



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

Guide to the Archives Center  
Advertising Hand Fan Collection

NMAH.AC.0809  
Kimberley Braun

2004

Archives Center, National Museum of American History  
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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Archives Center Advertising Hand Fan Collection
<b>Identifier:</b>	NMAH.AC.0809
<b>Date:</b>	20th century.
<b>Extent:</b>	0.5 Cubic feet (1 box)
<b>Source:</b>	Cultural History, Division of (NMAH, SI). Rudy, Jerome
<b>Language:</b>	English
<b>Summary:</b>	20th 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.

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## 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.

### Ownership and Custodial History

Transferred to the Archives Center from the Division of Culture and the Arts, 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, which transferred the fans to the Archives Center, which already has fans in other collections.

### Related Materials

Materials in the Archives Center

Borden Company, 1939 (NMAH.AC.1063)

New York World's Fair Collection (NMAH.AC.0134)

Warshaw Collection of Business Americana (NMAH.AC.0060)

## 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.

## Terms Governing Use and Reproduction

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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## 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.

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## Scope and Contents

Scope and Content: 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.

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## 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

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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:

Funeral homes  
Patent medicines  
advertising -- 20th century

Types of Materials:

Fans (costume accessories)

Names:

Cultural History, Division of (NMAH, SI).

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## 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	Grebe 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

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## Series 2: Food Products and Services, undated

### *Box 1, Folder 5*

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

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## Beverages, undated

*Box 2, Folder 3*

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

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## Series 4: Home Products and Services, undated

### *Box 3, Folder 4*

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

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## Cultural Products, Events, Services and Organizations, 1921-2002; undated

### *Box 5, Folder 3*

- 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

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