



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Warshaw Collection of Business Americana Subject Categories: Paints

NMAH.AC.0060.S01.01.Paints

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 March

Table of Contents

Collection Overview	
Administrative Information	1
Scope and Contents	2
Arrangement	2
Names and Subjects	
Container Listing	
Subseries 1: Business Records and Marketing Material, 1803-1961	8
Subseries 2: Genre, 1841-1947	13
Subseries 3: Subject, 1874-1943	15

Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Warshaw Collection of Business Americana Subject Categories: Paints
Date:	1803-1961
Identifier:	NMAH.AC.0060.S01.01.Paints
Creator:	Warshaw, Isadore, 1900-1969
Extent:	4.19 Cubic feet (consisting of 9 boxes, 1 folder, 5 oversize folders, 1 map case folders, plus digital images of some collection material.)
Language:	English .
Summary:	A New York bookseller, Warshaw assembled this collection over nearly fifty years. The <i>Warshaw Collection of Business Americana: Accounting and Bookkeeping</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

Administrative Information

Acquisition Information

Paints 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 Max Howell, March 2017.

Preferred Citation

Warshaw Collection of Business Americana Subject Categories: Paints, 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

Material within the subject category Paints relates to the production and sales of interior and exterior paint in the United States.

The series contains business records and advertisements generated by manufacturers and distributors of paints, enamels, and varnishes in the form of receipts for goods and services, price lists, paint samples, import and export documents, advertising catalogues and pamphlets. No complete or substantial number of records exists for any single company.

Additional material includes guides and scrapbooks manufactured by paint companies, educational material about painting and interior decorating, types and qualities of paint, and literature discussing select histories of paints.

The oversize items are comprised of paint and color swatches, can labels, printed advertisements, brochures, related publications, and images. Images include houses, rooms, painters, and families.

There is no detailed information fNo particular depth is present for any singular subtopic though some publications may provide general and historical overviews of paint, the paint industry, and home or furniture decoration and alteration.

Arrangement

The collection is arranged into three subseries.

- Business Records and Marketing Material
- Genre
- Subject

Brand Name Index

The following is a list of brand names for various paints and related names that appear on this list is a compilation of those found on materials in the vertical document boxes. It is not a complete list of all the brand names for paints. The list is intended to assist researchers locate desired materials when only the brand name is known.

Brand Name Index:

Manufacturer: Brand Name

Acme : Acme Paint

Alabastine : Seeley Bros.

Alcolac: Pratt & Lambert Inc.

Amalie : L. Sonneborn Sons Inc.

Amsterdam : Kelloggs & Miller

Anchor : E & F King & Co.

Aquarine: Muzzy Bros.

Aquatite: Edward Smith & Co.

American Seal : Wm. Connors Paint Manufacturing

American Seal : Troy Paint & Color Works

American Seal : Higgins & Gilgore

Arco : Atlantic Refining Co.

Atlas: Geo. D. Wetherill & Co

Averill : Seeley Bros.

Barreled Sunlight: U.S. Gutta Percha Paint Co.

Bessemer: Rinald Bros.

Blue Ribbon : Beckwith-Chandler Co.

Bull's Eye: Wm.Zinnser & Co.

Caboose : Beckwith-Chandler Co.

Calendar : Chas. H. Winkleman & Co.

Calcimo : Montgomery Ward & Co

Cempro : Asphalt Products Co.

Chalcol : H.B.Chalmers Co.

Champion : King Paint Mfg. Co.

Chi-Namel : Ohio Varnish Co.

Chilton : G.A.Reeve & Co.

Cliff : Frank S. DeRonde Co.

Collier : National Lead Co.

Country Gentleman : M.G. Stoneman & Son

Colotec: Western Auto Supply

Conservo: Samuel Cabot Inc

Coverall : Montgomery Ward & Co.

Creo-Dipt: J.W.Stonebeck & Sons

Creolite: Heath & Milligan Mfg. Co.

Cup Defender : Edward Smith & Co.

Deco Electro: Elmquist-Hannan Co.
Degrah : Keystone Varnish
Detro : Detroit Whitehead Works
Duco: Dupont DeNemours Co.
Duragloss : Ackerman Corp.
Duramant : Mayer & Loewenstein
Durotone: Heath & Milligan Mfg. Co.
Elastic : Atlantic Refining Co
El Dorado: Rambo & Specht
Effecto : Pratt & Lambert Inc.
Escolac: Edward Smith & Co.
Expedite: Pratt & Lambert Inc.
Flooralas: Cincinnati Varnish
Genasco: Barber Asphalt Paving Co.
Glasbrite : Benjamin F.Forbes Co.
Gold Seal: S.P. Van Duzer & Co.
Golden Rule : Robinson's
Golden Shield : John G. Willits & Co
Graf-Tonic : Grafton & Son
Gray's Ferry : Harrison Bros. & Co
Home Comfort : Wrought Iron Range Co.
Haddonfield : John G. Willits & Co.
Hilo : Moller & Schumann Co.
Hydrofugol : Central Chemical Co.
Imperial : John Lucas Co
Ingersoll : Patron's Paint Works.
Ironore : Prince Bros
Isolatine: Roessler & Hasslackher Chemical Co.
I.X.L. : Edward Smith & Co.
Japalac : Glidden Varnish Co.
Japalac : Lowe Bros.
Jellitac : Arthur S. Hoyt
Jigtime : Merkin
Kemicoris : Eclipse Paint & Mfg. Co.
Keystone : Keystone Varnish Co.
Klenzer : Detroit Whitehead Works
Kyanize: Boston Varnish Co.
Little Blueflag : Lowe Bros.
Lu-co : John Lucas Co.
Luxeberry : Berry Bros.
Lux-o-lite: Longman & Martinex
Lawson : Valentine & Co.

Lythite : Frank S. DeRonde Co.
Magnite: J.A. & W. Bird & Co.
Monarch: Senour Mfg.Co.
Monitor: S.Wolf's Sons
Mountain Torrent: E.J. Sanford & Co.
Mura lo: Bowers Bros.
Muresco: Benjamin Moore & Co
Nava lite: Chicago Varnish Co.
Neals : Acme White Licard & Color Works
Nukote : Pratt & Lambert Inc.
Opal-Gloss: David B.Crockett Co.
Opal-Lac: David B.Crockett Co.
Paragon: Charles H. Connors Co.
Paragon: Charles H.Connors Co. Paint Mfg. Co.
Petrol : J.A. & W. Bird & Co
Pilgrim: Vaughan Paint Co.
Primelac: David B.Crockett Co.
Railway: Beckwith-Chandler Co.
Raven : Berry Bros.
Red seal : National Lead Co.
Royal : A. Wilhelm Co.
Royal : King Paint Mfg. Co.
Ruberoid : Ruberoid
Ruskilla : Atlas Preservative Co. of America
Sani-Flat: Benjamin Moore & Co.
Sapolin: Gerstenderfer Bros.
Seroco : Sears Roebuck Co.
Shel-Lite : Excelsior Varnish Works
Star: Pratt & Lambert Inc.
Suncota: F.O.Pierce Co.
Sun Proff: Patton Paint Co.
Sunshine: Heath & Milligan Mfg. Co.
Superior: Detroit Graphite Mfg. Co.
Super-Tex : Tex Products Inc.
Surpaco: St. Louis Surfacer & Paint Co.
Thermalite: Hascall Paint Co.
Town & Country: Harrison Bros. & Co.
Town & Country: Sager & Jennings
Trade : Harrison Bros. & Co.
Trinidad: Thomas Mfg. Co.
Valdura: American Asphalt Paint Co.
Valspar: Valentine & Co.

Velvex : Barret Mfg. Co.
Vitralite : Vaughan Paint Co.
Vitrolite: Pratt & Lambert Inc.
Wadsworth : King Paint Mfg. Co.
Wax-Lac: Detroit Whitehead Works
Wheeler's : Bridgeport Wood Finishing Co.
Florence White : A. Wheeler & Co.
Watco : Wm. Waterall & Co.
Zinolin : Keystone Varnish Co.

Names and Subject Terms

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

Subjects:

- Consumer goods -- Catalogs
- Enamel and enameling
- Retail trade
- Trade associations

Types of Materials:

- Advertisements
- Advertising
- Advertising cards
- Advertising fliers
- Advertising mail
- Business cards
- Business ephemera
- Business letters
- Business records
- Catalogs
- Catalogues
- Commercial catalogs
- Commercial correspondence
- Correspondence
- Ephemera
- Illustrations
- Invoices
- Letterheads
- Mail order catalogs
- Manuals
- Manufacturers' catalogs
- Periodicals
- Photographs
- Print advertising
- Printed ephemera
- Printed material
- Printed materials

Publications
Publications -- Business
Receipts
Reports
Sales catalogs
Samples
Scrapbooks
Trade cards
Trade catalogs
Trade literature

Container Listing

Subseries 1: Business Records and Marketing Material, 1803-1961

Scope and Contents: Contains business records of manufacturers and merchants involved in the paint industry, advertisements, and correspondence.

Box 1, Folder 1 A, circa 1833-1930

Box 1, Folder 2-4 B, 1843-1959

[\[Calendar page depicting African-Americans with their tongues out\], \[1885?\]](#)

1 Item (Ink on paper.)

Advertiser: Clarence Brooks and Co.

Language: English.

Notes: 040060115.tif (AC Scan No.)

Series No. Paint, Box No. 2, Folder No. Brooks/Clarence 2.

Clarence Brooks and Co. Calender page depicting African-American children with their tongues out, with the caption: "Yes Dis Is a Clear Case of Difflomania."

Topic: Ethnic Imagery Project, Archives Center
Business Advertising -- Calenders

Genre/Form: Calendars

Culture: African Americans

[\[Calendar page depicting African-Americans with a small chicken\], \[1885?\]](#)

1 Item (Ink on paper.)

Advertiser: Clarence Brooks and Co.

Language: English.

Notes: 040060114.tif (AC Scan No.)

Series No. Paint, Box No. 2, Folder No. Brooks/Clarence 2.

Clarence Brooks and Co. Calender page depicting an African-American family hovered around a small chicken their father is holding, with the caption, WON AT THE RAFFLE "De Breed am small, but de Flavor am Delicious."

Topic: Ethnic Imagery Project, Archives Center
Business Advertising -- Calenders

Genre/Form: Calendars

Culture: African Americans

[\[Calendar featuring African-Americans playing baseball\], \[1885?\]](#)

1 Item (Ink on paper.)

Advertiser: Clarence Brooks and Co.

Language: English.

Notes: 040060113.tif (AC Scan No.)

Series No. Paint , Box No. 2 , Folder No. Brooks/Clarence 2 .

Clarence Brooks and Co. calender featuring African-Americans playing baseball with caption, "Base-ball at Blackville--the "White

Stockings" against the 'Black Legs' first blood for the 'Black Legs.'"

Topic: Ethnic Imagery Project, Archives Center
African American baseball players
Business Advertising -- Calendars
Baseball
African American athletes

Genre/Form: Calendars

Culture: African Americans

[Calendar or trade card featuring an African-American shoeshine in New York], [1885?]

1 Item (Ink on paper, 3" x 4-3/4".)

Advertiser: Clarence Brooks and Co.

Language: English.

Notes: 040060112.tif (AC Scan No.)

Series No. Paint, Box No. 2, Folder No. Brooks/Clarence 2.

Clarence Brooks and Co. trade card showing two African-American men with an African American shoeshine boy. The boy is pointing to the shoes of one man, who wears a red and yellow suit. Caption: "Elderly gent, 'Why does he want to shine 'em up for nuffin? Spect de little nigger tinks dey'd be a big advertisement for him.'"

Topic: Ethnic Imagery Project, Archives Center
Stereotypes (Social psychology)
Business Advertising -- Calendars
Racism

Genre/Form: Cartoons (humorous images)
Calendars

Culture: African Americans

[African-American double wedding : trade card], [undated]

1 Item (Ink on paper.)

Advertiser: Clarence Brooks and Co.

Language: English.

Notes: 040060110.tif (AC Scan No.)

Series No. Paint, Box No. 2, Folder No. Brooks/Clarence 2.

Calendar illustration featuring an African American double wedding with spectators and the caption, "The Great Social Event at Blackville, the Wedding of the Twins."

Topic: Ethnic Imagery Project, Archives Center

Genre/Form: Trade cards

Culture: African Americans

[Calendar with illustration depicting the courting of twin African Americans], [undated]

1 Item (Ink on paper.)

Advertiser: Clarence Brooks and Co.

Language: English.

Notes: 040060109.tif (AC Scan No.)

Series No. Paint, Box No. 2, Folder No. Brooks/Clarence 2 .

Illustration depicting the courting of twin African Americans with the caption, "Love in Blackville, the Wooing of the Twins."

Topic: Ethnic Imagery Project, Archives Center
Business Advertising -- Trade Cards
Genre/Form: Trade cards
Culture: African Americans

Uncle Sam / Supplying / the World / with Berry Bros. Hard Oil Finish [trade card]

1 Item (Ink on paper.)

[Image\(s\)](#)

[Image\(s\)](#)

Advertiser: Berry Brothers, Ltd. (Detroit, Mich.)
Lithographer: Henry Seibert & Bro.
Language: English.
Notes: AC0060-0000161-1.tif (AC Scan No.)

AC0060-0000161-2.tif (AC Scan No.)

Paint, Box 1, Folder Berry Bros.

Uncle Sam in left handing out square cans of Hard Oil Finish to various nationalities. Possibly made for or distributed at the World's Fair in Chicago, 1893, although there is no evidence on the card itself.

Names: World's Columbian Exposition (1893 : Chicago, Ill.)

Topic: Ethnic Imagery Project, Archives Center
Globalism
Exhibitions
advertising
Paint
Varnish and varnishing
Uncle Sam (Symbolic character) in art

Place: Detroit (Mich.)

Genre/Form: Trade cards -- 19th century

Culture: Chinese
English
French
Irish
Russians
Indians of North America

Box 1, Folder Berry Bros

Uncle Sam Supplying the World with / Berry Brothers' Architectural / Finishes. [Trade card]

1 Item (Ink on paper.)

[Image\(s\)](#)

[Image\(s\)](#)

Advertiser: Berry Brothers, Ltd. (Detroit, Mich.)
Language: English.
Notes: AC0060-0000166 (AC Scan No.)

AC0060-0000167 (AC Scan No.)

Uncle Sam at left giving John Bull some varnish. Other nationalities in background: Holland walking away at right with can of varnish. Back text lists four kinds of varnish for sale. Possibly made for or distributed at at the Chicago World's Fair of 1893, although there is no evidence of this connection on the card.

Names: World's Columbian Exposition (1893 : Chicago, Ill.)
Topic: Ethnic Imagery Project, Archives Center
advertising
Paint
Varnish and varnishing
Uncle Sam (Symbolic character) in art
John Bull (Symbolic character)
Globalism
Place: Detroit (Mich.)
Genre/Form: Trade cards -- 19th century
Culture: Chinese
English
African Americans
Scottish
Dutch
Russians

Box 1, Folder Beymer

[Makee Fine Whitee Likee New Dress Shirtee \[caption on one cartoon panel\]
\[trade card\]](#)

1 Item (Ink on paper.)

Illustrator: Grump Label Co.
Vendor: Urben, J.P. (Allegheny City, Pa.)
Advertiser: Beymer, Bauman & Co. (Pittsburgh, Pa.)
Language: English.
Notes: AC0060-0000168 (AC Scan No.)
AC0060-0000169 (AC Scan No.)

3 cartoon panels, advertising white lead paint. Each has a separate caption or text. Top left depicts 2 Caucasian men painting brick wall red. Top right depicts Chinese man painting green fence white. Bottom panel shows men (embodying states) dancing around a large bucket of white paint.

Topic: Ethnic Imagery Project, Archives Center
Paint
Lead
advertising
Genre/Form: Trade cards -- 19th century
Culture: Chinese

Box 2, Folder 1-2

C, 1840-1916

Box 2, Folder Brooks/
Clarence 2

[\[Calendar with illustration depicting an African-American family at the ocean\],
1885?](#)

1 Item (Ink on paper.)

Advertiser: Clarence Brooks and Co.

Language: English.
 Notes: 040060111.tif (AC Scan No.)
 Clarence Brooks and Co. calendar featuring African-American family in the ocean with the caption, "The smallbreed family at the sea-side."
 Topic: Ethnic Imagery Project, Archives Center
 Business Advertising -- Calenders
 Genre/Form: Calendars
 Culture: African Americans

Box 2, Folder 3-4	D, 1853-1918
Box 2, Folder 5	E, 1843-1928
Box 2, Folder 6	F, 1831-1931
Box 3, Folder 1	G, 1853-1939
Box 3, Folder 2-3	H, 1850-1927
Box 3, Folder 4	I, 1876-1934
Box 3, Folder 5	J, 1855-1931
Box 3, Folder 6	K, 1850-1961
Box 4, Folder 1-2	L, 1856-1938
Box 4, Folder 3-4	M, 1852-1939
Map-case 1, Drawer 22, Map-folder 9	Monarch Mixed Paint, undated Notes: Advertising posters for mixed paint. 2 copies of one that reads "Suggestions for painting with Monarch colors" and features a house.
Box 4, Folder 5	N, 1803-1959
Box 5, Folder 1	O, 1851-1918
Box 5, Folder 2-3	P, 1833-1925
Box 5, Folder 4	Q, 1854-1926
Box 5, Folder 5	R, 1851-1920
Box 5, Folder 6-8	S, 1836-1944
Box 6, Folder 1	T, 1862-1915

Box 6, Folder 2	U, 1861-1904
Box 6, Folder 3	V, 1832-1920
Box 6, Folder 4-6	W, 1831-1931
Box 6, Folder 7	Z, 1870-1924
Box 7, Folder 1	Correspondence, Warshaw, undated
Box SUPP 21, Folder 5	Marketing Material and Promotional Novelties, undated Notes: Incomplete set of promotional playing cards for Murphy Varnish, a ribbon for J.H. McMachan dealer in paints, puzzle mystery card for J.H. Swatlin paint store, and a brochure for the airless Norris Painting Machine.

[Return to Table of Contents](#)

Subseries 2: Genre, 1841-1947

Scope and Contents: Contains catalogues that list painting supplies and tools, published company histories or scrapbooks, literature about professional painter organizations, and serial publications.

Box 7, Folder 2 Images, undated
Notes: One B&W photo-gravure of a man making varnish.

Catalogues, 1858-1947

Box 7, Folder 3 A-H, 1910-1923
Notes: Benjamin Moore and Company (3 catalogues. 1910, undated), Berry Brothers (undated), Bridgeport Standard (undated), Devoe and Reynolds Company Incorporated (2 catalogues. 1917-1921), Ditzler Color Company (undated), Harrison Brothers and Company Incorporated (undated), Henry Bosch Company (1923).

Box 7, Folder 4 K-P, 1858-1913
Notes: King Paint Manufacturing Company (2 catalogues. 1896), Keystone Varnish Company (3 catalogues. 1913), Marx and Rawolle (undated), Masury and Whiton (3 catalogues. 1858-1895, undated), Phelan-Faust Paint Manufacturing Company (undated), Pittsburgh Plate Glass Company (undated).

Box 7, Folder 5 R-W, 1875-1947
Notes: Ridgely Trimmer Company (1925), Titanine Incorporated (1947), United States Graphite Company (1918), Wadsworth Brothers

and Howland (1875), Weimar Colors (undated), Wooster Brush Company (2 catalogues. 1932, undated).

Box 7, Folder 6-7	Company Guides and Scrapbooks, 1894-1942
Box 8, Folder 1	Sample Book, undated Notes: New Jersey Paint Works. In enclosure.
Box 8, Folder 2-3	Serial Publications, 1885-1940
	Boss Painter's Journal, undated Notes: Subscription instructions.
	Bulls-Eye, 1924-1927 Notes: 6 issues. 1924 September, 1925 March, 1925 June, 1926 January, 1926 February, 1927 January.
	Carter Times, 1908-1918 Notes: 8 issues. 1908 May, 1908 Autumn, 1910 March, 1913 August, 1916 January, 1917 October, 1918 February, 1918 June.
	Du Pont Magazine, 1928 May Notes: Volume 22, Number 5.
	Dutch Boy Painter, 1918-1940 Notes: 17 issues. 1918, 1922 November, 1923 September, 1924 November, 1925 January, 1925 July, 1925 August, 1925 October, 1926 January, 1927 August, 1928 January-February, 1937, 1938, 1939 (3 issues), 1940.
	House Painting and Decorating, 1885 December Notes: Volume 1, Number 3.
	Little Blue Flag, 1904 Notes: Volume 2, Number 4.
	Mining and Scientific Press, "White Lead from Mine to Battleship", 1908 May 09 Notes: By T.A. Rickard. Reprint.
	Painter and Decorator, 1911 February Notes: Volume 25, Number 2.
	Painter's Eagle, 1925-1927 Notes: 2 issues. 1925 Summer, 1927 January-February.
	Painter's Magazine, 1886-1912 Notes: 3 issues. 1886 November, 1911 June, 1912 October.

Painting and Decorating, 1893 February 25

Notes: Volume 3, Number 7.

Varnish, 1899 March 15

Notes: Volume 12, Number 3.

[Return to Table of Contents](#)

Subseries 3: Subject, 1874-1943

Box 8, Folder 4

Community Beautification Endeavors, undated

Notes: Stamp and tickets for schoolhouse and town painting projects.

Box 8, Folder 5

History of Paint, 1879-1900

Notes: Material covers the history of Gum-Copal as it relates to varnishes, paints typically used in the United States, the history of cold-water paints in the Spanish-American war.

Oversize 44, Folder
2-4

Oversize Miscellaneous, circa 1872-1932

Notes: Contains advertisements, paint samples, painting instructions, and newspaper clippings.

Oversize 151, Folder
2-3

Oversize Miscellaneous, circa 1848-1922

Notes: Contains advertisements, business records, and paint samples.

Box 9, Folder 1-3

Painting Instruction, 1874-1943

Notes: Consists of material describing effective methods of interior decorating, as well as applying paint, bases, and varnishes.

Box 9, Folder 4

Paint Type and Quality Publications, 1886-1923

Notes: Consists of material concerning paint types, quality of different kinds of paint, paint for marine use, and information about properties of enamels.

Box 8, Folder 5

Professional Organizations, 1889-1908

[Return to Table of Contents](#)