



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

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

NMAH.AC.0060.S01.01.Horses

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).

2016 October

Archives Center, National Museum of American History  
P.O. Box 37012  
Suite 1100, MRC 601  
Washington, D.C. 20013-7012  
archivescenter@si.edu  
<http://americanhistory.si.edu/archives>

# Table of Contents

Collection Overview .....	1
Administrative Information .....	1
Scope and Contents.....	2
Arrangement.....	2
Names and Subjects .....	3
Container Listing .....	5
Subseries : Business Records and Marketing Material, 1790-1945.....	5
Subseries : Genre, 1834-1930.....	6
Subseries : Subject, circa 1829-1955.....	9

## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Warshaw Collection of Business Americana Subject Categories: Horses
<b>Identifier:</b>	NMAH.AC.0060.S01.01.Horses
<b>Date:</b>	1788-1955 (bulk 1830-1930)
<b>Extent:</b>	3.92 Cubic feet (consisting of 8 boxes, 1 folder, 12 oversize folders, 3 map case folders.)
<b>Creator:</b>	Warshaw, Isadore, 1900-1969
<b>Language:</b>	Collection is in English. One item in Spanish.
<b>Summary:</b>	A New York bookseller, Warshaw assembled this collection over nearly fifty years. The <i>Warshaw Collection of Business Americana: Horses</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

Horses 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.

### 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. Nonarchival 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 Nicole Blechynden, 2016 October.

## Preferred Citation

Warshaw Collection of Business Americana Subject Categories: Horses, 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

Horses covers goods and services for the procurement and maintenance of horses. Riding academies, racing, and breeding are represented. Some resources specifically target health care issues. Images are mostly illustrations with a few photographs. A few general interest pieces are present, but virtually nothing in the way of in-depth research or study. The bulk of the material is catalogues. The Pedigree folders contain some handwritten records, however, the origin/farm name is not readily apparent. A small amount of material is present regarding Warshaw's development of this category and sale of a poster to help generate income.

No extensive runs or complete records exist for any single company, brand, and no particular depth is present for any singular subtopic though some publications may provide general and historical overviews of a person, company, or facet of industry.

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## Arrangement

Horses is arranged in three subseries.

- Business Records and Marketing Material
- Genre
- Subject

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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:

Auctions  
Consumer goods -- Catalogs  
Horse-drawn vehicles  
Horse-trading -- 1930-1950  
Horsemen and horsewomen  
Horses  
Horses -- 1910-1920  
Horses -- 1940-1950  
Horses -- Breeding  
Horses -- Design elements  
Horses -- Logos (Symbols)  
Horseshoeing  
Patents  
Racetracks (Horse racing)  
Sales promotion  
Stables  
Trick riding

### Types of Materials:

Advertising  
Advertising cards  
Advertising fliers  
Advertising mail  
Auction catalogs  
Business cards  
Business ephemera  
Business letters  
Business records  
Catalogs  
Catalogues  
Commercial catalogs  
Commercial correspondence  
Correspondence  
Ephemera  
Exhibition catalogs  
Illustrations  
Invoices  
Legal documents  
Mail order catalogs  
Manuals  
Manufacturers' catalogs  
Periodicals

Photographic prints  
Print advertising  
Printed ephemera  
Publications  
Publications -- Business  
Receipts  
Reports  
Sales catalogs  
Sales letters  
Sales records  
Trade cards  
Trade catalogs  
Trade literature

## Container Listing

### Business Records and Marketing Material, 1790-1945

Contains transactional documents such as receipts and invoices for goods and services, correspondence, and general marketing material including advertisements, product information, circulars, mailers, and thin catalogues. Some company history or publications may also be present.

Foldered alphabetical by company or proprietor name.

- |                                     |   |
|-------------------------------------|---|
| Box 1, Folder 1                     | 5A, circa 1889-circa 1899<br>Specializing in blankets.  |
| Box 1, Folder 2                     | A, 1853-1919  |
| Map-case 1, Drawer 14,<br>Folder 10 | America Pad and Textile Company, undated<br>Dealer advertising circular using the Tapatco branded advertising for sample.   |
| Box 1, Folder 3                     | B, 1839-1945 (bulk 1860-1900)   |
| Box 1, Folder 4                     | C, 1829-1923 (bulk 1858-1900)   |
| Box 1, Folder 5                     | D, 1851-1932  |
| Box 1, Folder 6                     | E-G, 1849-1912 (bulk 1870-1899)   |
| Box 1, Folder 7                     | H, 1822-1932 (bulk 1850-1912)   |
| Box 2, Folder 1                     | I-J, 1856-1920  |
| Map-case 1, Drawer 14,<br>Folder 4  | International Stock Food Company, undated<br>Two posters featuring Dan Patch in lithograph prints No. 43 and No. 55 (this print includes advertisement on verso.) |
| Box 2, Folder 2                     | K, 1816-1920 (bulk 1895-1920)   |
| Box 2, Folder 3                     | L, 1857-1920  |
| Box 2, Folder 4                     | M, 1835-1904 (bulk 1870-1904)   |
| Map-case 1, Drawer 14,<br>Folder 5  | Magner Book Company, 1884<br>Circular, <i>Important to Horse Owners</i> .   |
| Box 2, Folder 5                     | N, 1856 -1913 (bulk 1868-1906)  |

- Box 2, Folder 6 O-P, 1858-1920  
Includes Pratt Food Company and Putnam Nail Company.
- Box 2, Folder 7 Q-R, 1850-1914 (bulk 1870-1914)
- Box 2, Folder 8 S, 1800-1918 (bulk 1855-1900)
- Box 2, Folder 9 T, 1788-1920 (bulk 1850-1900)
- Box 2, Folder 10 U-V, 1854-1918 (bulk 1885-1900)  
Includes Proposals for Forage from the U.S. Marine Corps Quartermaster, Washington, D.C.
- Box 3, Folder 1 W, 1847-1917
- Box 3, Folder 2 X-Z, 1839, 1914
- Oversize 224, Folder 1 Daybook, Stables, 1895-1911  
Front of book used as scrapbook for newspaper articles. Also at front are affixed recipes for liniments for horses, hoof ointments, plus a 1890 article on chicken diseases and their cure.
- Box 8, Folder 4 Ledger, Horseshoes and Blacksmithing , 1808-1829  
Ball family. Most entries are related to services related to horseshoes, plows, wagons, sithes, etc. Includes also transactions for general farm and agriculture goods and services.
- Box 3, Folder 3 Import/Export Documents, 1847-1890

*Return to Table of Contents*

## Genre, 1834-1930

- Oversize 24, Folder 7-9 Oversize Advertisements and Price Lists, 1895, 1867, 1844  
Tack, feed, and stable supplies plus printing services, promotional calendar, and equine college fair.
- Oversize 108, Folder 3 Oversize Advertisements and Price Lists, 1911, undated
- Box 3, Folder 4-7 Catalogues and Price Lists - Tack, Feed, and Stable Supplies, 1880-1930  
The below is a partial list of companies present. One catalogue per company unless otherwise noted. Some loose price lists and an Almanac (1881, New York) are present in Folder 7.
- 5/A, undated



American Shearer Manufacturing Company, 1895

Bailey, James Company, 1901  
3 catalogues, plus supplement.

Barnard, Edward Company, 1906  
2 catalogues.

Campbell Bosworth Machinery Company, undated

Covert Manufacturing Company, 1891

Daniels, Dr. A.C., undated

Godfrey, G.R. Company, 1927

Harris, Henry S. and Son, undated

Hayden P. Saddlery Hardware Company, 1889

Hess and Hopkins Leather Company, 1927

International Harness Machinery Company, undated

Keim Supply Company, 1930, undated

King and Company, 1895  
1 catalogue, 1 price list.

Woodward and Hill, circa 1879

Oversize Catalogue - Tack and Stable Supplies

Oversize 218

Mosemans, undated

Box 4, Folder 1-4

Catalogues - Stock Sales and Auctions, 1880-1910

Covering breeders' sales, sales of head of stock, trotting stock, drivers, brood mares, Shetland ponies, Percheron horses, colts, show saddle horses, harness horses, trotting-bred, pacers in Kentucky, Ohio, New York, Massachusetts, Illinois, Michigan, Minnesota, Vermont, Connecticut, Indiana, Maine, and Pennsylvania. See also sections of this guide on Pedigree, Breeding, and Stock Farms.

Box 5, Folder 1

Catalogues - Stock Sales and Auctions, 1880-1910

Same as above.

Box 5, Folder 2-3 Guides - Ailments, Diseases, and Veterinary , 1851-1890

Box 5, Folder 4 Guides - General Care, Maintenance, and Training, 1865-1905

Oversize 108, Folder 4 Guides - Training , 1858

Box SUPP 15, Folder 10 Miscellaneous, 1822-1934  
One each a receipt and an advertisement. Images.*Black Beauty and Country Roads*(1892),*Care and Feeding of Hobby Horses*(1934).

#### Images

Box 5, Folder 5-6 General, undated  
Photographs and illustrations depicting horses in meadows/stables/home/farm, riding, some racing including track/steeple chase/chariot, hunting, wagons for work/leisure/transportation and sleds, performers (novelty acts), wild horse roundup and breaking, non-horse hoofed animals (zebra, whimsical), plus one image of a sadler. One small photographic flipbook of a chariot race. See also sections of this guide on Blacksmithing and Horseshoes, Pedigree, and Racing and Jockeys for additional image materials specific to these topics.

Map-case 1, Drawer 14, Folder 5 Harnessed Horses, undated  
Four multi-color prints on color paper depicting harnessed horse with buggies or chariots by Tolman Job Print.

Box 24, Folder 7-8 Oversize Images, 1865, Undated, 1895  
Printed plates for a large stable and related equipment and stock (extracted from a book, source unknown). Color and B&W illustrations horse portraiture, horse and wagon, horseshoe fabrication and application, soldier on horse, riding school. No photographs.

Oversize Images, undated  
Photos, plates, and various illustrations. Includes study drawings on horse anatomy. Two titled prints *Chariot Race* and *Horse Fair*.

Map-case 1, Drawer 14, Folder 5 "The Horses Went Tearing After the Pigs Down the Centre of Main Street", undated  
Pen and ink caricature sketch.

Map-case 1, Drawer 14, Folder 5 "Too Late", undated  
Color lithograph.

Box 5, Folder 7 Reports, 1902

*The American Saddle Horse* (1902).

Serial Publications

- Box 5, Folder 8                    *American Horse Monthly*, "The Stallion Race", 1891 October  
Excerpt, pp. 257-280, article plus ads.
- Box 6, Folder 1                    *American Saddler*, 1881 January  
One issue: Vol. 1, No. 2.
- Box 6, Folder 2                    *American Turf Register and Sporting Magazine*, 1834 January  
One issue: Vol. V, No. 5.
- Map-case 1, Drawer 14,  
Folder 5                    Horse Gazette, 1892 June 23  
Vol 1 No 49.
- Oversize 218                    *Horse World*, 1909-1911  
Weekly publication. 14 non-contiguous issues.
- Oversize 108, Folder  
6                    *National Harness Review*, 1883 November  
One issue, Vol. 7, No. 4.
- Oversize 108, Folder  
6                    *Road*, 1893 December  
[Incomplete]. Two illustration plates from the Christmas 1893 issue.

[Return to Table of Contents](#)

Subject, circa 1829-1955

- Box 6, Folder 3                    Associations, 1861-1907  
Invitations, by-laws, incorporation declaration, officer listing. Pamphlet,  
*Constitution of the Society for Detecting Horse Thieves, in the Towns of Mendon,  
Bellingham and Medford* (1880).
- Bryn Mawr Horse Show Association
- Gentlemen's Driving Association of New York
- Horse Association of America
- Kansas City Retail Harness Manufacturers and Dealers Protective  
Association
- Kentucky Trotting Horse and Breeders Association
- National Horse Show Association

Pennsylvania Work Horse Parade Association

Philadelphia Horse Show Association

Society for Detecting Horse Thieves

Utica Park Association

Wholesale Saddlery Association of the United States

- Box 6, Folder 4-5      Blacksmithing and Horseshoes, 1872-1925, undated  
Images in the form of illustrations and photographs, including the fabrication and application of shoes. Articles and guides on shoeing. Product circulars and catalogues. Booklets on the blacksmith trade and lore of horseshoes.
- Box 6, Folder 6      Check Rein, Cruelty of, 1867-1872
- Box 6, Folder 7      Horse-Themed Poems, Stories, and Writings, circa 1841-1925  
Articles, history pieces, cartoons, booklets, some illustrated.
- Box 6, Folder 8      Patents, 1895, 1920, undated
- Box 6, Folder 9      Pedigree, Breeding, and Stock Farms, circa 1829-1912  
Breeding records. Images in the form of illustrations and photographs, including cards and circulars with statistic and lineage for specific horses. Advertisements listing available stock and stock farm services. See also the Catalogues for Stock Sales and Auctions portions of this guide.
- Box 7, Folder 1      Pedigree, Breeding, and Stock Farms, circa 1829-1912  
Same as above.
- Oversize 109, Folder 1      Pedigree, Breeding, and Stock Farms, Oversize , 1914, 1901
- Map-case 1, Drawer 14, Folder 4      Pedigree, Breeding, and Stock Farms, Oversize, 1870-1914

Carrol and Connolly Auction, 1896 December 19

Fiss, Doerr, and Carroll Horse Company, 1897  
Featuring their Blue Front facility and including a pictorial map of Greater New York and Vicinity.

Locust Hill Farm , 1882  
Featuring stud: Belvidere.

- Map-case 1, Drawer 14, Folder 4 Miller, F.P. , 1914  
Featuring stud: Jerico, 77875.
- Rice, J.W. , 1870 August 13  
The stallion on this poster is the same used for the Warshaw Stallion Promotional Campaign listed later in this subseries.
- Box 7, Folder 2-5 Racing and Jockeys, 1833-1931  
Booklets: how-tos on betting, Jockey Club information and rules, general information on races and tracks. *Golden Anniversary Kentucky Derby Churchill Downs 1875-1924* (1924). *Turf en Oriental Park* (circa 1831, English and Spanish). Race ads, programs, member tickets, chart books (1900, 1901), betting cards/sheets. Photographic and illustration images of racing and jockeys.
- Oversize 109, Folder 2 Oversize Racing Posters and Race Listings, 1933, 1910, 1875
- Map-case 1, Drawer 14, Folder 4 Oversize Racing Posters and Race Listings, 1880-1882  
Includes events at Fulton County Agricultural Society, Oneida County Fair, and Riverside Park.
- Map-case 1, Drawer 14, Folder 10 Oversize Racing Posters and Race Listings, 1893 October 3-6  
Rigby Park Grand Opening. Two items: general information broadside, race schedule.
- Box 8, Folder 1 Shows and Exhibitions , 1896-1921  
Exhibition and judged shows. Programs, ads. Article about touring various shows held in Madison Square Garden New York, Kentucky, Massachusetts, Pennsylvania, Atlantic City New Jersey, and Ohio.
- Box 8, Folder 2 Tourism, 1908  
Illustrated promotional booklet for Grand Canyon trail rides from the El Tovar Hotel and Bright Angel Camp.
- Box 8, Folder 3 Warshaw's Horses Collecting Campaign and Poster Promotion, 1953-1955  
Proofs and promotional materials for the Stallion poster offered, with some order requests. Correspondence and contact lists for the American Horse Show Association membership by region and TRA officers roster.
- Oversize 109, Folder 3 Stallion Posters , 1872  
Reprints. Variant printings and enclosures of same image and content.

[Return to Table of Contents](#)