



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

## Guide to the Warshaw Collection of Business Americana Geographical Categories: New York

NMAH.AC.0060.S01.02.NewYork

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Warshaw Collection of Business Americana Geographical Categories: New York
<b>Identifier:</b>	NMAH.AC.0060.S01.02.NewYork
<b>Date:</b>	1815-1963
<b>Extent:</b>	24.77 Cubic feet (consisting of 49 boxes, 2 half boxes, 8 folders, 14 oversize folders, 7 map case folders, 4 flat boxes (2 full,2 partial).)
<b>Creator:</b>	Warshaw, Isadore, 1900-1969
<b>Language:</b>	English .
<b>Summary:</b>	A New York bookseller, Warshaw assembled this collection over nearly fifty years. The <i>Warshaw Collection of Business Americana: New York</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: <a href="#">Warshaw Collection of Business Americana</a>

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## Administrative Information

### Acquisition Information

New York 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 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

Warsaw Collection of Business Americana Geographical Categories: New York, 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

## Container Listing

Box 1	New York
Box 2	New York
Box 3	New York
Box 4	New York
Box 5	New York
Box 6	New York
Box 7	New York
Box 8	New York
Box 9	New York
Box 10	New York
Box 11	New York
Box 12	New York
Box 13	New York
Box 14	New York
Box 15	New York
Box 16	New York
Box 17	New York
Box 18	New York
Box 19	New York
Box 20	New York

Box 21                      New York

Box 22                      New York

Box 23                      New York

Box 24                      New York

Box 25                      New York

Box 25, Folder  
Booklets, "New York -  
Coney Island"

Luna Park / The Electric City by the Sea [souvenir guide booklet], [ca. 1903-1907]  
*1 Item (Ink on paper, 5-1/2" x 8-1/4".)*  
[Image\(s\): Luna Park / The Electric City by the Sea \[souvenir guide booklet, ca. 1903-1907\].](#)  
Luna Park (Coney Island (N.Y.),), Publisher  
English.  
Cover illus. shows Luna "airship" flying over Luna amusement park, Coney Island, one of the features in the "Trip to the Moon" attraction.  
  
Booklet cover: Photographic copy prints and color slides from SI Office of Printing and Photographic Services (202-357-1933), OPPS Neg. No. 95-3074.  
  
Local Numbers  
95-3074 (OPPS Neg. and Slide No.)  
  
AC0060-0000900.tif (AC scan no.)  
  
Topic:                      Airships -- 1900-1910  
                                 Amusement parks -- New York (State) -- New York --  
                                 Coney Island -- 1890-1920.  
  
Place:                      Coney Island (New York, N.Y.) -- 1900-1910  
                                 New York (N.Y.) -- 1900-1910  
  
Genre/  
Form:                      Guidebooks -- 1900-1910  
                                 Souvenir viewbooks -- 1900-1910

Box 26                      New York

Box 27                      New York

Box 28                      New York

Box 29                      New York

Box 30                      New York

Box 31	New York
Box 32	New York
Box 33	New York
Box 34	New York
Box 35	New York
Box 36	New York
Box 37	New York
Box 38	New York
Box 39	New York
Box 40	New York
Box 41	New York
Box 42	New York
Box 43	New York
Box 44	New York
Box 45	New York
Box 46	New York
Box SUPP 38, Folder 1	Business Records and Images, 1815-1939 Includes receipts, correspondence, and order forms. Visual material contains postcards, bookplate illustrations, and a small board mounted poster. Images include landscapes, architecture, street scenes, portraits, harbor and dock scenes, boats, and maps.
Box SUPP 37, Folder 16	Directory and Report, circa 1887-1905 The directory is a facsimile of the first <i>New York Directory</i> of 1786 with additional advertisements. The other publication is the <i>Tenth Annual Report, 1905, of the American Scenic and Historical Preservation Society</i> .

*Trow's General Directory Boroughs of Manhattan and Bronx*

Note: some are very brittle.

- Box ADD81 Vol. 115 (CXV), 1901 July 1
- Box ADD82 Vol. 116 (CXVI), 1903
- Box ADD83 Vol. 118, 1904
- Box ADD84 Vol. 119 (CXIX), 1906 July 1
- Box SUPP 37, Folder 15 Publications and Local Information, 1845-1963  
Comprised of booklets, excerpts, single sheets, news clippings, and brochures on general topics such as municipal government contacts and services, history, contemporary interests such as fashion, clubs and organizations, transportation, commerce, and neighborhoods.
- Box ADD85, Folder 4 Publications and Photographs, 1910, undated  
Two Black &W stereograph cards of Washington Park, Albany (undated). An empty envelope with "New York State, Albany, NY 1897" in Warshaw's hand. One partially disbound copy of the Metropolitan Automobile Guide (1910).
- Box ADD80, Folder 2-4 *Both Sides of Broadway: From Bowling Green to Central Park. New York City, 1910*  
Three copies of same. Extensively illustrated with B&W photographic images, primarily of city architecture. Complete cover missing on two copies, the other has remnants of the cover, some pieces are tucked into the text block.
- Box ADD85, Folder 1 Fish and Game of the State of New York: Seventh Report, Forest, Fish and Game Commission, undated  
67 color plates in green slipcase.
- Box ADD80, Folder 2 *New York Illustrated, 1913*  
Rotogravure Edition.
- Box ADD85, Folder 3 *Port of New York, 1941*  
Illustrated report of the Port of New York Authority.
- Oversize
- Oversize ADDOV15 *Albany Bicentennial Official Programme, 1886*
- Oversize ADDOV68 *Atlas of the Entire City of Brooklyn: Complete in One Volume, 1880*  
1 Book  
G.W. Bromley and Company.



- Oversize ADDOV68     *Empire City Lot Book*, undated  
1 Book
- Oversize ADDOV45     *Loose Leaf Album of New York Apartment Houses*, 1910  
Illustrated. Includes narrative, photographic images, maps, and detailed floorplans.
- Oversize ADDOV46     *Kings Views New York*, 1897-1905, undated  
Serial publication; supplement to the King's Handbook of New York City. Six items, 4 bound copies (one is a duplicate) and two in stiff wraps. One issue includes Philadelphia (undated). The 1897-1898 edition features the Stock Exchange with portraits photos of key persons.
- Oversize ADDOV68     *Map of the City of Brooklyn*, 1869
- Oversize ADDOV15     *New York Mirror*, 1835-1837; 1899  
Two bound volumes: 1935/36, Vol 13, No.1 thru 52 and 1836/37 Vol 14, No. 1 thru 52.
- Oversize ADDOV45     *New York: the Metropolis. The Book of its Merchants' Association and of Co-Operating Public Bodies*, 1902
- Oversize 75, Folder     New York [Oversize]  
11-20
- Oversize 213, Folder     New York [Oversize]  
2-5
- Map-case 2, Drawer 14,     New York [Mapcase]  
Map-folder 9-14
- Map-case 2, Drawer 14,     New York [Mapcase]  
Map-case 24

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## Coney Island (New York) : business ephemera vertical files, ca. 1870-1920

*1 Item (box)*

Warshaw, Isadore, 1900-1969, Collector

English.

Postcards, guidebooks, brochures, and advertising ephemera on Coney Island as a tourist attraction and recreational area. Includes hotel advertisements, programs for concerts by Patrick Gilmore and John Philip Sousa, railroad timetables, souvenirs, humorous cartoons about swimming, etc.

Stereographs originally housed with this material have been placed in the Warshaw stereographs series (photography division).

Unrestricted research use on site. Photographs must be handled with white cotton gloves, unless protected by plastic sleeves.

Names: Gilmore, P. S. (Patrick Sarsfield), 1829-1892  
Hotels, taverns, etc. -- advertising -- 1870-1920  
Sousa, John Philip, 1854-1932

Topic: Amusement parks -- Business ephemera  
Concerts -- Programs  
Musicians -- advertising  
Railroads -- Timetables  
Swimming -- Cartoons  
advertising -- Business ephemera

Place: Coney Island (N.Y.) -- Business ephemera  
New York (N.Y.) -- Coney Island -- Business ephemera

Genre/Form: Cartoons (humorous images) -- 1940-1980  
Postcards  
Programs -- Concerts

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