



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Guide to the Warsaw Collection of Business Americana Subject Categories: Premiums

NMAH.AC.0060.S01.01.Premiums

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Warshaw Collection of Business Americana Subject Categories: Premiums
Identifier:	NMAH.AC.0060.S01.01.Premiums
Date:	undated
Extent:	1 Cubic foot (consisting of 2 boxes, 4 oversize folders, 1 map case folder.)
Creator:	Warshaw, Isadore, 1900-1969
Language:	English .
Summary:	A New York bookseller, Warshaw assembled this collection over nearly fifty years. The <i>Warshaw Collection of Business Americana: Premiums</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

Premiums 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](#)

Preferred Citation

Warshaw Collection of Business Americana Subject Categories: Premiums, 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

Premiums contains predominantly marketing material related to the reward system of sourcing or purchasing trade goods or services from specific suppliers. Includes entire catalogues of items only available to merchants, vendors, and retailers with the objective of creating enticement or loyalty to suppliers, such as "purchase your inventory from us and select a gift for yourself from our exclusive premium catalogue."

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

Trade Literature, Catalogues, and Order Forms

Box 1 Premiums

Box 2 Premiums

Oversize 52, Folder Premiums
3-4

Oversize 175, Folder Premiums
5-6

Map-case 1, Drawer 25, Premiums
Map-folder 10

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