



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Direct Mail Advertising Collection

NMAH.AC.0115

NMAH Staff

1998

Archives Center, National Museum of American History
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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Direct Mail Advertising Collection
Identifier:	NMAH.AC.0115
Date:	1976-77; 1980-81, 1984.
Extent:	9.6 Cubic feet (29 boxes)
Creator:	Wells, Ellen B.
Language:	English .

Administrative Information

Acquisition Information

Collection donated by Dibner Library, National Museum of American History, through Ellen Wells, 1984.

Processing Information

Collection processed by NMAH Staff, 1998

Preferred Citation

Direct Mail Advertising Collection, Archives Center, National Museum of American History.

Restrictions on Access

Unrestricted research access on site.

Terms Governing Use and Reproduction

Copyright and trademark restrictions.

Biographical Note

Donor is a Smithsonian Institution librarian.

Scope and Contents

Unsolicited mail received by Ellen Wells during two twelve month periods, 1976-1977 and 1980-1981. Ms. Wells kept all materials received during these periods as a sample of the changing use of this

mass communication medium. Ms. Wells received the first group in Ithaca, New York, and the latter in Alexandria, Virginia. This collection provides a substantial sample of materials used in direct mail advertising and solicitation. These techniques of mass communication have become increasingly sophisticated and more widely used in recent years and the products of these techniques--commonly called "junk mail"--are ubiquitous in contemporary society.

Scope and Contents

Because this collection consists of materials received by only one individual, it is not a scientific sample; however, it reflects the targetting of individual consumers based on interests, tastes, and past buying patterns; and the use of direct mail by a wide range of organizations and institutions and the changing techniques employed.

Names and Subject Terms

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

Subjects:

Advertising, Direct-mail

Types of Materials:

Direct mail