



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Warshaw Collection of Business Americana Subject Categories: Printing and Printers

NMAH.AC.0060.S01.01.Printing

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 January

Archives Center, National Museum of American History
P.O. Box 37012
Suite 1100, MRC 601
Washington, D.C. 20013-7012
Business Number: Phone: 202-633-3270
Fax Number: Fax: 202-786-2453
archivescenter@si.edu
<https://americanhistory.si.edu/archives>

Table of Contents

Collection Overview	
Administrative Information	1
Scope and Contents	2
Arrangement	2
Names and Subjects	
Container Listing	
Business Records and Marketing Material, 1713-1993	5
Genre, 1833-1980	6
Subject, 1872-1962	12

Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Warshaw Collection of Business Americana Subject Categories: Printing and Printers
Date:	1713-1993
Identifier:	NMAH.AC.0060.S01.01.Printing
Creator:	Warshaw, Isadore, 1900-1969
Extent:	6.04 Cubic feet (13 boxes, 1 folder, 9 oversized folders, 3 flat boxes (1 full, 2 partial), 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
Digital Content:	Image(s): Warshaw Collection of Business Americana: Printing and Printers

Administrative Information

Acquisition Information

Printing and Printers 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, 2017 January.

Preferred Citation

Warshaw Collection of Business Americana Subject Categories: Printing and Printers, 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

The subject category Printing and Printers primarily represents material designed and created by printing companies, largely on the behalf of other companies. Additional material includes serial publications created by printers, the history of printing, biographical material about printers or typographical artists, as well as printing and engraving instructions.

Types of printmaking and printers in these records include stereotyping, electrotyping, planographs, typographs, linotypes, and monotypes.

No expansive documentation of any single printer company is represented within the records, and there is minimal breadth of material on specific subject areas within the printing field. However, business records, company histories, select historical overviews, and the cumulative examples of printers visual work may provide researchers with a broad overview of the printing industry as well as a visual sampling of the evolution of printing styles.

Arrangement

Printing and Printers is arranged in three subseries. Records, advertising, and catalogues for proprietorships may be filed under either the first or last name of the individual, researchers should look in all applicable alphabetical folders.

- 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
- Engraving -- 19th century -- United States
- Engraving -- History
- Linotype
- Patents
- Printers -- United States
- Printing
- Printing -- History
- Printing -- Instruments
- Printing -- Technique
- Printing industry
- Printing machinery and supplies
- Printing presses
- Printmakers
- Retail trade
- Sales promotion
- Wood-engraving

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
- Legal documents
- Letterheads
- Mail order catalogs
- Manuals
- Manufacturers' catalogs
- Periodicals
- Print advertising
- Printed ephemera
- Proofs (printed matter)

Publications
Publications -- Business
Receipts
Reports
Sales catalogs
Trade cards
Trade catalogs

Container Listing

Business Records and Marketing Material, 1713-1993

Scope and Contents: The Business Records and Marketing Material series contains general business documents and advertising. These materials comprise of print advertisements, printed artwork, postcards, calendar prints, purchase records, correspondence, and newspaper clippings.

Business records are divided by printing company rather than company whose advertisement may be prominently displayed. Records are organized by first letter of business name. Records and marketing material for proprietorships may be filed under either the first or last name of the individual, researchers should look in all applicable alphabetical folders.

Any records where the business or individual names are not decipherable have been filed under Miscellaneous. These records do not represent a bulk of the represented material.

Box 1, Folder 1	A, 1847-1993, undated
Box 1, Folder 2-3	B, 1827-1917, undated
Box 1, Folder 4-5	C, 1849-1916, undated
Box 2, Folder 1	D, 1847-1910, undated
Box 2, Folder 2	E, 1843-1947, undated
Box 2, Folder 3	F, 1853-1914, undated
Box 2, Folder 4-5	G, 1852-1914, undated
Box 2, Folder 6-7	H, 1851-1928, undated
Box 3, Folder 1	I, 1868-1915, undated
Box 3, Folder 2-3	J, 1850-1955, undated
Box 3, Folder 4	K-L, 1838-1913, undated
Box 3, Folder 5-6	M, 1848-1915, undated
Box 4, Folder 1-2	N, 1850-1965, undated
Box 4, Folder 3	O-P, 1849-1923, undated
Box 4, Folder 4-5	Q-R, 1819-1952, undated
Box 4, Folder 6	S, 1845-1916, undated

Box 5, Folder 1	S, 1845-1916, undated
Box 5, Folder 2	T, 1871-1938, undated
Box 5, Folder 3	U-V, 1848-1966, undated
Box 5, Folder 4-5	W, 1853-1914, undated
Box 5, Folder 6	Y-Z, 1860-1913, undated
Box SUPP 24, Folder 11	General, Printing and Printers, 1713-1933, undated Notes: Limited business records include one piece of correspondence, a couple of receipts, and a sales and inventory ledger. Marketing materials consist of trade cards, a subscription blank, a print ad, plus a promotional circular and small color poster. Early printing samples include illustrations dating back to 1713, text - some of which also has handwritten notes, and a detached copyright page. Trade literature contains a small booklet on the history of Julian Hawthorne and Company and the program book for the 33rd Annual Convention of the International Plate Printers and Die Stampers Union (1925).
Box 5, Folder 7	Miscellaneous, 1835-1889, undated Notes: Listing of advertisers, photocopies of original related materials filed elsewhere in the Warshaw collection, general notes/slips from printing vendors that do not contain a company name.
Oversize 52, Folder 5-6, 8	Oversize Records and Advertisements, 1959, undated Notes: Contains business records and advertisements.

[Return to Table of Contents](#)

Genre, 1833-1980

Scope and Contents: Contains catalogues for printing companies, printing company background literature, event documentation for printing companies and professional organizations, legal documentation concerning patents and printing legislation, and extensive serial publications. Of the serial publications, *Layman Printer* and *Montype* are heavily represented.

Any records where the business or individual names are not decipherable have been filed under Miscellaneous.

Catalogues, 1854-1964

Notes: One catalogue per company unless otherwise stated. Catalogues for proprietorships may be filed under either the first or last name of the individual, researchers should look in all applicable alphabetical folders.

Box 6, Folder 1-2 A, 1884-1944

Notes: Alco Tones (1944), American Literary Bureau (1884), American Type Founders Company (14 catalogues. 1892-1941, undated), American Wood Type Company (1961, undated), Automatic Printing Press Company (undated).

Oversize 221	American Type Founders Company Business and Resources Illustrated, 1902 September
Box 6, Folder 3	B, 1911-1931 Notes: Barnhart Brothers and Spindler (3 catalogues, 1927, undated), Bauer Type Foundry Incorporated (2 catalogues. 1931-1934), Ben Day Incorporated (1911).
Oversize 52, Folder 7	Barnhart Brothers and Spindler, undated Notes: <i>Specimens of Electrotype Cuts.</i>
Box 6, Folder 4	C, 1884-1947 Notes: Composing Room Incorporated (1947), Continental Typefounders Association (undated), Cuneo Press (1940), Currier and Ives Publishers (1884).
Oversize 221	C.G. Burgoyne's Book of Type Specimens, 1885
Box 6, Folder 5	D, 1884-1964 Notes: Damon and Peets (undated), Dickinson Type Foundry (1884), Duopage Out-of-Print Books (1964).
Box 6, Folder 6	E, 1913 Notes: E.C. Andrews (1913), E.C. Fuller Company (undated).
Box 6, Folder 7	F, 1903 Notes: Fototype Manufacturers (undated), F. Wesel Manufacturing Company (1903).
Box 6, Folder 8	G, 1893-1938 Notes: Golding and Company (1893), Gunesch's Bureau Print (1938).
Box 6, Folder 9	H, 1872-1908 Notes: Hart and Zugelder (1908), H.C. Hansen Type Foundry (1872), Heliotype Printing Company (undated), H.W. Knight and Son (undated).
Oversize 222	Hamilton Manufacturing Company, undated
Box 6, Folder 10	I, 1964 Notes: 2 copies. Instatype Incorporated (1964).
Box 7, Folder 1	J, 1904-1914

	Notes:	J.F. Tapley Company (1914), John C. Meyer and Son Typesetters Typefounders (2 catalogues. Undated), John Thomson Press Company (2 catalogues, 1904).
Box 7, Folder 2	K, undated Notes:	Kelsey Press Company (undated), Keystone Type Foundry (3 catalogues, undated).
Oversize 222		Keystone Type Foundry, undated
Box 7, Folder 3	L, 1919 Notes:	Lanston Monotype Machine Company (1919), Linotype (2 catalogues, undated), Lotus Press (undated), Ludlow Typograph Company (undated).
Box 7, Folder 4	M, 1939-1943 Notes:	Mergenthaler Linotype Company (7 catalogues. 1939-1943, undated), Miller and Richard (undated).
Box 7, Folder 5	N, 1922 Notes:	New York Times (1922).
Box 7, Folder 6	O-P, 1882-1934 Notes:	Overbrook Press (1934), Photo Engraving Company (1882), Photo-Lettering Incorporated (undated), P.T. Barnum (undated).
Box 7, Folder 7	Q-S, 1891-1892 Notes:	R. Hoe and Company (2 catalogues, 1891-1892), StripPrinter Incorporated (undated).
Box 7, Folder 8	T-V, 1937 Notes:	Theodore [unreadable] (undated), Thormod Monsen and Son Incorporated (1937), United Bretheren Publishing House (undated).
Box 8, Folder 1	W-Z, 1854-1963 Notes:	United States of America Government Printing Office (1909), Walden, Sons and Mott Incorporated (1966), Wm. A. Maas (1854), Wm. W Kelly and Company (undated), W.R. Hearst (1896), Wrico (1963).
Box 8, Folder 2		Company Guides, 1896-1960
Oversize 221	Achievement, Carey Printing Company Incorporated, undated Notes:	2 copies.
Oversize 225		One Hundred Years, MacKellar, Smiths and Jordan Company, 1896
Box 8, Folder 3-4		Events, 1850-1980

Notes: Contains event programs, souvenir booklets, transcripts, and event announcements from professional organizations and companies.

Box 8, Folder 5 Images, Printing Trade and Equipment

Box 8, Folder 6 Legal, 1857-1894

Box 9, Folder 1 Printers Proofs, undated

Notes: Mostly color images on cardstock, with guides and color charts visible.

Box 9, Folder 2 Printing Samples, 1835-1899, undated

Notes: Hand press and machine produced text and illustrations from several eras, including several sheets of Readex Microprint (1940), linotype.

Box 9, Folder 3-5 Serial Publications, 1833-1958

Notes: Publishing frequency may vary, with some issues covering multiple months, quarterly, or other intervals.

Advance, 1878 April 03

Notes: Volume 4, Number 45.

Alkahest Magazine, 1897

Notes: 2 issues: October-November 1897.

Amateur American, 1891 December

Notes: Volume 1, Number 1.

Amateur Banner, 1876

Notes: Volume 1, Number 2.

American Journalist, 1873

Notes: Volume 3, Number 21.

American Printer, 1901 July

Blue Bird, undated

Caxton Caveat, 1898 January 15

Notes: 3 issues. 1898 January, March, April.

Caxton Magazine, 1901

Collectors' Items, 1938 May 14

Notes: Volume 1, Number 1.

Corona News-Letter, 1889 June 15

Notes: Volume 3, Number 75.

Coronet Magazine, "There's Gold in Your Attic", 1946

Notes: 2 copies. Reprinted excerpt. By Caroline Bird Menez, reprinted from the July issue.

Deepdene, 1930

Notes: Volume 23, Number 74.

Fifty Prints of the Year, 1933

Full-Tone Collotype, undated

Notes: Supplement Number 5.

Graphic Arts, "Concrete Buildings for the Printing Business", 1911

Notes: Excerpt.

Inland Printer, 1920 May

Notes: Volume 65, Number 2.

Magazine of Creative Advertising, 1958 February

Notes: 2 copies. Volume 9, Number 11.

National Printer Journalist, 1902 October

New York Typographical Union Number 6, 1870

Notes on Printing and Graphic Arts, 1953 May

Notes: Volume 1, Number 2.

Paper and Press, 1896

Penny Magazine, 1833 September/October

Press and Printer, 1897 May 01

Notes: Volume 14, Number 486.

Pridemark, 1922-1923

Notes: 4 issues: 1922 June, 1923 April, 1923 October, 1923 December.

Print: A Quarterly Journal of the Graphic Arts, 1946

Notes: Volume 4, Number 3.

Printer, 1860 July

Notes: Volume 3, Number 2.

Printers Pie, undated

Printing Art, 1912-1922

Notes: 1 copy, 1 cover separated from the publication. 1912 July, 1922 March.

Productionwise, 1954 February

Notes: 2 issues: Volume 3, Number 2.

Profitable Talks on Printing, 1915

Notes: Volume 3, Number 1.

Proof-Sheet, 1869

Notes: Volume 3, Number 15.

Raedeations, 1925 December

Notes: Volume 6, Number 6.

Schoolmate: An Illustrated Monthly for Boys and Girls, 1869 April

Notes: Volume 23, Number 4. Title inside written as *Students and Schoolmate: An Illustrated Monthly, For Our Boys and Girls.*

Share Your Knowledge Review, 1941 February

Notes: Volume 22, Number 4.

Typographica, 1927 Summer

Notes: Number 5.

Weekly Proof Sheet, 1880

Notes: 2 issues: 1880 March 15, 1880 April 05.

Box 10, Folder 1-2

Serial Publications, 1833-1958

Notes: See above list for titles.

Box 10, Folder 3-4

Serial Publications: Layman Printer, 1912-1930

Notes: 51 issues:

1912 November-December

1913 January, April-December

1914 January-May, September, November

1915 January, March, May, July, September, November

1916 January, March, May July, September, November

1917 January, June, September

1922 July-September

1923 January-April, September-December

1924 March-April, September-October

1925 August, December

1926 April

1927 January, May, September

1928 July, October
1930 April, October

Box 11, Folder 1-2 Serial Publications: Monotype, 1913-1928
Notes: Bound:
 1913 April -1914 March, Volume 1, Issues 1-11
 15 Single Issues:
 1920 April, October-November
 1921 February-March, August, September
 1922 March-August, October-November
 1923 January-February, Second Quarter
 1926 January
 1927 August
 1928 August

Oversize 176, Folder 1-5 Oversize Miscellaneous, circa 1833-1926
Notes: Contains advertisements, company guides, news clippings, legal documentation.

[Return to Table of Contents](#)

Subject, 1872-1962

Box 11, Folder 3-4 History of Printing, 1872-1962
Notes: Historical overview of printing, printing presses, and of certain typographical creations or evolutions.

Box 11, Folder 5 Printer and Typographical Artists, 1896-1954
Notes: Biographical texts about specific individuals within the printing business and typographical designers or artists.

Box 12, Folder 1 Printer and Typographical Artists, 1896-1954

Box 12, Folder 2 Printing and Engraving Instruction, 1872-1941
Notes: Topics include how to use autopresses and other operating instructions, how to use print to build business for companies, how to engrave art and photographs, as well as guides to stereotyping, electrotyping, planographs, typographs, linotypes, monotypes, and modern uses of antique typesetting.

Oversize 221 Linotype Typography Layout Kit, Mergenthaler Linotype Company, 1922 August
Notes: 3 copies.

Printing Plates

Box 13	Engraved Copper Plate
Box 13	An Incident of the French Revolution
Box 13	Napoleon Bonaparte, 1814
Box 13	Portrait of unidentified man
Box 13	Peace Hath her Victories As Well As War, Trans-Mississippi and International Exposition , 1898

[Return to Table of Contents](#)
