



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

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

NMAH.AC.0060.S01.01.Music

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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

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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: Music
<b>Identifier:</b>	NMAH.AC.0060.S01.01.Music
<b>Date:</b>	circa 1778-1968
<b>Extent:</b>	8.45 Cubic feet (consisting of 18 boxes, 5 folders, 8 oversize folders, 1 map case folder, 1 flat box (partial).)
<b>Creator:</b>	Warshaw, Isadore, d. 1969
<b>Language:</b>	English  Collection is in English; some materials in German. Other languages may be present.
<b>Summary:</b>	A New York bookseller, Warshaw assembled this collection over nearly fifty years. The <i>Warshaw Collection of Business Americana: Music</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>
<b>Digital Content:</b>	<a href="#">Image(s): Warshaw Subject Category: Music</a>

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## Administrative Information

### Acquisition Information

Music 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](#)

## Other Finding Aids

A partial [inventory](#) for Boxes 1-18 is available. Oversize material is unprocessed. Details for additional collection material can be found in the Contents/Container List.

## 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: Music, 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 material consists of sheet music covers, concert programs, bills, receipts, printed advertisements, import/export documents, business cards, catalogues, songbooks, journals, newsletters, information on music schools and instructors, scattered correspondence on letterhead stationary, photographs, caricatures and lithographs of individual musicians, composers and lyricists of the late 19th and early 20th century. There is material pertaining to Gilbert & Sullivan; images, concert programs, and advertisements for their operettas, including Japanese images from the Mikado. There is biographical information on the Arthur Tams Music Library with catalogues from his collection, business correspondence with G. Schirmer and others and the James Madison Americana Collection. There are unique images of musical instruments, catalogues and advertisements for their manufacturers; mechanical musical instruments, music boxes, phonographs and even a few radio and Muzak programs . This material spans a century,

beginning in the 1840's. Its images chronicle the inventions of the automobile and the airplane, and the rapid industrial and life-style changes of that time period.

The bulk of the material is arranged topically, the rest is organized by company name. Sheet music publishers and musical and mechanical music instrument manufacturers, dealers and importers are in Boxes 1- 7. Boxes 6-7 contain a large amount of information from one particular dealer, the Arthur W. Tams Music Library. Box 8 contains information on manufacturers and dealers of Phonographs and records. Boxes 1-8 are arranged by company name. In the remainder of Box 8 and in Boxes 9- 10, there are programs , concerts tickets and curriculum pertaining to music schools, private instructors of music and voice, music clubs, societies and unions. Boxes 10-13 contain concert programs of musical performances that are organized by their geographic location or type of performance. Under the topic heading solo performances in Boxes 12-13 are handbills , programs and ads for individual performances and music luminaries including Gilbert & Sullivan and Stephen Foster. Box 14 holds general works which consists of images of musical instruments and musicians, correspondence trade cards, patents, import/export documents and hand-written music notation. Related publications are in Boxes 15-17 and are organized by type of material. Songbooks and lyric sheets are in Box 15. Periodical publications including journals and catalogues are in Box 16. The remainder of the related publications are divided by size and grouped into books, notebooks, essays and pamphlets in Box 17.

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## Names and Subject Terms

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

Types of Materials:

Business ephemera  
Ephemera

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## Container Listing

### Business Records, Marketing Material, and Other, circa 1778-1968

Box 1                      Music  
Box 2                      Music  
Box 3                      Music  
Box 4                      Music  
Box 5                      Music  
Box 6                      Music  
Box 7                      Music  
Box 8                      Music  
Box 9                      Music  
Box 10                     Music  
Box 11                     Music  
Box 12                     Music

Box 12, Folder 4

Sweet Home Family Soap is made especially for the Select Family Trade, and is sent on 30 days' trial. [trade card]  
*1 Item (Ink on paper.)*

[Image\(s\): Sweet Home Family Soap is made especially for the Select Family Trade, and is sent on 30 days' trial. \[trade card\].](#)

[Image\(s\): Sweet Home Family Soap is made especially for the Select Family Trade, and is sent on 30 days' trial. \[trade card\].](#)

J.D. Larkin & Co., Advertiser

Image of a caucasian woman, brown hair, wearing a white, flowered kimono tied with red sash and holding pink, flowered fan. This image was also used by F.O. Fulmer (Boots), Comerford & Daly (Teas & Coffees), and Adams & Westlake Manufacturing Co. (Stoves).

Local Numbers

AC0060-0000140 (AC Scan No.)

AC0060-0000141 (AC Scan No.)

Topic:                    Ethnic Imagery Project, Archives Center  
                              Kimonos  
                              Soap  
                              advertising

Genre/ Trade cards  
Form:  
Culture: Japanese

Box 12, Folder 4

Yum Yum Always Uses "Corticelli" the Unequalled Spool Silk [trade card]  
*1 Item (Ink on paper.)*

[Image\(s\): Yum Yum Always Uses "Corticelli" the Unequalled Spool Silk \[trade card\].](#)

Corticelli, Advertiser

Caucasian woman, black hair, wearing deep red kimono with orange leaf pattern, holding white flowered fan. This image was also used by the following companies: Shaw & Ryan (Dry Goods), D.S. Andrus & Co (Pianos), Comerford & Daly (Teas & Coffees), Pomeroy's (Plaster), and Adams & Westlake Manufacturing Co (Stoves). The name "Yum Yum" was only used by Corticelli.

Local Numbers

AC0060-0000142 (AC Scan No.)

Topic: Ethnic Imagery Project, Archives Center  
Kimonos  
Silk  
Thread  
advertising

Genre/ Trade cards  
Form:  
Culture: Japanese

Box 12, Folder 4

Poppy Oil Soap. The most Healthful and Economical Soap in the World.  
[trade card]  
*1 Item (Ink on paper.)*

[Image\(s\): Poppy Oil Soap. The most Healthful and Economical Soap in the World. \[trade card\].](#)

[Image\(s\): Poppy Oil Soap. The most Healthful and Economical Soap in the World. \[trade card\].](#)

Hoffeld & Co., Advertiser

Caucasian woman, brown hair, wearing light blue kimono with red and yellow designs & sash. Holds multi-colored fan behind head. This image was also used by: Eldredge (sewing machines), Emerson Piano Co., and Adams & Westlake Manufacturing Co (Stoves).

Local Numbers

AC0060-0000143 (AC Scan No.)

AC0060-0000144 (AC Scan No.)

Topic: Ethnic Imagery Project, Archives Center  
Kimonos  
Soap  
advertising

Genre/ Trade cards  
Form:  
Culture: Japanese

Box 12, Folder 4

This Little Maid Buys Her Hosiery at Mabley & Company's Bazaar [trade card]

*1 Item (Ink on paper.)*

[Image\(s\): This Little Maid Buys Her Hosiery at Mabley & Company's Bazaar \[trade card\].](#)

Mabley & Co, Advertiser

Caucasian woman, brown hair, back to viewer facing right, wearing yellow kimono, purple sash, holding dark purple fan in right hand. This image also used by: H. Alexander (Boots), Bell's Buffalo Soap, George R. Lyon (Druggist), Holbrook & Taylor (Boots), and Adam & Westlake Manufacturing Co (Stoves).

Local Numbers

AC0060-0000145 (AC Scan No.)

Topic: Ethnic Imagery Project, Archives Center  
Hosiery  
Kimonos  
advertising

Genre/ Trade cards  
Form:  
Culture: Japanese

Box 12, Folder 4

Yum Yum Soap [trade card]

*1 Item (Ink on paper.)*

[Image\(s\): Yum Yum Soap \[trade card\].](#)

[Image\(s\): Yum Yum Soap \[trade card\].](#)

E.C. Andrews & Co., Advertiser

Woman looking sideways at viewer in yellow kimono, red sash, white fan. Poem about soap on back. Image also used by: Bell's Buffalo Soap, Spencer & Perkins (Dry Goods).

Local Numbers

AC0060-0000146 (AC Scan No.)

AC0060-0000147 (Scan No.)

Topic: Ethnic Imagery Project, Archives Center  
Kimonos  
Soap  
advertising

Genre/ Trade cards -- 19th century  
Form:  
Culture: Japanese



Box 12, Folder 4

Beal's Flavoring Extracts are Strictly Pure and of Superior Strength [trade card]

*1 Item (Ink on paper.)*

[Image\(s\): Beal's Flavoring Extracts are Strictly Pure and of Superior Strength \[trade card\].](#)

[Image\(s\): Beal's Flavoring Extracts are Strictly Pure and of Superior Strength \[trade card\].](#)

Rockford Chemical Co., Advertiser

Man kneeling on left, wearing red tunic and blue striped over-jacket. Woman sitting on right wearing white kimono with yellow design. Brown background, screen. Image also used by: Yum Yum Soap, Fleming's Mikado Cologne, Bell's Buffalo Soap, John A. Roberts (Dry Goods), Spencer & Perkins (Dry Goods), Flinn & Breneman (Lamps).

Local Numbers

AC0060-0000150 (AC Scan No.)

AC0060-0000151 (AC Scan No.)

Topic: Acting  
Ethnic Imagery Project, Archives Center  
Flavoring  
advertising

Genre/ Trade cards

Form:

Culture: Japanese

Box 12, Folder 4

Go to Feikert's for Fine Confections [trade card]

*1 Item (Ink on paper.)*

[Image\(s\): Go to Feikert's for Fine Confections \[trade card\].](#)

Feikert, Advertiser

Man (? short hair) in white kimono with flowers, tan vest and pink sash. Holding pink fan behind head with right hand. Sword in sash.

Local Numbers

AC0060-0000152 (AC Scan No.)

Topic: Candy  
Confectioners  
Ethnic Imagery Project, Archives Center  
Kimonos  
advertising

Genre/ Trade cards

Form:

Culture: Japanese

Box 12, Folder 4

Yum Yum Uses Corticelli Spool Silk [trade card]

1 Item (Ink on paper.)

[Image\(s\): Yum Yum Uses Corticelli Spool Silk \[trade card\].](#)

Corticelli, Advertiser

Woman in red kimono, yellow sash, holding blue fan sits on flowering plant.  
Identified as Yum Yum.

Local Numbers

AC0060-0000153 (AC Scan No.)

Topic: Ethnic Imagery Project, Archives Center  
Kimonos  
Silk  
Thread  
advertising

Genre/ Trade cards  
Form: Trade cards -- 19th century  
Culture: Japanese

The Waterbury Maids [trade card]

1 Item (Ink on paper.)

[Image\(s\): The Waterbury Maids \[trade card\].](#)

J. Ottomann Lith., Printer

Waterbury Watch Co., Advertiser

Color illustration of three women in kimonos (left to right) red, green and blue. Each holds a watch in her left hand, facing sidewise, bent slightly. Each holds a fan. Beneath them is a humorous poem, a new take on "Three little maids from school are we." Probably a chromolithograph, appears to be based on a photograph.

Local Numbers

AC0060-0000123.tif (AC Scan No.)

In Box No. 12, Folder No. 4.

Topic: Clock and watch makers  
Clock and watch making  
Clocks and watches  
Ethnic Imagery Project, Archives Center  
Kimonos  
Wit and humor  
advertising

Place: Waterbury (Conn.)

Genre/ Chromolithographs  
Form: Trade cards  
Culture: Japanese

Clark's Mile-End Trade Mark Spool Cotton 36 [trade card]

1 Item (Ink on paper.)

[Image\(s\): Clark's Mile-End Trade Mark Spool Cotton 36 \[trade card\].](#)

[Image\(s\): Clark's Mile-End Trade Mark Spool Cotton 36 \[trade card\].](#)

Donaldson Brothers, Advertiser

Thomas Russell & Co.

Japanese man in blue robe, red undergarment, white pants, holding fan, standing on spool of thread, yelling at small dog.

Local Numbers

AC0060-0000148-1.tif (AC Scan No.)

AC0060-0000148-2.tif (Scan No.)

Music, Box 12, Folder 4.

Topic:	Dogs Ethnic Imagery Project, Archives Center Thread advertising
Genre/	Trade cards
Form:	
Culture:	Japanese

Brook's Spool Cotton [trade card]

*1 Item (Ink on paper.)*

[Image\(s\): Brook's Spool Cotton \[trade card\].](#)

[Image\(s\): Brook's Spool Cotton \[trade card\].](#)

Brook's Trademark, Advertiser

Woman in red kimono, black sash in front right holding yellow fan that reads "Brook's". Three figures in back left, one man, two women, playing instruments.

Local Numbers

AC0060-0000097-1.tif (AC Scan No.)

AC0060-0000097-2.tif (AC Scan No.)

Music, Box 12, Folder 4.

Topic:	Ethnic Imagery Project, Archives Center Kimonos Music Musical instruments Thread advertising
Genre/	Trade cards
Form:	
Culture:	Japanese

Miss Forster, Miss Ulmar, Miss St. Maur. "Three Little Maids from School" [trade card]

1 Item (Ink on paper.)

Image(s): [Miss Forster, Miss Ulmar, Miss St. Maur. "Three Little Maids from School" \[trade card\]](#).

Image(s): [Miss Forster, Miss Ulmar, Miss St. Maur. "Three Little Maids from School" \[trade card\]](#).

McDonald Drug Co., Advertiser

Three women in blue, yellow and red kimonos, bent at waist presenting fans. Characters from the Mikado. Identical image used by Tricora Corsets.

Local Numbers

AC0060-0000156-1.tif (AC Scan No.)

AC0060-0000156-2.tif (AC Scan No.)

Music, Box 12, Folder 4.

Topic: Ethnic Imagery Project, Archives Center  
Kimonos  
Mikado  
Publications  
advertising

Genre/ Form: Trade cards -- 19th century

Culture: Japanese

Mr. F. Federici as "The Mikado" [trade card]

1 Item (Ink on paper.)

Image(s): [Mr. F. Federici as "The Mikado" \[trade card\]](#).

Image(s): [Mr. F. Federici as "The Mikado" \[trade card\]](#).

Straiton & Storm, Advertiser

Giles Lith., Printer

Man in comically tall hat, purple/yellow kimono, holding a fan horizontally in front of him. Trade card used to advertise cigars, similar image used by J & P Coats.

Local Numbers

AC0060-0000158-1.tif (AC Scan No.)

AC0060-0000158-2.tif (AC Scan No.)

Music, Box 12, Folder 4.

Topic: Cigars  
Costume  
Ethnic Imagery Project, Archives Center  
Mikado  
advertising

Genre/ Form: Trade cards -- 19th century

Culture: Japanese

Box 13	Music
Box 14	Music
Box 15	Music
Box 16	Music
Box 17	Music
Box 18	Music
Box SUPP 19, Folder 9	Business Records, 1892-1927, undated Business records consist of letter and postcard correspondence, order forms, and an inventory listing.
Box SUPP 19, Folder 10-11	Marketing Material, 1883-1961 Marketing material contains trade cards, price lists, circulars, and catalogues with some material in German.
Oversize ADDOV8	<i>Cries of London: Francis Wheatley, R.A. 1747-1801</i> , undated As published, bound illustrations and sheet music.
Box ADD53, Folder 2	Medford Band Performance Card, undated
Box SUPP 20, Folder 1	Programs, Scores, and Topical Publications, 1840-1923 Includes invitations and programs for musical events and performances, scores (one book contains some hand written music), a circular on copyright, newsletters, and scripts to operas and musicals.
Box ADD53, Folder 2	Song Lyrics, undated Booklets and card with Christmas carol, Red Rover Songster, and Burns' Songs.
Oversize 39, Folder 7-11	Music
Oversize 134, Folder 6-8	Music
Map-case 1, Drawer 18, Map-folder 13	Music

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