



Smithsonian

National Museum of American History Kenneth E. Behring Center

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

NMAH.AC.0060.S01.01.Posters

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Warshaw Collection of Business Americana Subject Categories: Posters
Date:	1896-1899
Identifier:	NMAH.AC.0060.S01.01.Posters
Creator:	Warshaw, Isadore, 1900-1969
Extent:	1.39 Cubic feet (consisting of 3 boxes, 1 folder, 1 oversize folder.)
Language:	English .
Summary:	A New York bookseller, Warshaw assembled this collection over nearly fifty years. The <i>Warshaw Collection of Business Americana: Posters</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

Posters 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: Posters, 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

Information, examples, and literature related to posters, regardless of size, as a form of information, advertising, or artwork/expression. Business records pertain to printers and distributors of posters. The collection contains many examples of posters, proofs, and examples of posters that have been replicated for various advertising uses, such as in magazines. Posters are just one example of how many advertising campaigns used multiple avenues to reach their intended audience while creating brand name recognition.

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

Business Records, Marketing Material, Images, and Other, 1896-1899

Box 1	Posters
Box 2	Posters
Box 3	Posters
Box SUPP 24, Folder 8	General, Posters, 1896-1899 Notes: One issue of The Poster (1896 January) and a small color print of a poster by R. A. Fedel.
Oversize 175, Folder 1	Posters

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