



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

## Guide to the Warsaw Collection of Business Americana Subject Categories: Hypnotism

NMAH.AC.0060.S01.01.Hypnotism

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1999

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Warshaw Collection of Business Americana Subject Categories: Hypnotism
<b>Identifier:</b>	NMAH.AC.0060.S01.01.Hypnotism
<b>Date:</b>	circa 1890-1910
<b>Extent:</b>	0.23 Cubic feet (consisting of .5 box.)
<b>Creator:</b>	Warshaw, Isadore, 1900-1969
<b>Language:</b>	English
<b>Summary:</b>	A New York bookseller, Warshaw assembled this collection over nearly fifty years. The <i>Warshaw Collection of Business Americana: Hypnotism</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

Hypnotism 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](#).

- [Series 1: Business Ephemera](#)
- [Series 2: Other Collection Divisions](#)
- [Series 3: Isadore Warshaw Personal Papers](#)
- [Series 4: Photographic Reference Material](#)

## Preferred Citation

Warshaw Collection of Business Americana Subject Categories: Hypnotism, 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

This subject category- Hypnotism consists of advertising materials for several practitioners or hypnotism and their establishments offering mail-order instruction in hypnotism. There is also a small group of instructional booklets and several articles on hypnotism. One of these, by Dr. Eskridge, discusses his use of the technique in his medical practice.

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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:

Hypnotism

Types of Materials:

Business ephemera

Ephemera

## Container Listing

### Marketing Material and Literature, circa 1890-1910

#### Subseries 1: Practioners and Establishments

- |   |   |
|---|---|
| Oversize 109, Folder<br>8                     | American College of Sciences, Denver, Colorado                                    |
| Box 1, Folder 1;<br>Oversize 109, Folder<br>8 | Herrin, Professor J. R., Hypnotic Institute, Denver, Colorado                     |
| Box 1, Folder 2                               | McIntyre, Professor F. T., Metropolitan Institute of Sciences, New York, New York |
| Box 1, Folder 2                               | Prescelle, The Noted Hypnotist, New York Institute of Science                     |
| Box 1, Folder 2                               | Dr. Townsend, The Great Mesmerist   |

#### Subseries 2: Instructional Booklets and Articles

- |                 |   |
|-----------------|---|
| Box 1, Folder 4 | "How To Hypnotize" by Professor Anderson                |
| Box 1, Folder 4 | "How To Hypnotize," Multum In Parvo Library             |
| Box 1, Folder 4 | "How To Magnetize," James Victor Wilson                 |
| Box 1, Folder 4 | "Kennedy Bros' Book of Mesmerism"                       |
| Box 1, Folder 5 | "Hypnotism" by J. T. Eskridge<br>Maryland               |
| Box 1, Folder 5 | "Hypnotic Exhibition," <i>Tuscola, Illinois Journal</i> |
| Box 1, Folder 5 | "Wonders of Hypnotism," Urbana, Illinois Courier        |

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