



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Archives Center Advertising Hand Fan Collection

NMAH.AC.0809

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2004

Archives Center, National Museum of American History

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Table of Contents

Collection Overview	1
Administrative Information	1
Historical.....	2
Arrangement.....	3
Scope and Contents.....	2
Names and Subjects	3
Container Listing	4
Series 1: Funeral Homes, 1944-2000, undated.....	4
Series 2: Food Products and Services, undated.....	5
Series 3: Beverages, undated.....	6
Series 4: Home Products and Services, undated.....	7
Series 5: Cultural Products, Events, Services, and Organizations, 1921-2002, undated.....	8

Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Archives Center Advertising Hand Fan Collection
Date:	20th century.
Identifier:	NMAH.AC.0809
Source:	National Museum of American History (U.S.). Division of Cultural History
Creator:	Rudy, Jerome
Extent:	1 Cubic foot (5 boxes)
Language:	English .
Summary:	Consists of late nineteenth century/early twentieth century advertising hand fans. Most of the fans feature a vignette on one side and an advertisement on the reverse. The fans advertise various establishments and products, including funeral parlors, patent medicines, and food products.

Administrative Information

Acquisition Information

The initial fans were donated by Jerome Rudy to the Division of Cultural History, now known as the Division of Culture and the Arts.

Provenance

Transferred to the Archives Center from the Division of Culture and the Arts (now Division of Cultural and Community Life), 2002.

This collection is a repository for advertising hand fans of insufficient quantity to warrant a separate collection. The fans in this collection are newly acquired and received from many sources, including curatorial units, the public, and SI staff. The initial fan collection was donated, along with numerous grocery store-related objects, to the Division of Cultural History (now Division of Cultural and Community Life), which transferred the fans to the Archives Center, which already has fans in other collections.

Related Materials

Materials in the Archives Center, National Museum of American History

Borden Company, 1939 NMAH.AC.1063

New York World's Fair Collection NMAH.AC.00134

Warshaw Collection of Business Americana NMAH.AC.0060

S. Watson Dunn Advertising Ephemera Collection NMAH.AC.0366

Lou Newman Collection of Baseball Memorabilia NMAH.AC.0696

Archives Center Lesbian, Gay, Bisexual, and Transgender (LGBT) Collection NMAH.AC.1146

Joan E. Biren Queer Film Museum Collection NMAH.AC.1216

Jane and Michael Stern Collection NMAH.AC.1392

Susie Paige Afro-American Greeting Card Collection NMAH.AC.0263

Processing Information

Processed by Kimberley Braun, intern, 2004; supervised by Vanessa Broussard-Simmons, archivist.

Preferred Citation

Archives Center Advertising Hand Fan Collection, Archives Center, National Museum of American History.

Restrictions on Access

Unrestricted research access on site by appointment.

Restrictions

Collection is open for research.

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Historical

By the twentieth century, hand fans had largely evolved from the expensive, ornamental and uniquely crafted forms which characterized them in preceding centuries. Increasingly, they became souvenirs commemorating events or journeys and vehicles for mass advertising. Experts date the large-scale emergence of such fans to Philadelphia's 1876 Centennial Exposition, when a commemorative fan was sold to exhibition visitors, and another fan appeared advertising a local merchant's store. As fans assumed advertising and commemorative functions, certain industries found them particularly appropriate and useful and adopted them widely. Beverage and food manufacturers, retailers and funeral homes and mortuaries were among the businesses that prominently embraced the advertising fan. While many people now seek to acquire such fans for personal collections, they also provide scholars a window on past products and services, and the social group to which their manufacturers marketed them.

Scope and Contents

The collection contains forty-seven fans, originating from a wide variety of states and dating from late nineteenth century/early twentieth century to the early twenty-first century. Many of these fans display artwork or other contemporary images related to the advertising message of the fan's producer, while the reverse side typically offers more detailed textual information about the product, service, event, or organization featured. In several instances, the collection houses multiple fans issuing from the same creator over a span of time. While the fans in the collection primarily focus on advertising, a few feature a more commemorative intent.

The fans were acquired and received from many sources, including curatorial units, the public and Smithsonian staff. The initial fans were donated, along with numerous grocery store-related objects, to the Museum's Division of Cultural History.

The collection is arranged into five series. Series one consists of fans created by funeral homes. The fans in series two are from companies providing food products and services. Series three consist of fans from beverage companies. Fans in series four were created by businesses engaged in home products and services. Series five represents cultural products, services, events, and organizations. Materials are arranged in alphabetical order.

Arrangement

The collection is divided into five series.

Series 1: Funeral Homes, 1944-2000; undated

Series 2: Food Products and Services, undated

Series 3: Beverages, undated

Series 4: Home Products and Services, undated

Series 5: Cultural Products, Events, Services and Organizations, 1921-2002; undated

Names and Subject Terms

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

Subjects:

- Funeral homes
- Patent medicines
- advertising -- 20th century

Types of Materials:

- Fans (costume accessories)

Names:

- National Museum of American History (U.S.). Division of Cultural History

Container Listing

Series 1: Funeral Homes, 1944-2000, undated

Box 1, Folder 5	Beddiges and Seitz, undated
Box 1, Folder 3	Foster, Frank H., & Son, 1944
Box 1, Folder 3	Foster, Frank H., & Son, 1945
Box 1, Folder 3	Foster, Frank H., & Son, 1947
Box 1, Folder 4	Foster, Frank H., & Son, undated
Box 1, Folder 1	Gillum, G. S., funeral service and furniture, undated
Box 1, Folder 4	Grebey Funeral Home, undated
Box 1, Folder 5	Latney's Funeral Home, 2000
Box 1, Folder 4	Merkle, Raymond G., undated
Box 1, Folder 2	O'Connell, Daniel V., Funeral Home, undated
Box 1, Folder 2	O'Connell, Daniel V., Funeral Home, undated
Box 1, Folder 5	Reese, William and Sons Mortuary, 1987
Box 1, Folder 2	Sullivan, Ryan, Mortuary, undated

[Return to Table of Contents](#)

Series 2: Food Products and Services, undated

Box 2, Folder 2	Clabber Girl baking powder, Farmer's Pride and Dauntless canned fruits and vegetables,, undated
Box 2, Folder 3	Clifton Gardens, undated
Box 2, Folder 3	Pittipat's Porch, undated
Box 2, Folder 2	Ward's Tip-Top bread, undated
Box 2, Folder 2	Ward's Tip-Top bread, undated

[Return to Table of Contents](#)

Series 3: Beverages, undated

Box 3, Folder 3	Borden's Condensed Milk Company, undated
Box 3, Folder 3	Borden's Condensed Milk Company, undated
Box 3, Folder 4	Coca-Cola, Piqua Coca-Cola Bottling Works, undated
Box 3, Folder 4	Coca-Cola, Reidsville, Coca-Cola Bottling Company, undated
Box 3, Folder 1	Moxie, undated
Box 3, Folder 1	Moxie, undated
Box 3, Folder 2	Mission Orange, Try-Me Bottling Company, undated
Box 3, Folder 2	NEHI-Royal Crown Bottling Company, undated
Box 3, Folder 2	Pur-Ox Syrups, Louis Boccinino, undated

[Return to Table of Contents](#)

Series 4: Home Products and Services, undated

Box 1, Folder 1	Bent, George P., Company, undated
Box 5, Folder 3	Hackettstown Home Supply Company, undated
Box 5, Folder 2	Modern Roofing and Insulating Company, undated
Box 5, Folder 1	Putnam Fadeless Dyes and Tines, A. Paul Lake General Merchandise, undated
Box 5, Folder 2	Ram-Ver, Ramiro Veraslegui Garza, undated
Box 1, Folder 1	Raymond, F. L., Artistic Pianos, undated
Box 5, Folder 3	Richardson Engineering Company, undated
Box 2, Folder 1	Rubifoam, E.W., Hoyt & Company, undated
Box 5, Folder 2	Singer Manufacturing Company, undated
Box 5, Folder 1	Strawbridge & Clothier, undated
Box 5, Folder 3	Tittle's Floor Covering, undated
Box 5, Folder 1	Tums, Grubes Drug Store, undated
Box 1, Folder 1	United States Organ, undated

[Return to Table of Contents](#)

Series 5: Cultural Products, Events, Services, and Organizations, 1921-2002, undated

Box 4, Folder 3	Birmingham's Biggest Fan, Business Archive Section, SAA, 2002
Box 4, Folder 2	Birmingham Public Library, undated
Box 4, Folder 3	Columbia College, undated
Box 4, Folder 3	KUDL 98.1, undated
Box 4, Folder 1	Mississippi Arts Commission, undated
Box 4, Folder 1	Nichol's, Anne, Abies Irish Rose, Music Hall, Akron, Ohio, undated
Box 2, Folder 1	Thirty-six Valley Fair, Brattleboro, Vermont, 1921 September 27 and 28
Box 4, Folder 2	Washington Swing Dance Committee, undated

[Return to Table of Contents](#)