



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Warshaw Collection of Business Americana Geographical Categories: Mexico

NMAH.AC.0060.S01.02.Mexico

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Funding for partial processing of the collection was supported by a grant from the Smithsonian Institution's Collections Care and Preservation Fund (CCPF).

1999

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Warshaw Collection of Business Americana Geographical Categories: Mexico
Date:	circa 1846-1942
Identifier:	NMAH.AC.0060.S01.02.Mexico
Creator:	Warshaw, Isadore, 1900-1969
Extent:	0.49 Cubic feet (consisting of 1 box, 2 folders, 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: Mexico</i> forms part of the Warshaw Collection of Business Americana, Subseries 1.2: Geographical Categories. An overview to the entire Warshaw collection is available here: Warshaw Collection of Business Americana
Digital Content:	Image(s): Warshaw Geographical Category: Mexico

Administrative Information

Acquisition Information

Mexico 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](#) .

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 Note

Processed by Teresa M. Mora and Theresa M. Pool, interns, August 22, 1997.

Preferred Citation

Warshaw Collection of Business Americana Geographical Categories: Mexico, 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 Content

This collection deals mainly with United States relations with Mexico. The tourism files are primarily from the early 20th century.

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

Box 1, Folder 1	Businesses
Box 1, Folder 2	Publications--business
Box ADD79, Folder 1	New York Weekly Tribune, 1866 January 20 Notes: Full eight page issue, with page seven dedicated to interests related to the Republic of Mexico. In English.
Box 1, Folder 3	Correspondence--business
Box 1, Folder 4	Development
Box 1, Folder 5	Expositions
Box 1, Folder 5	Aztec Fair / ...MEXICAN VILLAGE, / HORTICULTURAL HALL [flyer on newsprint] 1 Item (Ink on paper.; 10-1/2" x 8" (each page).) Language: English. Notes: AC0060-0001227.tif (AC Scan No., page 1) Publication, ca.1886, a single-sheet, folded newspaper (4 pp.). Displayed in Archives Center exhibition, "Americans Experience Mexico," Sept. 1-Nov. 30, 2010; Craig Orr, curator. Fragile newsprint with folds and tears. Place: Mexico -- 19th century Topic: Exhibitions -- 1880-1900 Genre/Form: Newspapers -- 19th century Expositions
Box 1, Folder 5	Orrin Bros. & Nichol's Aztec Fair / Something about the People in the / Mexican / Village. [pamphlet?] 1 Item (Ink on paper.; 6" x 3-5/8".) Publisher: Orrin Bros. & Nichol Language: English. Notes: AC0060-0001266.tif (AC Scan No.) Black print on green background. Undated. On the back of the card is an explanation of the exhibits. Place: Mexico Genre/Form: Expositions Culture: Mexicans
Box 1, Folder 6	Government
Box 1, Folder 7	History

Box 1, Folder 7

[Sonora and Sinaloa Irrigation Company. / REPORT ON THE CONDITION OF THE WORK / ON THE / YAQUI CANAL. \[Pamphlet, black print\]](#)

1 Item (Ink on paper.; 9-1/2" x 6".)

Author: Watson, William A.

Language: English.

Notes: AC0060-0001232.tif (AC Scan No.: front page)

Unrestricted research access on site by appointment.
Gloves required with unprotected photographs.

Report dated January 1, 1895. 1 folded sheet (4 pp.).

Displayed in Archives Center exhibition, "Americans Experience Mexico," Sept. 1-Nov. 30, 2010; Craig Orr, curator.

Fragile; some tears and folds.

Topic: Irrigation -- Mexico

Canals -- Mexico

Place: Mexico -- 1890-1920

Genre/Form: Pamphlets -- 19th century

Box 1, Folder 8

Maps

Box 1, Folder 9

Railroads

Box 1, Folder 9

[The Mexican / Railway / Vera Cruz Route booklet\]](#)

1 Item (Ink on paper.; 9" x 8".)

Photographer: Brehme, Hugo

Creator: Holmes, Burton, 1870-1958

Language: English.

Notes: AC0060-0001225.tif (AC Scan No.: map, pp. 23-26)

Undated. Booklet illustrated with reproductions of photographs, including work by Hugo Brehme and Burton Holmes ("from Ewing Galloway"). With map, "The Mexican Railway Map and Connexions."

Displayed in Archives Center exhibition, "Americans Experience Mexico," Sept. 1-Nov. 30, 2010; Craig Orr, curator.

Topic: Railroads

Railroad travel

Place: Vera Cruz (Mexico)

Mexico

Genre/Form: Maps

Box 1, Folder 9

[MEXICAN CENTRAL RAILWAY \[timetable\]](#)

1 Item (Ink on paper.; 8-1/2" x 3-3/4" (folded size).)

Publisher: Mexican Central Railway

Language: English.

Notes: AC0060-0001234.tif (AC Scan No.)

Folding railroad timetable with map and tourist information, including text, color images, etc., ca. 1885.

	Displayed in Archives Center exhibition, "Americans Experience Mexico," Sept. 1-Nov. 30, 2010; Craig Orr, curator.
Topic:	Tourism -- Mexico Railroad travel Mexico -- 19th century
Genre/Form:	Maps -- 1880-1940 Timetables

Box 1, Folder 9

[MEXICO / Mexican National R.R. / Laredo Route \[color brochure and timetable\]](#)

1 Item (Ink on paper.; 8" x 4" (folded; approx. 23-3/4" x 23-1/2" unfolded).)

Publisher: Mexican National Railroad

Language: English.

Notes: AC0060-0001236.tif (AC Scan No.: cover only).

Unrestricted research access on site by appointment.
Gloves required with unprotected photographs.

Undated. Contains railroad timetables and a large map of Mexico when completely unfolded. Cover illustration includes Mexican and American symbols and flags.

Displayed in Archives Center exhibition, "Americans Experience Mexico," Sept. 1-Nov. 30, 2010; Craig Orr, curator.

Topic: Flags
Tourism -- Mexico
Railroad travel

Place: Laredo (Tex.)
Mexico

Genre/Form: Maps
Timetables
Pamphlets

Box 1, Folder 10

Tour Guides

Box 1, Folder 10

[MEXICO / IN YOUR / OWN CAR \[softbound book\]](#)

1 Item (Ink on paper.; 10" x 7-3/4".)

Publisher: Pan American Tourist Bureau (Laredo, Texas)

Language: English.

Notes: AC0060-0001230.tif (AC Scan No., cover illustration)

Power's Guide to Mexico for the Motorist [book].

Unrestricted research access on site by appointment.
Gloves required with unprotected photographs.

Softbound book, 66 pp. Printed in Mexico, copyright 1935. Laredo, Texas calls itself "the gateway to Mexico."

Displayed in Archives Center exhibition, "Americans Experience Mexico," Sept. 1-Nov. 30, 2010; Craig Orr, curator.

Fragile; cover and other pages detached; yellowing.

Topic: Automobile travel
Tourism

Place: Mexico -- description and travel
Genre/Form: Books -- 1930-1940

Box 1

[TOURISTS' GUIDE / TO POINTS IN AND NEAR THE CITY OF MEXICO / Compliments of the / SHORTEST / QUICKEST / AND MOST / PICTURESQUE / ROUTE / BETWEEN / MEXICO / AND THE / UNITED / STATES \[booklet\], 1890](#)

1 Item (Ink on paper.; 6-3/4" x 5-1/8".)

Language: English.

Notes: AC0060-0001233.tif (AC Scan No.: front cover)

96-3306 (SI Photo, back cover)

Unrestricted research access on site by appointment.
Gloves required with unprotected photographs.

Softbound, 36 pp. Guidebook covers Monterey, Topo Chico, Catorce, Bocas, San Luis Potosi, San Miguel and Celaya, Acambaro and Toluca, Ocovocac and La Cima, Morelia and Patzcuaro, and Mexico City. Contains many small illustrations, including some in color. On front cover, an illustration of Uncle Sam shaking hands with a dark-skinned Mexican man with a moustache, sombrero, and serape. On back cover: LAREDO- / ROUTE / Mexican / National / R.R.

Displayed in Archives Center exhibition, "Americans Experience Mexico," Sept. 1-Nov. 30, 2010; Craig Orr, curator.

New York., Press of C.G. Crawford., 1890

Topic: Uncle Sam (Symbolic character) in art
Railroads -- Mexico
Tourism -- Mexico

Place: Mexico -- description and travel
Mexico -- 19th century

Genre/Form: Booklets
Pamphlets -- 19th century

Culture: Mexicans

Box 1, Folder 11

Travel Brochures

Box 1, Folder 11

[New low-fare Tours to / MEXICO CITY \[folded brochure, color\]](#)

1 Item (Ink on paper.; 18" x 39-1/2".)

Each panel (9" x 8")

Distributor: American Express Travel Service

Language: English.

Notes: AC0060-0001231.tif (AC Scan No.)

Pamphlet, undated. Cover panel show man wearing a sombrero, playing a guitar, and serenading a young woman, adopting an iconic Mexican stereotype.

Displayed in Archives Center exhibition, "Americans Experience Mexico," Sept. 1-Nov. 30, 2010; Craig Orr, curator.

Some panels marred by pencil scribbles.

Topic:	Guitars Stereotypes (Social psychology) Tourism
Place:	Mexico -- description and travel
Genre/Form:	Brochures -- 1950-2000 Pamphlets
Culture:	Mexicans

Box 1, Folder 11

[MEXICO / for the / Tourist \[brochure\]](#)

1 Item (Ink on paper.; 9" x 4".)

Publisher: Ward Line

Language: English.

Notes: AC0060-0001235.tif (AC Scan No.: cover)

Pamphlet, undated, for cruises to Mexico via the Ward Line. Brochure contains reproductions of black-and-white photographs, but portions of the item are printed in blue. Cover contains image of a colonial church and a man wearing a huge sombrero.

Displayed in Archives Center exhibition, "Americans Experience Mexico," Sept. 1-Nov. 30, 2010; Craig Orr, curator.

Good.

Topic: Sombreros
Tourism -- Mexico
Ocean travel

Place: Mexico
Genre/Form: Pamphlets

Box 1, Folder 12

Miscellaneous

Box SUPP 37,
Folder 8

General, Mexico, 1881, undated

Notes: One peso note. Native arts informational broadside. Business correspondence.

Box 1

[MEXICO. / A Principality for a Trifle, / in the beautiful Valley del Zacate \(Grass Valley\) of Coahuila, Mexico. \[broadside, real estate advertisement.\]](#)

1 Item (Ink on paper.; 11" x 8-1/2".)

Author: Wiess, Mark

Language: English.

Notes: AC0060-0001228.tif (AC Scan No.)

Unrestricted research access on site by appointment. Gloves required with unprotected photographs.

Undated. Black newsprint on buff background

Place: Mexico -- 19th century
Topic: Real property
Genre/Form: Broad­sides
Advertisements

Box 1

[MEXICO \[cartoon of a figure\]. \[Color cigarette card\]](#)

1 Item (Ink on paper.; 3-3/8" x 1-7/8".)

Language: English.

Notes: AC0060-0001263.tif (AC Scan No.)
Undated cigarette card. Image of a child?

Topic: Cigarettes
Place: Mexico
Genre/Form: Cartoons (humorous images)
Cigarette cards
Culture: Mexicans