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Collection Overview

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

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.

Historical
By the twentieth century, hand fans had largely evolved from the expensive, ornamental and uniquely crafted 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
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.

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:
- Cultural History, Division of (NMAH, SI).
## Container Listing

Series 1: Funeral Homes, 1944-2000; undated

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

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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  Tintle'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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