



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

Kendra Jae

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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>

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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: Paints
<b>Identifier:</b>	NMAH.AC.0060.S01.01.Paints
<b>Date:</b>	1803-1961
<b>Extent:</b>	4.19 Cubic feet (consisting of 9 boxes, 1 folder, 5 oversize folders, 1 map case folders, plus digital images of some collection material. )
<b>Creator:</b>	Warshaw, Isadore, d. 1969
<b>Language:</b>	English  Collection is in English.
<b>Summary:</b>	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: <a href="#">Warshaw Collection of Business Americana</a>

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## 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 Kendra Jae, 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.

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## 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. No 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
- 

## 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

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## Container Listing

### Business Records and Marketing Material, 1803-1961

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

Box 1, Folder Berry Bros            Uncle Sam Supplying the World with / Berry Brothers' Architectural / Finishes. [Trade card]  
*1 Item (Ink on paper.)*

[Image\(s\): Uncle Sam Supplying the World with / Berry Brothers' Architectural / Finishes. \[Trade card\].](#)

[Image\(s\): Uncle Sam Supplying the World with / Berry Brothers' Architectural / Finishes. \[Trade card\].](#)

Berry Brothers, Ltd. (Detroit, Mich.), Advertiser

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.

#### Local Numbers

AC0060-0000166 (AC Scan No.)

AC0060-0000167 (AC Scan No.)

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

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

Place:            Detroit (Mich.)

Genre/            Trade cards -- 19th century

Form:

Culture:           African Americans  
Chinese  
Dutch  
English  
Russians  
Scottish

Box 1, Folder Beymer            Makee Fine Whitee Likee New Dress Shirtee [caption on one cartoon panel]  
[trade card]

1 Item (Ink on paper.)

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

Grump Label Co., Illustrator

Urban, J.P. (Allegheny City, Pa.), Vendor

Beymer, Bauman & Co. (Pittsburgh, Pa.), Advertiser

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.

Local Numbers

AC0060-0000168 (AC Scan No.)

AC0060-0000169 (AC Scan No.)

Topic: Ethnic Imagery Project, Archives Center  
Lead  
Paint  
advertising

Genre/ Trade cards -- 19th century

Form:

Culture: Chinese

[Calendar page depicting African-Americans with their tongues out], [1885?]  
1 Item (Ink on paper.)

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

Clarence Brooks and Co., Advertiser

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."

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

Local Numbers

040060115.tif (AC Scan No.)

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

Genre/ Calendars

Form:

Culture: African Americans

[Calendar page depicting African-Americans with a small chicken], [1885?]



1 Item (Ink on paper.)

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

Clarence Brooks and Co., Advertiser

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."

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

Local Numbers

040060114.tif (AC Scan No.)

Topic: Business Advertising -- Calenders  
Ethnic Imagery Project, Archives Center  
Genre/ Calendars  
Form:  
Culture: African Americans

[Calendar featuring African-Americans playing baseball], [1885?]

1 Item (Ink on paper.)

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

Clarence Brooks and Co., Advertiser

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.'"

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

Local Numbers

040060113.tif (AC Scan No.)

Topic: African American athletes  
African American baseball players  
Baseball  
Business Advertising -- Calendars  
Ethnic Imagery Project, Archives Center  
Genre/ Calendars  
Form:  
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".)

Image(s): [\[Calendar or trade card featuring an African-American shoeshine in New York, 1885?\]](#)

Clarence Brooks and Co., Advertiser

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."

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

Local Numbers

040060112.tif (AC Scan No.)

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

Genre/ Calendars  
Form: Cartoons (humorous images)

Culture: African Americans

[African-American double wedding : trade card], [undated]  
*1 Item (Ink on paper.)*

[Image\(s\): \[African-American double wedding : trade card, n.d.\]](#)

Clarence Brooks and Co., Advertiser

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

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

Local Numbers

040060110.tif (AC Scan No.)

Topic: Ethnic Imagery Project, Archives Center

Genre/ Trade cards  
Form:  
Culture: African Americans

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

*1 Item (Ink on paper.)*

[Image\(s\): \[Calendar with illustration depicting the courting of twin African Americans, n.d.\]](#)

Clarence Brooks and Co., Advertiser

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

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

Local Numbers

040060109.tif (AC Scan No.)

Topic: Business Advertising -- Trade Cards

Ethnic Imagery Project, Archives Center

Genre/ Trade cards  
Form:  
Culture: African Americans

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

*1 Item (Ink on paper.)*

[Image\(s\): Uncle Sam / Supplying / the World / with Berry Bros. Hard Oil Finish \[trade card\].](#)

[Image\(s\): Uncle Sam / Supplying / the World / with Berry Bros. Hard Oil Finish \[trade card\].](#)

Berry Brothers, Ltd. (Detroit, Mich.), Advertiser

Henry Seibert & Bro., Lithographer

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.

Local Numbers

AC0060-0000161-1.tif (AC Scan No.)

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

Paint, Box 1, Folder Berry Bros.

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

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

Place: Detroit (Mich.)

Genre/ Trade cards -- 19th century

Form:

Culture: Chinese  
English  
French  
Indians of North America  
Irish  
Russians

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.)

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

Clarence Brooks and Co., Advertiser

Clarence Brooks and Co. calendar featuring African-American family in the ocean with the caption, "The smallbreed family at the sea-side."

Local Numbers

040060111.tif (AC Scan No.)

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

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, Monarch Mixed Paint, undated

Map-folder 9

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 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.

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## Genre, 1841-1947

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 One B&W photo-gravure of a man making varnish.  Catalogues, 1858-1947
Box 7, Folder 3	A-H, 1910-1923 Benjamin Moore and Company (3 catalogues. 1910, undated), Berry Brothers (undated), Bridgeport Standard (undated), Devoe and Raynolds 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 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 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

New Jersey Paint Works. In enclosure.

Box 8, Folder 2-3

Serial Publications, 1885-1940

*Boss Painter's Journal*, undated  
Subscription instructions.

*Bulls-Eye*, 1924-1927  
6 issues. 1924 September, 1925 March, 1925 June, 1926 January, 1926 February, 1927 January.

*Carter Times*, 1908-1918  
8 issues. 1908 May, 1908 Autumn, 1910 March, 1913 August, 1916 January, 1917 October, 1918 February, 1918 June.

*Du Pont Magazine*, 1928 May  
Volume 22, Number 5.

*Dutch Boy Painter*, 1918-1940  
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  
Volume 1, Number 3.

*Little Blue Flag*, 1904  
Volume 2, Number 4.

*Mining and Scientific Press*, "White Lead from Mine to Battleship", 1908 May 09  
By T.A. Rickard. Reprint.

*Painter and Decorator*, 1911 February  
Volume 25, Number 2.

*Painter's Eagle*, 1925-1927  
2 issues. 1925 Summer, 1927 January-February.

*Painter's Magazine*, 1886-1912  
3 issues. 1886 November, 1911 June, 1912 October.

*Painting and Decorating*, 1893 February 25  
Volume 3, Number 7.

*Varnish*, 1899 March 15  
Volume 12, Number 3.

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Subject, 1874-1943

Box 8, Folder 4

Community Beautification Endeavors, undated

Stamp and tickets for schoolhouse and town painting projects.

- Box 8, Folder 5      History of Paint, 1879-1900  
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  
Contains advertisements, paint samples, painting instructions, and newspaper clippings.
- Oversize 151, Folder 2-3      Oversize Miscellaneous, circa 1848-1922  
Contains advertisements, business records, and paint samples.
- Box 9, Folder 1-3      Painting Instruction, 1874-1943  
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  
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

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