



Smithsonian

*National Museum of American History Kenneth E. Behring Center*

## Guide to the Warsaw Collection of Business Americana Subject Categories: Trademarks

NMAH.AC.0060.S01.01.Trademarks

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Warshaw Collection of Business Americana Subject Categories: Trademarks
<b>Date:</b>	1893-1957
<b>Identifier:</b>	NMAH.AC.0060.S01.01.Trademarks
<b>Creator:</b>	Warshaw, Isadore, 1900-1969
<b>Extent:</b>	0.92 Cubic feet (consisting of 2 boxes, 1 folder.)
<b>Language:</b>	English .
<b>Summary:</b>	<p>A New York bookseller, Warshaw assembled this collection over nearly fifty years. The <i>Warshaw Collection of Business Americana: Trademarks</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: <a href="#">Warshaw Collection of Business Americana</a></p>

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## Administrative Information

### Acquisition Information

Trademarks 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](#)

## 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: Trademarks, 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.

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## 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

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## Container Listing

### Documents and Trade Literature, 1893-1957

Box 1, Folder 1	Trademarks--Articles, Booklets, and Books
Box 1, Folder 2	Miscellaneous
Box 1, Folder 3	Bills, Receipts, and Invoices
Box 1, Folder 4	Articles
Box 1, Folder 5	Miscellaneous
Box 1, Folder 6	Correspondence
Box 1, Folder 7	Advertisements
Box 1, Folder 8	Glossary
Box 1, Folder 9	The United States Trademark Association
Box 1, Folder 10	Trademark Licensing and Trademarks in Advertising and Selling
Box 1, Folder 11	Advertisements
Box 1, Folder 12	Hotpoint--Sales and Advertising Program
Box 1, Folder 13	Genie products and other Trademarks
Box 1, Folder 14	Trademarks--Journal
Box 1, Folder 15	Trademarks--Cards
Box 2, Folder 1	Books on Trademarks
Box 2, Folder 2	Trademark Ads
Box 2, Folder 3	USTA Executive Newsletter
Box SUPP 33, Folder 8	Trade Literature, 1893-1957

Notes: Contains a membership list for the Brand Name Foundation (1949),  
a circular for the International Industrial Mark Protective Association,  
and two article reprints published by the James M. Vicary Company.

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