posters. Businesses represented include Dr. J.C. Ayer and Company and Reuben P. Hall and Company.

Box 1, Folder 1	A, 1857-1893, undated Includes material from Dr. J.C. Ayer and Company.
Oversize 24, Folder 1-2	Dr. J.C. Ayer and Company, 1886-1889, undated Twelve advertising posters for Ayer's Hair Vigor.
Oversize 107, Folder 1	Dr. J.C. Ayer and Company, 1893, undated Two advertising posters for Ayer's Hair Vigor.
Map-case 1, Drawer 14, Folder 1	Dr. J.C. Ayer and Company, 1890 Advertising poster for Ayer's Hair Vigor.
Map-case 1, Drawer 14, Folder 8	Dr. J.C. Ayer and Company, undated Advertising poster for Ayer's Hair Vigor.
Box 1, Folder 2	B, 1836-1906, undated
Box 1, Folder 3	C, 1847-1893, undated
Box 1, Folder 4	D, 1854-1946, undated
Map-case 1, Drawer 14, Folder 8	Knowlton Danderine Company, undated Advertising poster for Danderine hair products.
Box 1, Folder 5	E, 1862-1905, undated
Map-case 1, Drawer 14, Folder 1	E.W. Hoyt and Company, 1883-1886, undated Three advertising posters for Hoyt's German Cologne.
Box 1, Folder 6	F, 1780-1908, undated
Box 1, Folder 7	G, 1858-1935, undated
Map-case 1, Drawer 14, Folder 1	Gillette Company, 1932 December 17 Advertising image posted in <i>Saturday Evening Post</i> .
Box 1, Folder 8	H, 1844-1900, undated

Includes material from Reuben P. Hall and Company.

Pears' Soap [newspaper advertisement]
1 Item (Ink on paper, 10-5/8" x 7-1/2".)

[Image\(s\): Pears' Soap \[newspaper advertisement\].](#)

Pears' Soap, Advertiser

Image: Two figures-- Caucasian girl and Japanese woman, hugging globe, with copy at bottom: "All sorts of stores sell it--all sorts of people use it."
Pencil at top: "The Designer Oct 1900." Advertisement for Hall's Vegetable Sicilian Hair Renewer on verso.

Laminated.

Local Numbers

AC0060-0000066 (AC Scan No.)

In Box 2, Folder 1: Hall.

Topic: Ethnic Imagery Project, Archives Center
Globes
Hair
Soap
Culture: Japanese

The Ladies of All Nations Use Hall's Vegetable Sicilian Hair Renewer [printed card]

1 Item (Ink on paper, 3-1/2" x 8-1/8".)

[Image\(s\): The Ladies of All Nations Use Hall's Vegetable Sicilian Hair Renewer \[printed card\].](#)

R.P. Hall & Co. (Nashua, N.H.), Advertiser

Images: 5 women, left to right: Japanese, Dutch, American, Persian and Spanish.

Local Numbers

AC0060-0000067 (AC Scan No.)

In Box 2, Folder 1.

Topic: Ethnic Imagery Project, Archives Center
Hair
Hair -- Care and hygiene
Hair conditioners
Culture: Dutch
Persian
Sicilians
Spanish

Oversize 24, Folder
2-3

Reuben P. Hall and Company, undated
11 advertising posters for Hall's Vegetable Sicilian Hair Renewer.

- Box 1, Folder 9 I-J, 1848-1886, undated
- Map-case 1, Drawer 14, "Jamal Machineless Permanent", undated
Folder 2 Mounted advertising poster, company unattributed.
- Box 1, Folder 10 K, 1860-1906, undated
- Map-case 1, Drawer 14, August Kern Barber Supply Company, 1892
Folder 1
- Box 1, Folder 11 L, 1836-1920, undated
- Map-case 1, Drawer 14, Lundborg Perfumery, undated
Folder 1 Advertising poster for Lundborg's famous Edenia and Goya Lily perfumes.
- Map-case 1, Drawer 14, Lyon Manufacturing Company, undated
Folder 1 Advertising poster for Hagan's Magnolia Balm.
- Box 2, Folder 1 M, 1878-1930, undated
- Map-case 1, Drawer 14, W.J. Morgan and Company, undated
Folder 1 Advertising posters for "Carboline." One loose, one mounted, 2 copies.
- Box 2, Folder 2 N-O, 1862-1890, undated
- Map-case 1, Drawer 14, "New American Perfume, Golden Flowering Cactus", undated
Folder 1 Advertising poster from unattributed company.
- Box 2, Folder 3 P, 1859-1925, undated
- Map-case 1, Drawer 14, Parker Hair Company, undated
Folder 1 Advertising poster for Parker's Hair Balsam and Parker's Ginger Tonic.
- Box 2, Folder 4 Q-R, 1867, undated
- Map-case 1, Drawer 14, Remington Products, 1941-1942
Folder 2 Six advertising posters for razors.
- Box 2, Folder 5 S, 1843-1915, undated
Includes Sutherland Sisters photo cabinet cards.

Seven Sutherland Sisters' Hair Grower [black and white advertisement], [ca. 1880-1900]

1 Item (Ink on paper.; 9" x 11.25".)

Image(s): [Seven Sutherland Sisters' Hair Grower \[black and white advertisement\]](#).

Photographer unidentified.

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

Local Numbers

0300600352.tif (AC Scan)

In Hair, Box 2.

Topic: Hair growth stimulants
advertising -- 1880-1990
Genre/
Form: Advertisements

Box 2, Folder 6	T-V, 1876-1893, undated
Box 2, Folder 7	W, 1856-1936, undated
Map-case 1, Drawer 14, Folder 2	Wildroot Company Incorporated, 1953 Advertising poster for haircut styles, 2 copies.
Box 2, Folder 8-9	Import / Export, 1837-1899
Box SUPP 15, Folder 6	Advertisements, 1854-1950 Promoting tonics, combings, hair jewelry, balsams, hair working, hair dressers, shampoo, Carboline, curlers, crimpers, and frizzers, rosemary oil, castor oil.
Oversize 24, Folder 2-4	Oversized advertisements, 1898, undated Advertising posters for Brass Hair Straightening Combs and Pressers, Clairol Oil Shampoo Tint with hair color samples, Dr. Dickes Improved Cocoanut Oil Tar Shampoo, Kimura's Hair Oils, and Parisian Comb Company. Includes French, German, and Japanese text.
Oversize 107, Folder 2-3	Oversized advertisements, 1852, undated Advertising posters for Cristadoro's Hair Preservative and Beautifier, Raoul (hair salon), and Wells' Hair Balsam. Includes French language material.

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Genre, 1772-1925

Contains product catalogues and price lists for hair stylists and wig makers, images related to hair including store fronts, hair styles, and portraits; realia in the form of fashionable netted veils, and a serial publication.

Box 3, Folder 1	Catalogues, 1890-1925, undated
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Catalogues of hair stylists and wigmakers. House of A. Blatt Incorporated (1925), A.M. Buch and Company (2 catalogues. 1846), E. Burnham (1908), William Broich (undated), Madame Fried (undated), Ginsberg and Brother (1924), Graf Brothers (1890), Philipp Ostermayer (undated), Madame Thompson (undated). Includes French language material.

Box 3, Folder 2 Hair, 1877, undated
Contains samples of human hair and correspondence related to the hair.

Box 3, Folder 3 Images and Poems, 1772-1896, undated
Includes images of hair salons, hair styles, fashionable headdresses, caricatures, poems related to hair, and portraits of people displaying hair length. See Photographic Series 2 for original glass plate of certain images.

Oversize 107, Folder 3 *Monthly Rose Bud*, 1869 October 01
Serial publication. Volume 1, Number 10.

Map-case 1, Drawer 14, Folder 2 Patent for Benjamin Berl Lipsner, undated
Poster confirming patent inspection. Latin language material.

Realia

Box 3, Folder 4 Slip-Pon black veil net, undated

Oversize ADDOV6 Hall's Veg Sicilian Hair Renewer, undated
Realia. Two metal advertising signs. In enclosures, tags INV 80 80572 Z37 and tag: INV 80 80572 Z39.

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Subject, 1846-1948

Box 3, Folder 5 "Coiffures Ancient and Modern", 1908 November
Published in unnamed serial publication with unattributed author. Addresses hairdressing trends in the early 20th century.

Box 3, Folder 6 General Hair Care, 1866-1926
Includes instructive books for men, women, and children about basic hair hygiene, and effective home treatments.

Box 3, Folder 7 Medical Treatment Literature, 1846-1948, undated
Contains literature focusing on medical aspects of hair treatment. Issues the texts aim to address include prevention of hair loss, removal of unwanted hair, prevention of greying, and scalp and dandruff treatments.

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