



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Warshaw Collection of Business Americana Subject Categories: Physical Culture

NMAH.AC.0060.S01.01.Physical

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Warshaw Collection of Business Americana Subject Categories: Physical Culture
Date:	circa 1795-1965
Identifier:	NMAH.AC.0060.S01.01.Physical
Creator:	Warshaw, Isadore, 1900-1969
Extent:	1 Cubic foot (consisting of 2 boxes, 2 folders, 3 oversize folders.)
Language:	English .
Summary:	A New York bookseller, Warshaw assembled this collection over nearly fifty years. The <i>Warshaw Collection of Business Americana: Physical Culture</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

Physical Culture 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](#) .

Missing Title:

- [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. 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: Physical Culture, 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

This subject category- Physical Culture consists of material related to the various aspects of physical culture. The materials contain information about physical culture and instructions for readers on how to improve their bodies. Numerous images show how to perform exercises and images of healthy and unhealthy bodies. This category contains information not only on the philosophy of physical culture but numerous items that illustrate the start of America's obsession with weight and body image and the commercialization of physical health.

Publications, Informational and Instructive consists of books, periodicals, and broadsides that were published to inform the public about physical culture, to direct readers in how to follow some aspect of physical culture, or both. Though a portion of these items are related to specific exercise equipment or regimens, publications for the purpose of marketing an item or service are located in series two. The majority of items in this series were published in New York, between 1890 and 1920; however there are also items from as early as 1854 and one item from 1940 as well as items from London, Philadelphia, Boston, and Battle Creek, Michigan. Publications are in alphabetical order by author.

The subject most represented in this series is exercise with many items providing information on how to perform proper exercises through both written description and images. The instructions are often different for men and women and many involve the use of various types of exercise equipment. Other topics covered include nerves, breathing, massage, and many other tenants of physical culture. Two volumes, *The Body Beautiful* and *The Top Link*, have instructions for properly performing everyday tasks such as sitting, standing, and breathing. Two volumes, *Health Culture* and *the Sanitary Woolen System* and *The Influence of Dress in Producing the Physical Decadence of American Women*, focus on dress and its affect on the body, specifically the dangers of corsets and artificial fibers. *Manuel for Physical Measurements* gives directions on how to measure the size and strength of various mussels. *Training in Theory and Practice* is a general text providing information and instruction on almost all areas connected to physical culture. The latest publication, *The Fifty Years in Business Magazine* from 1940, contains an article about Bernarr Macfadden.

Advertisements is divided into four categories depending on what the advertisement is attempting to sell: exercise equipment, classes at physical culture institutions and schools, instruction in physical culture through books or by mail, and lectures on physical culture. The items are mostly broadsides, letters, or pamphlets and the majority are illustrated, many in color. Most items are from the 1890s and early 1900s with a large number from New York including all the physical culture schools. Within each sub series the items are in alphabetical order by the company advertised.

Advertisements exists for numerous exercise machines, including many that are similar to machines seen today and some that are less familiar. Two machines, the Albany Normalizing School's Niles Normalizing Machine and the Sanitarium Equipment Company's Battle Creek Health Builder, use electricity to vibrate a belt placed against the body. Other contraptions included The Cartilage Company's Cartilage Treatment which increases height, the Greenhut-Siegel Copper Company's Professor Charles Munter's Nulife, a garment that improves the wear's posture, and a vibrator from Shelton Electric Company.

Instruction is offered in massage, hydrotherapy, Swedish movements, and facial beauty culture, as well as general physical exercise and education. In addition the advertisements from Macfadden Publications, Inc. and Physical Culture Publishing Company both include opportunities to become involved with the company itself, by purchasing stock or becoming a sales associate. The proposed benefits from the equipment and instructions cover a large range of topics including health, self respect, increased lifespan, youthfulness and for women a more attractive face and larger bust.

General Information includes an article from 1795 on the health benefits of massage as well as other newspaper articles about physical culture. Images of various types depict the ideal male and female body. Items are arranged by type, image or article, then by date.

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

Container Listing

Subseries 1: Publications, Informational and Instructive, 1954-1940, undated

Box 1, Folder 1	Anderson, William Gilbert, Anderson's Physical Education, Book, New York, New York, 1897
Box 1, Folder 2	Atlantic City School of Psychology and Physical Culture, The Body Beautiful, Book, Atlantic City, New Jersey, 1901
Box 1, Folder 2	Atlas, Charles, Physical Culture School, Everlasting Health and Strength, Book, New York, New York, undated
Oversize SUPP 39, Folder 4	"A Busy Man's Recreations", Saturday Evening Post, article excerpt, 1900
Box 1, Folder 3	Corrective Eating Society, Weight-Control for Health, Beauty and Efficiency, vols. 1, 5-8, Books, New York, New York, 1919
Box 1, Folder 4	Corrective Eating Society, Weight-Control for Health, Beauty and Efficiency, vols. 9-12, Books, New York, New York, 1919
Box 47, Folder 9	Dubar-Gibson Exercise Chart. Broadside, New York, New York, undated
Box 1, Folder 5	Emerson College of Oratory, A Chart Giving the Time for Each Movement in the Emerson System of Physical Exercises Book, Boston, Massachusetts, 1895
Box 1, Folder 6	The Fifty Years in Business Magazine. Periodical, 1940
Box 1, Folder 7	Gluck, Luther, Manuel for Physical Measurements. Book, New York, New York, 1892
Box 1, Folder 8	Health & strength Ltd., How To Reduce Weigh, Book, London, England, undated
Box 1, Folder 9	Jaeger, G., Health Culture and the Sanitary Woolen System, Book, 1891
Box 1, Folder 10	Kellogg, J. H., The Influence of Dress in Producing the Physical Decadence of American Women, Book, Battle Creek, Michigan, 1891
Box 1, Folder 11	The Lift: A Journal designed to Aid in Showing People How to Lift Themselves Up in the World, Periodical, New York, New York, 1871
Box 1, Folder 12	MacLaren, Archibald, Training in Theory and Practice, London, England Book, 1874
Box 1, Folder 13	Dr. U. S. Manuels Course of Physical Culture. Book, Philadelphia, Pennsylvania, 1904

Box 47, Folder 9	Müller, J. P., Easy Degree [Exercise Chart]. Broadside, London, England, 1912
Box 1, Folder 14	Ostrom, Kurre, Massage and the Swedish Movements. Book, Philadelphia, Pennsylvania, 1899
Box 2, Folder 1	Physical Culture. Periodical, New York, New York, 1902
Box 2, Folder 2	Poté, Aurilla Colcord, The Top Link And How to Hold It, Book, Fort Edward, New York, 1893
Box 2, Folder 3	Sandow's Magazine. Periodical, Boston, Massachusetts, 1903?
Box ADD63, Folder 6	Secrets of Life and Lost Manhood, 1900 Notes: Diary and account book with information and tips on men's physical and mental health, and lifestyle.
Box 2, Folder 4	Von boeckmann, Nerve Force, Book, New York, New York, 1919
Box 47, Folder 9	Water-Cure Journal, The. Periodical, New York, New York, 1854
Box 2, Folder 5	Zachos, J. C., Reasons and Facts. Book, New York, New York, 1871

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Subseries 2: Advertisements, 1854-1948, undated

Subseries 2.1: Advertisements for Equipment, 1899-1932, undated

Box 2, Folder 6	Albany Normalizing School. The Niles Normalizing Machine, Albany, New York, undated
Box 2, Folder 6	Bornstein, King of Clubs. Exercise Equipment, New York, New York, 1899
Box 2, Folder 7	The Cartilage Company. The Cartilage Treatment, Rochester, New York, 1904
Box 2, Folder 7	Greenhut-Siegel Copper Company. Professor Charles Munter's Nulife, New York, New York, undated
Box 2, Folder 7	Health Developing Apparatus Company. Vig-Row Health Rowing Machine, New York, New York, 1932
Box 168, Folder 2	Sanitarium Equipment Company. Battle Creek Health Builder, Battle Creek, Michigan, 1927

Box 2, Folder 8 Schermerhown, J. W. & Company. Health-Lift and Lift-Exercise, New York, New York, undated

Box 2, Folder 8 Shelton Electric Company. Shelton Vibrators, New York, New York, 1918

Box 2, Folder 8 Whitley Exerciser Company. Whitley Exercise Equipment, New York, New York, 1907

Subseries 2.2: Advertisements for Institutions and Schools,, 1854-1915, undated

Box 2, Folder 9 Avon C. Burnham's Academy of Physical Culture, New York, New York, 1870, Undated

Box 2, Folder 10 Hydropathic and Physiological School, New York, New York, 1854-1855

Box 2, Folder 11 Hydropathic and Hygienic Institute, New York, New York, undated

Box 2, Folder 12 Institute of the Swedish Movement Cure for Chronic Invalids, New York, New York, 1869

Box 2, Folder 12 National Institute of Physical Culture, New York, New York, undated

Box 2, Folder 13 The Dr. Savage Health Studio, Normal School, and Physical Development Institute, New York, New York, 1915

Subseries 2.3: Advertisements for Services and Publications,, 1884-1920, undated

Box 2, Folder 14 Cocroft, Susanna. Physical Culture by Mail, Chicago, Illinois, 1903, undated

Box 2, Folder 15 Kathryn Murray Inc. Facial Beauty Culture, Chicago, Illinois, 1921

Box 2, Folder 16 Kinesipath Bureau and School of Training for Massage and Rational Home Gymnastics. What is Massage, New York, New York, 1884

Box 2, Folder 17 Macfadden Publications, Inc. Macfadden's Encyclopedia of Physical Culture, New York, New York, 1903, 1925, 1948, undated

Box 2, Folder 18 Physical Culture Publishing Company. Physical Culture, New York, New York

Box 2, Folder 19 Swoboda, Alois P. Conscious Evolution, New York, New York, 1919, 1920, undated

Box 2, Folder 20 Swoboda, Alois P. Conscious Evolution, New York, New York, 1919, 1920, undated

Box 2, Folder 21 Von Boeckmann, Paul. Nerves, New York, New York, 1920, undated

Box SUPP 23, Folder 14 Advertisements and Publications, 1840-1965
Notes: Topics cover general physical, mental acuity, fitness and well-being. Publications include *A Stuffed Club* (1907), a Library of Health excerpt on poisons (1840), a pamphlet *An Original Course of Instruction in Personal Magnetism and Soul Power Development of Force Concentration and Self Culture [Will Power]* (1900), booklet from the World's Dispensary Medical Association (1893), flier on Chinese Sensitive Leaf, a news clipped article on prolonged health (undated), an ad for Vanguard's vibra-massager (1962) and a slim and trim progress calendar (1965) for women.

Subseries 2.4: Advertisements for Lectures, 1913, undated

Box 2, Folder 22 Advertisements for Lectures on Physical Culture, New York, New York, Newark, New York, 1913, undated

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Subseries 3: General Information, 1795-1894, undated

Box 2, Folder 23 General Information and Articles on Physical Culture, 1795, undated

Box 2, Folder 24 General Images, 1894, 1915, undated

Oversize 47, Folder 9 Physical Culture

Oversize 168, Folder 2 Physical Culture

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