



Smithsonian
National Museum of American History
Kenneth E. Behring Center

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

NMAH.AC.0060.S01.01.Television

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Warshaw Collection of Business Americana Subject Categories: Television
Identifier:	NMAH.AC.0060.S01.01.Television
Date:	1938-1966
Extent:	0.74 Cubic feet (consisting of 1.5 boxes, 2 oversize folders, 1 map case folder.)
Creator:	Warshaw, Isadore, 1900-1969
Language:	Collection is in English. One item in Spanish.
Summary:	A New York bookseller, Warshaw assembled this collection over nearly fifty years. The <i>Warshaw Collection of Business Americana: Television</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

Television 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 Nicole Blechynden, 2016 September.

Preferred Citation

Warshaw Collection of Business Americana Subject Categories: Television, 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

Contains promotional material, advertisements, and publications related to both the manufacture and use of television equipment, parts, and program. Includes major brands and well-known broadcasters. The Technology folder has several B&W photos depicting towers and manufacturing. A few books are present covering general "age of television" to more technical and engineering aspects. No extensive runs or complete records exist for any single company, brand, and no particular depth is present for any singular subtopic though some publications may provide general and historical overviews of a person, company, or facet of industry.

Arrangement

Television is arranged in two subseries.

- Genre
- Subject

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- Broadcast advertising
- Broadcasting
- Broadcasting -- 1940-1950
- Broadcasting -- United States
- Color television
- Consumer goods -- Catalogs
- Culture change
- Television
- Television -- History
- Television advertising
- Television advertising -- 1950-1960 -- United States
- Television broadcasting
- Television broadcasting -- Special effects
- Television cameras
- Television programs
- Television programs -- 1950-1960
- Television stations
- Television studios
- Televisions -- advertising

Types of Materials:

- Advertisements
- Advertising
- Advertising cards
- Advertising fliers
- Advertising mail
- Business ephemera
- Ephemera
- Manuals
- Posters
- Print advertising
- Printed ephemera
- Publications
- Technical literature
- Technical manuals -- 20th century

Container Listing

Genre, 1938-1965

Advertisement and Marketing

Manufacturers

Advertisements, catalogues, reports, and topical publications produced by major manufacturers.

- | | |
|------------------------------------|---|
| Box 1, Folder 1 | A-L, circa 1939-circa 1957 |
| Map-case 2, Drawer 5,
Folder 10 | Lever Brothers, 1958
Circular for the "Price is Right" family contests. |
| Box 2, Folder 2 | M-O, circa 1938-circa 1957 |
| Map-case 2, Drawer 5,
Folder 10 | Magnavox, 1961
Circular for the 27" television. |
| Box 1, Folder 3 | RCA, circa 1939-circa 1957 |
| Oversize 61, Folder
11 | Oversize Manufacturers, circa 1952-circa 1965
Advertisements for brands: RCA, Westinghouse, Philco, Emerson, CBS-Columbia. |
| Oversize 191, Folder
7 | Oversize Manufacturers, circa 1952
Advertisements for brands: Admiral, RCA Victor, Zenith. |

Broadcast Companies

- | | |
|---------------------------|--|
| Box 1, Folder 4 | A-Z, 1938-1964
Includes CBS, NBC, WHAS-TV Channel 11. |
| Oversize 61, Folder
11 | Oversize Broadcasting, circa 1955
Advertisements by MGM-TV, WDSU-TV for <i>Magic Tree</i> and color telecasting, and MCA TV for film syndication. |
| Oversize 191, Folder
7 | Oversize Broadcasting, 1959
Sales promotional flyer for productions by the Independent Television Corporation (ITC). |

Industry News Publications

Circulars about industry related publications.

Box 1, Folder 5 A-Z, 1963-1964

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Subject, 1938-1965

Box 1, Folder 6 Cultural Influence, 1945-1966
Emerging terminology article, show business publication, interview transcript.

Box 2, Folder 1 Programming and Viewing, 1950-1958
Comic books, live broadcasting tickets, trivia books, room arrangement.

Box 2, Folder 2 Technology, 1938-1947
Book (in Spanish), B&W photos, scientific paper.

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