



Smithsonian

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

## Guide to the Fournet Drugstore Collection

NMAH.AC.0346

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2017

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Fournet Drugstore Collection
<b>Date:</b>	1950-1977, undated
<b>Identifier:</b>	NMAH.AC.0346
<b>Creator:</b>	Fournet, Fred G. Hallmark. Fournet Drugstore.
<b>Source:</b>	National Museum of American History (U.S.). Division of Medical Sciences
<b>Extent:</b>	3 Cubic feet (7 boxes, 8 oversize folders)
<b>Language:</b>	English .
<b>Summary:</b>	The collection consists primarily of advertising and promotional materials for products sold by the Fournet Drugstore. In addition, there are photographs of the African American community in St. Martinville, Louisiana.

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## Administrative Information

### Acquisition Information

The collection was donated to the Museum by Magdell F. Theriot and Fred G. Fournet in 1984.

### Provenance

Collection transferred from the Division of Medical Sciences (now Division of Medicine and Science) to the Archives Center in 1989.

### Related Materials

#### **Materials in the Archives Center, National Museum of American History**

Scurlock Studio Records, NMAH.AC.0618

African American Portrait Tintypes, NMAH.AC.0515

African American Family Photograph Collection, NMAH.AC.1127

G. Dwoyid Olmstead Photonegatives, NMAH.AC.0270

Parke, Davis Research Laboratory Records, NMAH.AC.0001

Warshaw Collection of Business Americana, Subject: Patent Medicine, NMAH.AC.0060

Norcross Greeting Card Collection, NMAH.AC.0058

Albert W. Hampson Commercial Artwork Collection, NMAH.AC.0561

Syntex Collection of Pharmaceutical Advertising, NMAH.AC.0821

Marion O'Brien Donovan Papers, NMAH.AC.0721

Alka-Seltzer Oral History and Documentation Project, NMAH.AC.0184

Product Cookbooks Collection, NMAH.AC.0396

NW Ayer Advertising Agency Records, NMAH.AC.0059

Binney & Smith, Incorporated, Records, NMAH.AC.0624

Carolyn Jones Papers, NMAH.AC.0552

Beverly Partridge Shopping Bag Collection, NMAH.AC.0493

## Processing Information

Processed by Vanessa Broussard-Simmons and Camille Bethune Brown

## Preferred Citation

Fournet Drugstore Collection, 1950-1977, Archives Center, National Museum of American History.

## Restrictions

Collection is open for research.

## 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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## Scope and Contents

Collection consists primarily of advertising and promotional materials for products sold by the Fournet Drugstore in St. Martinsville, Louisiana. Most of these materials are from well-known companies such as Hallmark Cards, Incorporated; Johnson & Johnson; Yardley of London; and Max Factor & Company. Of particular interest are the photographs documenting the African American community primarily from the 1950s.

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## Arrangement

The collection is arranged into three series.

### **Series 1, Photographs, 1950-1967, undated**

Subseries 1.1, Identified Prints, 1950-1967, undated

Subseries 1.2, Unidentified Prints, 1956-1964, undated

### **Series 2, Hallmark Cards, Incorporated, 1971-1977, undated**

### **Series 3, Point of Purchase Displays and Packaging, 1973-1977, undated**

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## Names and Subject Terms

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

Subjects:

African American weddings

Drugstores  
Family-owned business enterprises

Types of Materials:

Advertisements -- 20th century  
Hand coloring  
Packaging  
Trade catalogs

Names:

National Museum of American History (U.S.). Division of Medical Sciences

Places:

Louisiana  
St. Martinville (La.)

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## Container Listing

### Series 1: Photographs, 1950-1967, undated

Scope and Contents: Include black-and-white photographic prints, some with hand-coloring, of the St. Martinsville African American community. The images document public and private events, including weddings, graduations, the Rex Theatre baseball team, and family portraits. Most of the prints are identified and can be dated from the envelopes that are with them. The prints are arranged in alphabetical order by the name of the customer. Customer names identify the person who ordered the prints but is not necessarily the subject of the images. There is a small number of unidentified prints that are arranged by subject. In addition, there is a price list for black-and-white photo finishing. It appears that these photographs are the ones that customers never picked up from the drugstore. The images provide a valuable glimpse into the lives of African Americans in a southern town during the 1950s.

#### Subseries 1.1: Identified Prints, 1950-1967, undated

Box 1, Folder 1	Alherta, Charles and Ray and Archer Lidell, undated
Box 1, Folder 2	American Legion, September 12, 1954
Box 1, Folder 3	<a href="#">American Legion, undated</a>
Box 1, Folder 4	American Legion and Lorena Bourda, 1954
Box 1, Folder 5	Andranse, Edward and Solarie, undated
Box 1, Folder 6	Anthony, Joseph, undated
Box 1, Folder 7	Arcemonl, Melvenia, undated
Box 1, Folder 8	Arceneauy, Melnena, Roy Lee and Wilfred Bourden, undated
Box 1, Folder 9	Boptesle, Alton and Helen, 1954 November 21
Box 1, Folder 10	Boptesle, Belba, 1954 April 17
Box 1, Folder 11	Boptesle, Mildred, 1953 June 17
Box 1, Folder 12	Burke, 1954 July 19
Box 1, Folder 13	Carver High School, 1950 September 5
Box 1, Folder 14	Carver High School, undated
Box 1, Folder 15	Charles, John and Thelma, undated

Box 1, Folder 16	Charles, Lorena, undated
Box 1, Folder 17	Charles, Sheila, 1956 December 14
Box 1, Folder 18	Charles, Therese and Percy Jontenelte, undated
Box 1, Folder 19	Colhfill, Marved and Agnes Stevens, undated
Box 1, Folder 20	Elienme, Verma Mae, undated
Box 1, Folder 21	Genevieve, James B., undated
Box 1, Folder 22	Golandim, Ora, 1951 July 16
Box 1, Folder 23	Henry, Myvlene, undated
Box 1, Folder 24	Hypolite, Mildred, undated
Box 1, Folder 25	James, Mary, 1954 September 9
Box 1, Folder 26	James, Mary, 1954 September 23
Box 1, Folder 27	[Kiligan], [Lovenice] Mrs. Thomas, undated
Box 1, Folder 28	Lostropp, Paul, 1955 March 17
Box 1, Folder 29	Marshall, Leonard, undated
Box 1, Folder 30	Matthiex, Rita, undated
Box 1, Folder 31	Mercier, Lilly Mae, undated
Box 1, Folder 32	Milleam, Edna Mae, undated
Box 1, Folder 33	<a href="#">Mitchell, Leonard, 1957 October 11</a>
Box 1, Folder 34	Pierie, Sheila, undated
Box 1, Folder 35	Pratt, Pearl, 1955 September 25
Box 1, Folder 36	Price, Harold, undated
Box 1, Folder 37	Rex Theatre Baseball Club, 1951-1951
Box 1, Folder 38	Rex Theatre Baseball Club, 1953-1953
Box 1, Folder 39	Robertson, Elton and Agnes Benoit, undated

Box 1, Folder 40      Robertson, Mary and Charles Frances, 1955 February 12

Box 1, Folder 41      Sias, Rebecca, 1967 March 6

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Subseries 1.2: Unidentified Prints, 1956-1964, undated

Box 1, Folder 41      Graduating class, undated

Box 1, Folder 42      [Graduating class, undated](#)

Box 1, Folder 43      Graduating class, undated

Box 1, Folder 44      [Wedding, 1956 September 20](#)

Box 1, Folder 45      Price list for black and white photo finishing, 1964 March 1

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## Series 2: Hallmark Cards, Incorporated, 1971-1977, undated

Scope and Contents: Consist of advertisements and promotional materials created by Hallmark Cards for their distributors. These materials were intended to assist distributors such as the Fournet Drugstore in selling and promoting their products. Some of these materials were also used to inventory Hallmark products in the stores. Materials date primarily from the 1970s and document the sentiments, graphic expressions and perspectives on major holidays and social and cultural events. The materials are arranged in chronological order by date.

Box 4, Folder 1	Sales and inventory, 1971 Spring
Box 4, Folder 2	Sales and inventory, 1971 Spring
Box 1, Folder 47	Advertising, 1973 September
Box 6, Folder 1	Sales and inventory, 1974 Winter
Box 1, Folder 48	Advertising, 1974
Box 2, Folder 1	Advertising, 1974-1975
Box 2, Folder 2	Advertising, 1974-1975
Box 2, Folder 3	Advertising, 1975 Fall
Box 2, Folder 4	Advertising, 1975
Box 4, Folder 5	Sales and inventory, 1975
Box 4, Folder 7	Sales and inventory, 1975
Box 4, Folder 3	Sales and inventory, 1975 Fall
Box 4, Folder 4	Sales and inventory, 1975 December
Box 4, Folder 6	Sales and inventory, 1975
Box 2, Folder 5	Advertising, 1975
Box 4, Folder 8	Sales and inventory, 1976 February
Box 2, Folder 6	Advertising, 1976 May
Box 4, Folder 9	Sales and inventory, 1976 May
Box 4, Folder 10	Sales and inventory, 1976 June

Box 2, Folder 7	Advertising, 1976 August
Box 6, Folder 2	Sales and inventory, 1976 Fall
Box 2, Folder 8	Advertising, 1976 November
Box 2, Folder 9	Advertising, 1976
Box 2, Folder 10	Advertising, 1976
Box 2, Folder 11	Advertising, 1976
	Sales and inventory, 1976
Box 6, Folder 3	Sales and inventory, 1976 Fall
Box 4, Folder 11	Sales and inventory, 1977 Spring
Box 4, Folder 12	Sales and inventory, 1977 June
Box 2, Folder 12	Advertising, 1977 May
Box 2, Folder 13	Advertising, 1977
Box 2, Folder 14	Advertising, undated

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## Series 3: Point of Displays and Packaging, 1973-1977, undated

Scope and Contents: Contain a substantial amount of material used by the Fournet Drugstore to promote the products of major companies. These point of purchase displays were often large in scale and used to draw the consumer's attention to the products. Such displays are made of heavy cardboard with colorful graphics. The displays are not dated but most can be placed within a general time span. There is a set of instructions for one of the displays. A small amount of packaging and some empty envelopes are also included among these materials. The point of purchase displays is arranged first by size and then in alphabetical order by the name of the company, product or occasion, depending on the type of information that was available.

Box 3, Folder 1	Bexel Company, undated
Box 6, Folder 4	Bexel Company, undated
Box 7, Folder 2	Bexel Company, undated
Map-folder 1	Bexel Company, undated
Map-folder 4	Bexel Company, undated
Box 7, Folder 3	Coty, Incorporated, undated
Map-folder 5	Coty, Incorporated, undated
Box 3, Folder 2	Hallmark Cards, Incorporated, Father's Day, undated
Box 6, Folder 5	Hallmark Cards, Incorporated, undated
Map-folder 5	Hallmark Cards, Incorporated
Map-folder 2	Johnson & Johnson
Map-folder 5	Johnson & Johnson
Box 5, Folder 1	Max Factor & Company, undated
Box 5, Folder 2	Max Factor & Company, undated
Map-folder 6	Max Factor & Company, undated
Map-folder 4	Dr. Miles Medicine Company, Alka Selzer, undated
Map-folder 2	Parke Davis & Company, undated
Map-folder 7	Parke Davis & Company, undated

Map-folder 8	W. A. Sheaffer Pen Company, Sheaffer's Skrip, undated
Box 5, Folder 3	Shulton, Incorporated, Old Spice, undated
Map-folder 7	Shulton, Incorporated, Old Spice, undated
Box 7, Folder 4	UpJohn Company, undated
Map-folder 3	UpJohn Company, undated
Map-folder 8	UpJohn Company, undated
Box 3, Folder 3	Valex, undated
Map-folder 3	Valex, undated
Box 7, Folder 5	Yardley of London, undated
Map-folder 3	Yardley of London, undated
Map-folder 8	Yardley of London, undated
Box 3, Folder 4	Instructions for point of purchase displays, undated
Box 6, Folder 6	Packaging, undated
Box 7, Folder 1	Packaging, undated
Box 5, Folder 4	Empty envelopes, 1973-1977
Box 5, Folder 5	Empty envelopes, 1977
Map-folder 8	Unidentified point of purchase display, undated

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