



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

Max Howell

Funding for partial processing of the collection was supported by a grant from the Smithsonian Institution's Collections Care and Preservation Fund (CCPF).

2017 April, Revised 2017 September

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Warshaw Collection of Business Americana Subject Categories: Hair
Date:	1772-1948
Identifier:	NMAH.AC.0060.S01.01.Hair
Creator:	Warshaw, Isadore, 1900-1969
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.)
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 Max Howell, 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

Krem: 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

Scope and Contents: 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
Notes: Includes material from Dr. J.C. Ayer and Company.

Oversize 24, Folder 1-2 Dr. J.C. Ayer and Company, 1886-1889, undated
Notes: Twelve advertising posters for Ayer's Hair Vigor.

Oversize 107, Folder 1 Dr. J.C. Ayer and Company, 1893, undated
Notes: Two advertising posters for Ayer's Hair Vigor.

Map-folder 1 Dr. J.C. Ayer and Company, 1890
Notes: Advertising poster for Ayer's Hair Vigor.

Map-folder 8 Dr. J.C. Ayer and Company, undated
Notes: 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-folder 8 Knowlton Danderine Company, undated
Notes: Advertising poster for Danderine hair products.

Box 1, Folder 5 E, 1862-1905, undated

Map-folder 1 E.W. Hoyt and Company, 1883-1886, undated
Notes: 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-folder 1 Gillette Company, 1932 December 17
Notes: Advertising image posted in *Saturday Evening Post*.

Box 1, Folder 8 H, 1844-1900, undated
Notes: Includes material from Reuben P. Hall and Company.

[Pears' Soap \[newspaper advertisement\]](#)

1 Item (Ink on paper, 10-5/8" x 7-1/2".)
 Advertiser: Pears' Soap
 Language: English.
 Notes: AC0060-0000066 (AC Scan No.)
 In Box 2, Folder 1: Hall.
 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.
 Topic: Ethnic Imagery Project, Archives Center
 Hair
 Soap
 Globes
 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".)
 Advertiser: R.P. Hall & Co. (Nashua, N.H.)
 Language: English.
 Notes: AC0060-0000067 (AC Scan No.)
 In Box 2, Folder 1.
 Images: 5 women, left to right: Japanese, Dutch, American, Persian and Spanish.
 Topic: Ethnic Imagery Project, Archives Center
 Hair
 Hair -- Care and hygiene
 Hair conditioners
 Culture: Sicilians
 Persian
 Spanish
 Dutch

Oversize 24, Folder 2-3	Reuben P. Hall and Company, undated Notes: 11 advertising posters for Hall's Vegetable Sicilian Hair Renewer.
Box 1, Folder 9	I-J, 1848-1886, undated
Map-folder 2	"Jamal Machineless Permanent", undated Notes: Mounted advertising poster, company unattributed.
Box 1, Folder 10	K, 1860-1906, undated
Map-folder 1	August Kern Barber Supply Company, 1892
Box 1, Folder 11	L, 1836-1920, undated

Map-folder 1	Lundborg Perfumery, undated Notes: Advertising poster for Lundborg's famous Edenia and Goya Lily perfumes.
Map-folder 1	Lyon Manufacturing Company, undated Notes: Advertising poster for Hagan's Magnolia Balm.
Box 2, Folder 1	M, 1878-1930, undated
Map-folder 1	W.J. Morgan and Company, undated Notes: Advertising posters for "Carboline." One loose, one mounted, 2 copies.
Box 2, Folder 2	N-O, 1862-1890, undated
Map-folder 1	"New American Perfume, Golden Flowering Cactus", undated Notes: Advertising poster from unattributed company.
Box 2, Folder 3	P, 1859-1925, undated
Map-folder 1	Parker Hair Company, undated Notes: Advertising poster for Parker's Hair Balsam and Parker's Ginger Tonic.
Box 2, Folder 4	Q-R, 1867, undated
Map-folder 2	Remington Products, 1941-1942 Notes: Six advertising posters for razors.
Box 2, Folder 5	S, 1843-1915, undated Notes: 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".) Language: English. Notes: 0300600352.tif (AC Scan) In Hair, Box 2. Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves. Photographer unidentified. 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-folder 2	Wildroot Company Incorporated, 1953 Notes: Advertising poster for haircut styles, 2 copies.
Box 2, Folder 8-9	Import / Export, 1837-1899
Box SUPP 15, Folder 6	Advertisements, 1854-1950 Notes: 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 Notes: 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 Notes: 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

Scope and Contents: 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 Notes: 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 Notes: Contains samples of human hair and correspondence related to the hair.
Box 3, Folder 3	Images and Poems, 1772-1896, undated Notes: 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
Notes: Serial publication. Volume 1, Number 10.

Map-folder 2 Patent for Benjamin Berl Lipsner, undated
Notes: 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
Notes: 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
Notes: 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
Notes: 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
Notes: 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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