



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Alan and Elaine Levitt Advertisement Collection

NMAH.AC.0303

Grace M. Angle

1988

Archives Center, National Museum of American History

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Table of Contents

Collection Overview	1
Administrative Information	1
Biographical / Historical.....	2
Arrangement.....	2
Scope and Contents.....	2
Names and Subjects	2
Container Listing	4
Series 1: Cigars.....	4
Series 2: Cigarettes.....	6
Series 3: Coca Cola.....	7
Series 4: Advertisements for Enlargements.....	8
Series 4A: Kodak.....	9
Series 5: Photographs.....	11
Series 6: Veterinary Supplies.....	12
Series 7: Patent Medicines.....	13
Series 8: Booklets and Pamphlets.....	14
Series 9: Price Lists.....	15
Series 10: Miscellaneous.....	16

Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Alan and Elaine Levitt Advertisement Collection
Date:	1920 - 1960s.
Identifier:	NMAH.AC.0303
Creator:	Levitt, Alan (Collector) Levitt, Elaine (Collector)
Source:	National Museum of American History (U.S.). Division of Medical Sciences (Collector)
Extent:	5 Cubic feet (5 boxes, 3 oversized folders)
Language:	English .
Summary:	Advertising materials relating to pharmaceutical and other supplies as part of the stock of retail pharmacies from 1920 to the early 1960s, mostly advertisements for cigars, cigarettes, Coca-Cola, Kodak, veterinary supplies, and patent medicines.

Administrative Information

Acquisition Information

The materials were given by Alan and Elaine Levitt, September 1984.

Provenance

Collection transferred to the Archives Center from the Division of Medical Sciences (now Division of Medicine and Science), April 29, 1988.

Processing Information

Processed by Grace M. Angle (volunteer), Grace M. Angle June, 1988; supervised by Robert Harding, archivist. Revised by David Haberstick, March 21, 2005.

Preferred Citation

Alan and Elaine Levitt Advertisement Collection, 1920-early 1960s, National Museum of American History.

Restrictions

Collection is open for research but is stored off-site and special arrangements must be made to work with it. Contact the Archives Center for information at archivescenter@si.edu or 202-633-3270.

Conditions Governing Use

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Biographical / Historical

Alan Levitt, who owned and operated a pharmacy in Sherman (Chautauqua County), New York, and his wife Elaine, gave to the National Museum of American History a number of pharmaceutically related objects and a collection of archival graphic materials, primarily advertising in nature. The pharmacy from which the materials came was known as Sherman Pharmacy and was located at 105 West Main Street, Sherman, New York. It was opened by James Tuft on May 9, 1895. The Levitts' decision to sell and leave Sherman was made in 1983 after about ten years of operating the store. The correspondence with respect to making the gift to the Smithsonian indicates the move was related to a desire to be part of the Jewish culture in a larger community than Sherman, which has no synagogue, for example. The Levitts had one small child and a second was on the way. By early January 1986, the Levitts had sold the pharmacy and bought a house at 2551 East 26th Street, Brooklyn, New York, 11235. Mr. Levitt was employed as a pharmacist in a state institution in Manhattan.

Scope and Contents

The collection consists primarily of advertising materials related to pharmaceutical and other supplies part of the stock of retail pharmacies during the period from the 1920s to the 1960s. Much of it was in the store when the Levitts purchased the Sherman Pharmacy.

The majority is advertisements for such items as cigars, cigarettes, Coca Cola, Kodak products, veterinary supplies, and patent medicines. There are a few photographs of local (Sherman) interest and a few booklets and pamphlets, including a high school yearbook.

The material is in excellent condition. It has been left in the boxes and folders in which it was received from the Division of Medical Sciences.

Arrangement

The collection is arranged into two series.

Series 1: Organizational Files, 1922-1995

Subseries 1.1: Administration, 1923-1994

Subseries 1.2: Affiliates and Offices, 1922-1964

Series 2: Subject Files, 1851-1990

Names and Subject Terms

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

Subjects:

- Cigarettes -- advertising -- 1920-1970
- Cigars
- Drugstores
- Patent medicines
- Pharmaceutical industry -- 1920-1970
- Pharmacists -- 1920-1970
- Pharmacology -- 1920-1970
- Photography -- Apparatus and supplies

Veterinary supplies industry -- 1920-1970
advertising -- History -- 1920-1970
advertising -- Photography -- Apparatus and supplies -- 1920-1970

Types of Materials:

Advertisements
Booklets -- 1920-1970
Business records -- 20th century

Names:

Eastman Kodak Co.
National Museum of American History (U.S.). Division of Medical Sciences
Sherman Pharmacy (Sherman, N.Y.)

Places:

Chautauqua County (N.Y.) -- 1920-1970

Preferred Titles:

Coca-Cola (Trademark)
Kodak (Brand name)

Container Listing

Series 1: Cigars

Box 1	Cigars, San Felice, 64 High Grade (2 specimens) Cardboard triangle fold with logo; paper hinges 29.9 x 25.2
Box 3	America's Standard, manilla envelope on cardboard with 5 cutout figures
Box 3	After the Game, 64 applied tag; golfer in green checked knicker suit and red cap and socks; easel; 35 x 18.6
Box 3	My Party's Always a Success with El Verso Cigars, four men; easel; 35 x 27.5
Box 3	Now We Can Talk Freely, San Felice Cigar, applied 64 tag; two men seated; easel; 27.9 x 24.2
Box 3	Happy Birthday Daddy, applied 64 tag; child and father; easel; 35 x 23.8
Box 3	John, Don't Forget Your San Felice Cigars, applied 64 tag; man and woman; easel; 34.5 x 23.5
Box 3	Cigar, El Verso "All to the good with my El Verso Cigar" Gentlemen in frock coat with top hat observes himself in mirror; easel 36.2 x 22.6
Box 3	Cigars, San Felice 64 (2 specimens) straight. Round red applied 64 tag; paper over cardboard box replica with opened lid. 33.2 x 22.6
Box 3	Cigars, San Felice (2 specimens) Smoke San Felice Cigars and Be Contented; in envelope with cardboard; sign is cardboard with fat MCP fabric cap and trousers 38.2 x 30
Box 3	Cigars, El Verso & San Felice Instructions for sign & cigar display, 35.5 x 28
Box 4	Cigars, San Felice, Now 64 (3 specimens) Cardboard form; blue with red border; orange and white print; red string hanger 13.5 x 11.3
Box 4	Cigars, San Felice, 64 straight (2 specimens) "America's Standard"; cardboard with paper; blue background, eagle with logo; brown frame; gold and red print; red string hanger 23.6 x 16.8
Box 4	Cigars, San Felice (2 specimens) Cardboard with applied 64 tag; 2 tones of blue with gold and black; white print; white string hanger; easel: "For Gentlemen of Good Taste" 33 x 20.6
Box 4	Cinco Londres (5 specimens) Cardboard replica of cigar box; easel; white string hanger 5 signs in a box. 28.7 x 18.7 x 1 (box)/31.6 x 17.3 (signs)

Box 4	Cigar, Eisenlohr Cinco Sheet tin over cardboard 28.4 x 18.2
Box 4	Cigar, San Felice, 54 (2 specimens) Instructions for sign & cigar display 17.6 x 15.4
Box 4	Cigars, San Felice, 64 straight Black satin finish on metal over cardboard; man in a chair dreaming of a woman; paper price tag; black string hanger 33.7 x 23.2
Box 4	Cigar, San Felice, 64 "Yes, Sir!"; yellow colored metal on cardboard; red print; red hanging string 33.9 x 11.1
Box 4	Cigar, San Felice. San Felice Cigars for Gentlemen of Good Taste; gold tone metal over cardboard; easel and hanging string; eagle on front 23.5 x 16
Box 5	Cigar, San Felice, 64 straight Woman in straw hat; red background 56.5 x 41.5
Box 5	Cigars, San Felice Price increase to 64 sign; orange and brown; easel; brown string hanger 50.4 x 36.6
Box 5	Cigars, El Verso & San Felice Trifold with cutout cameo and insert 116 x 79.5
Box 6	Cigars, San Felice, 2 hands of male without thumb The Deisel Weuimer Co. (makers);, Lima, OH 51.5 x 53.2

[Return to Table of Contents](#)

Series 2: Cigarettes

Box 2	Viceroy Opened/Closed Sign Viceroy hours posted sign
Box 3	Kool, Season's Greetings (2 spec), 27.8 x 12.4
Box 3	Old Gold, Season's Greetings (2 spec) 27.7 x 12.4
Box 3	Old Gold, Father's Day, 27.8 x 12.4
Box 3	Winston, Father's Day (2 spec), 27.9 x 13.7
Box 3	Salem, Father's Day 27.9 x 13.8
Box 3	Fatima, Season's Greetings 27.6 x 13.8
Box 3	Raleigh, Season's Greetings (blue) 27.8 x 12.4
Box 3	Raleigh, Season's Greetings (red) 27.7 x 12.3
Box 3	Lucky Strike, Season's Greetings 27.5 x 12.3
Box 3	Camels, Father's Day (red) 28 x 12.3
Box 3	Camel Father's Day (brown) 27.6 x 12.1
Box 3	Camel, Merry Christmas (3 spec) 28 x 12.3
Box 3	Phillip Morris, Greetings to Father 27.4 x 12.5
Box 3	Prince Albert, Greetings to Father; tin wrap, 43.3 x 9.2
Box 3	Chesterfield for Christmas (2 spec) 42.6 x 12.5
Box 3	Chesterfield on the Tree 42.4 x 1.4
Box 3	Chesterfield King 41.3 x 13.8
Box 3	Chesterfield Happy Birthday with Godfrey,
Box 3	Crosby & Como (4 spec) 42.6 x 12.4
Box 3	L&M King Seasons Greeting 41.4 x 13.8

[Return to Table of Contents](#)

Series 3: Coca Cola

Map-folder 1	Coca Cola, Extra Bright Refreshment Birds on a birch log, coke glass in the center; on cardboard 99 x 05.7
Map-folder 1	Coca Cola Drink (State Trees), Ribbon Design, White Pine on far left, white oak on right, red diamond Coca Cola Logo 109.5 x 29.5
Map-folder 1	Coca Cola Drink (State Trees), Ribbon Design, Dogwood on far left, Pinon on right, red diamond Coca Cola Logo 109.5 x 29.5
Box 6	Coca Cola, Can You Name Yours? Birch log with birds; coke glass to left; cardboard 68.6 x 32.4
Box 6	Coca Cola, Drink Coca Cola Cardboard; white bird house with red roof; coke glass to left of house 28.3 x 31.7
Box 6	Coca Cola, Drink Coca Cola Know Your State Trees Diamond shaped center piece picture of girl; fold out; on cardboard; 51.5 x 66
Box 6	Coca Cola, For That Refreshing New Feeling State trees on diamond shapes; coke glass to right on fold out cardboard 37.8 x 51.2
Box 6	Coca Cola, For That Refreshing New Feeling State trees on diamond shapes; coke glass to left on fold out cardboard 38.4 x 48.5 Coca Cola, 48 State Birds Birch log with birds; coke glass to right; cardboard 70.8 x 31.8
Box 6	Coca Cola, For That Refreshing New Feeling State trees on diamond shapes; coke glass to left on fold out cardboard 38.4 x 48.5 Coca Cola, 48 State Birds Birch log with birds; coke glass to right; cardboard 70.8 x 31.8

[Return to Table of Contents](#)

Series 4: Advertisements for Enlargements

Box 2	Great Enlargements Sign with easel; psychedelic arrow; girl in red sweater 43.3 x 34.4
Box 4	Frame, "Get a New Diamond Enlargement with Frame" Gold toned wooden frame with colored photo of a young woman; mounted iagonally on a pale blue panel of cardboard; black and red print; easel 25.3 x 20.1 x 1.2
Box 4	Snapshots, "Your Snapshots Enlarged" Greene Art Studios, PO Box 40, Madison Sq. Station, New York, NY. Gold toned wooden frame with colored photo of mother and child; white cardboard adv.flap; black and red print; easel 27.7 x 14.1 x 1.4
Box 4	Snapshots, "Your Snapshots Enlarged" Greene Art Studios, PO Box 40, Madison Sq. Station, New York, NY Gold toned wooden frame with colored photo of young girl in the grass; white cardboard adv. flap; black and red print; easel 27.5 x 14.6 x 1.5

[Return to Table of Contents](#)

Series 4A: Kodak

Map-folder 1	1 folded cardboard sign with attached easel; Kodak film girl with long pigtail wearing bathing suit and gold hat, sitting on stool; sandpipers on beach, A6 129, 98.4 x 68.7 , 1968
Map-folder 1	One cardboard sign with attached easel, advertising Kodak Instamatic cameras, A6 129, 43 x 35.5
Box 2	Kodak envelope, 1964 Fall Notes: Includes: Get Kodak Film Here, paper; Color Deserves Kodak Film, paper; Fun Deserves Kodak Film, paper; Good Times Deserve Kodak Film, paper; Kodacolor color neg. film box replica C 620; Kodak Verichrome pan box replica; Ektachrome X cartridge color film box replica; Kodacolor X color neg. box replica CX 127; Kodak Verichrome pan cartridge box replica b&w VP127; and Fall pictures paper on cardboard display sign, orange and red fold easel
Box 2	Photo attachment for sign, girl with leaf
Box 2	The Amazing Kodak Instamatic camera, paper
Box 2	Instruction for display assembly, 1964 Fall, paper
Box 2	Kodak, 1972 Winter Distributor Display Package All I5
Box 2	1 mobile; 2 stick up danglers; 1 rectangular sign
Box 2	Two signs (14 x 14)
Box 2	Two instruction sheets
Box 2	Kodak, Ektachrome-K' Large replica of film carton; yellow cardboard with blue, black and yellow print
Box 2	Kodak, New Kodak Cameras Here, Tulips; cardboard with easel
Box 2	Kodak, Verichrome Pan, Large replica of film carton; yellow with red; black and yellow print
Box 5	Kodak envelope, 1965 Summer Picture display Notes: Includes: Wherever you go; Elliptical globe with tabs & easel, cardboard; Instructions for assembling; Boy cutout insert, cardboard; Man and woman cutout insert, cardboard; 3 picture cutout insert, men w/ fish, cardboard; 3 picture cutout insert, girl on tractor, cardboard; See the new Kodak cameras, cardboard easel; Kodak Verichrome Pan box replica, cardboard VP127; Kodacolor X color neg. box replica, cardboard CX127; Ektachrome X cartridge for color slides replica, cardboard; Get

Kodak Film Here, paper; See Kodak at the World's Fair, paper; Return Your Films to Us, paper; Picture America Best, paper; Emmet Kelly, Jr. with instamatic, paper; Take Vacation Pictures, paper; Take Travel Pictures, paper; and Kodacolor x color neg., cartridge.

Box 5 Kodak, Christmas display, in envelope
Notes: Includes: 1 "Give an enlargement", paper; 1 "Give a Kodak Instamatic", paper; Sign, wreath, paper covered cardboard, holly with white bow (1 fold); Kodak Instamatic cameras with easels and slits for wreath (2 fold), dome shaped.

Box 5 Envelope, 1964 Kodak Girl
Notes: Includes: Cut out of blonde girl in 1 piece red bathing suit with attached easel, A6 461, (one); Fold up of film box, Kodak cartridge Verichrome Pan, A6 462; (one); Fold up film box, Kodak cartridge, Ektachrome X, A6 463 (two); Paper signs, brunette girl in blue sweater holding Jack O Lantern; "Halloween Pictures", A9 82 (two); Paper signs, blonde girl in gold and white sweater, "Autumn Pictures" A9 84 (two).

Box 6 Kodak, "Get Kodak Film" Cardboard with paper; 2 fold with easel; blonde in a red bathing suit (1964 Kodak Girl)

[Return to Table of Contents](#)

Series 5: Photographs

Box 1	Photo, Citizens Hook & Ladder Co. of Sherman; B&W; mounted on cardboard with banner and heriboned flower holder from engine (right hands on heart) 30.3 x 25.4
Box 1	Photo, Citizens Hook & Ladder Co. of Sherman; B&W; mounted on cardboard At attention; Boy Scout mounts on horse and holds banner 30.3 x 25.4
Box 1	Photo, Gala Day, Sherman, NY; Children Running past Booster Club, 9/5/1914; B&W 27.8 x 8.9
Box 1	Photo, Ladies Aux. of some order; B&W (4 specimens) Gorgeously arranged in white gowns; 2 bearing flags 25.4 x 20.3
Box 1	Photo, Marching Band, Gala Day, Sherman, NY; 9/5/1914; B&W, 27.8 x 9
Box 1	Photo, Men, 5 seated and 6 standing; each has the collar of office with dangling 5 sided star; mounted on cardboard; B&W 34.4 x 29.4
Box 1	Photo, Old man with napkin stuck into waist band; B&W, 9.2 x 7.8
Box 1	Photo, Two old folks (man & wife?) before flower strewn wall paper; B&W, 25 4 x 20.3

[Return to Table of Contents](#)

Series 6: Veterinary Supplies

Map-folder 3	Bickmore Gall Salve, box Notes: Includes: Bickmore Gall Salve (2 ea); single file of harnessed horses climbing mountain; blue background; sign with 2 attached easels on back; Bickmore Gall Salve; cut out of harnessed horses (4 ea); Bickmore Gall Salve; cut out of harnessed horses (8 ea); Promotional letter, Bickmore Gall Salve folds out to Bickmore Co. poster, "This Will Get You New Customers" Poster folded letter size for posting seal; no address
Map-folder 3	Walko Tablets, "Rely on Walko Tablets" Cardboard, baby with chicks on grass, 87 x 74.5
Box 1	Letter, advertising From Dr. David Roberts Veterinary Co. Yellow paper, dated Dec. 1, 1955 27.8 x 21.5
Box 1	Postcard, prepaid, Dairy Remedies Co., PO Box 45, Cedar Grove, NJ, Check off order list of Flex O Reliable Veterinary Products 13.7 x 8.9
Box 1	Postcard, triple fold, advertising, Addressed to Sherman Pharmacy from H.W. Naylor Co., Morris, NY; advertising Dr. Naylor's Blu Kote and Dr. Naylor's Linite, 9.6 x 16.5 (folded)
Box 2	DuPont Marlate 50, Just as it comes from the bag; on cardboard; rectangular shape; with red lettering on white paper; in mailing carton
Box 3	Bag Balm, Paper on cardboard with easel; white with green and black print; black cow
Box 4	Hoof Softener, Cardboard with easel; yellow and white paper; blue and black print

[Return to Table of Contents](#)

Series 7: Patent Medicines

Map-folder 2	Pursin Tonic, mfg: McKesson & Robbins, Inc. Single fold cardboard with easel (with mother, father, 2 children and phone)
Box 1	Blotter, advertising, G.C. Hanford Mfg. Co., Syracuse, NY, Hanford's Balsam of Myrrh and Hanford's Balmur Cream 15.2 x 8.4
Box 1	Blotter, advertising (2 Spec.), Wampole's Preparation & Myrick & Hawley, Sherman, NY, With signs of the zodiac 15.7 x 9
Box 1	Blotter, advertising, Wampole's Creo Terpin Compound, Myrick & Hawley, Pharm.; with service ribbons and decorations of US Navy & Marine Corps.
Box 3	Vick's, Over 94 Million, Plastic decal on masonite board, 39.1 x 30.5
Box 3	Willard Treatment for Stomach Distress, Cardboard; rectangular; black on white; white print; easel, 45.6 x 16.6
Box 4	Burt's Menthol Candy Cough Drops, 54, Yellow cardboard with black; black and red design; black and yellow, print; black string; front and back the same, 22.8 x 18.2
Box 5	Ungentine, for Home First Aid, Picture of small girl crying and her hand being bandaged; picture on cardboard with easel 61 x 45.5
Box 5	Bax the Complete Vitamin Capsule, Picture of woman welder; cardboard. 61.5 x 47
Box 5	Bax the Complete Vitamin Capsule, Picture of woman in red suit at counter; cardboard with easel, 61.5 x 47

[Return to Table of Contents](#)

Series 8: Booklets and Pamphlets

Box 1	Booklet: "Some Events in the History of Sherman", August 24, 25 & 26, 1923 15.3 x 23.5
Box 1	Booklet: Art Collection of the Late Elbert H. Gray, 21.0 x 29.0
Box 1	Brochure: Yosemite, Peck Judah Travel Bureaus, 10.3 x 23.7
Box 1	Central Chatter Senior Annual, 1938, Sherman Central High, Black report folder with gold name and design 28 x 22.2 x 1.3
Box 1	Booklet: Exhibit Sculpture Painting Drawing, John Reed Club, Jan. 26 Feb. 16, 14.8 x 21.6
Box 1	Booklet: "Hodgkin's Disease of the Lung", Sylvan E. Moolten, MD, 294 pp. Reprint from The American Journal of Cancer, June, 1934 17.5 x 25.7

[Return to Table of Contents](#)

Series 9: Price Lists

Box 1

Envelope Blue, postmarked 7/6/1933; addressed to Myrick & Hawley,
Sherman, NY from A.H. Pond Co., Inc., Syracuse, NY

Notes: Includes: 1 letter dated 7/6/1933; one 4 page price list for Tudor
Plate dated 1/15/1932; one single page price list for Tudor Plate
dated 5/16/1932

[Return to Table of Contents](#)

Series 10: Miscellaneous

Box 1	Map: "Plattegrond Van Amsterdam", folded 15.7 x 21.6
Box 1	Postcards of Salem, MA (6 specimens), 14.0 x 9.0
Box 1	Pamphlet, 4 page Order of the Golden Seal; combination life, health and accident insurance; Roxbury, NY, 16.6 x 13.9
Map-folder 2	Pepsodent, "Brighten Your Smile," Bob Hope says "Buy 'em Here"; picture of Bob Hope on cardboard, 72 x 50.5
Map-folder 2	Empire Stakes, New York Lottery Plastic sign with blue and green script lettering, 60.9 x 5.6
Box 1	Stationary, 2 sheets, Sherman Opera House and Amusement Co., 27.4 x 21.4
Box 1	Card, Insurance Rates, Yellow, the Order of the Golden Seal, Roxbury, NY, 14.1 x 7.8
Box 2	Prompt Processing Service, Sign with easel; B&W and color, 1968, 43.2 x 35.4
Box 2	Pepsodent, "Glamour Begins with Pepsodent" Paper covered cardboard front and back; Wartime (WWII) sign 42.5 x 30.2
Box 2	"Is Your Name on the Honor Roll?" Fourth Liberty Loan; white paper; blue and red print; tags on cover 76.4 x 12.5
Box 5	Schrafft's, What More Can A Fellow Say? (2 specimens) 47.9 x 20.
Box 5	Adams Dentyne Chewing Gum, Picture of man and woman sitting on blanket; car in background; print on paper 35.5 x 28

[Return to Table of Contents](#)