



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the William L. Bird Holidays on Display Collection

NMAH.AC.1288

Alison Oswald.

2012

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	William L. Bird Holidays on Display Collection
Date:	1877 - 2010
Identifier:	NMAH.AC.1288
Creator:	Bird, William L. (Creator)
Extent:	6.5 Cubic feet (19 boxes, 1 oversize folder)
Language:	Collection is in English. Some materials in German and Italian.
Summary:	The collection consists of archival materials assembled by National Museum of American History Curator William Lawrence Bird. The materials were used as background research for the publication of his book <i>Holidays on Display</i> (New York: Princeton Architectural Press, 2007), and as exhibit objects for the exhibit by the same name that opened shortly after the museum's architectural renovation (November 2009-September 2010). The materials include advertising and trade literature, especially for department stores and with emphasis on the display of toys; catalogs; photographs and slides; postcards; parade programs; design drawings; correspondence; stock certificates, and miscellaneous items relating to department stores and their displays, parades and the amusement industry.

Administrative Information

Acquisition Information

The collection was assembled and donated by William L. Bird.

Provenance

Collection transferred to the Archives Center from the Division of Political History (now Division of Political and Military History) in 2012.

Related Materials

Materials held in the Archives Center, National Museum of American History

Messmore & Damon Company Records, 1892-1998 (AC0846)

Landy R. Hales Papers, 1908-1969 (AC0906)

Hudson-Fulton Celebration Photograph Album, 1909 (AC1149)

Processing Information

Processed by Alison Oswald, archivist, 2012.

Preferred Citation

William L. Bird Holidays on Display Collection, 1877-2010, undated, Archives Center, National Museum of American History, Smithsonian Institution

Restrictions

The collection is open for research. Gloves must be worn when handling unprotected photographs, negatives, and slides.

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.

Accruals

One cubic foot was received from William L. Bird on April 16, 2015. One half cubic foot of material was received from William L. Bird in 2018.

Historical Note

The collection consists of archival materials assembled by National Museum of American History Curator William Lawrence Bird. The materials were used as background research for the publication of his book *Holidays on Display* (New York: Princeton Architectural Press, 2007), and as exhibit objects for the exhibit by the same name that opened shortly after the museum's architectural renovation (November 2009-September 2010).

Scope and Contents

The collection consists of archival materials assembled by National Museum of American History Curator William Lawrence (known as Larry) Bird. The materials were used as background research and as exhibit objects for the exhibit "Holidays on Display" (November 2009-September 2010). The materials include advertising and trade literature (especially for department stores and with emphasis on the display of toys); catalogs; photographs and slides; postcards; parade programs; design drawings; correspondence; stock certificates, and miscellaneous items relating to department stores and their displays, parades, and the amusement industry.

Arrangement

The collection is arranged into fourteen series.

Series 1, Advertisements, 1925, 1954, undated

Series 2, Articles/Newspaper clippings, 1922-2009 and undated

Series 3, Artwork/Drawings, 1952, 1966

Series 4, Buttons/Pins (souvenir), 1901-2009

Series 5, Certificates, 1975-1976

Series 6, Correspondence, 1928

Series 7, Department Stores, 1903-2001

Series 8, Design/Display Companies, 1890-2001

- Subseries 8.1, Adler-Jones Company, 1947
- Subseries 8.2, American Decorative Flower Company, Inc., undated
- Subseries 8.3, Chance Manufacturing Company, Inc., 1975
- Subseries 8.4, Chicago Artificial Flower Company, 1938-1939, 1951
- Subseries 8.5, Eden Musee, 1892-1910 and undated
- Subseries 8.6, Dennison Manufacturing Company, 1913-1956
- Subseries 8.7, Display Sales, 2008 and undated
- Subseries 8.8, Garrison-Wagner Company, 1949-1952, 1959
- Subseries 8.9, Gasthoff's Display Service, Inc., 1937-1938, 1956
- Subseries 8.10, General Electric, 1931, 1938, 2000
- Subseries 8.11, D. Glosser and Associates, Inc., undated
- Subseries 8.12, Hamberger Displays, Inc., 1989., 1997-1998, 2001
- Subseries 8.13, Intamin AG (observation towers), undated
- Subseries 8.14, International Register Company, 1931
- Subseries 8.15, Heinrich Mark, undated
- Subseries 8.16, Maytag Parade Floats and Moving Displays, [1938?]
- Subseries 8.17, Roberto Meluzzi, undated
- Subseries 8.18, Messmore & Damon, 1890-1960s
- Subseries 8.19, Modern Art Studios, circa 1920s
- Subseries 8.20, Motion Machines, Inc., undated
- Subseries 8.21, Phoenix Decorating Company, 2006-2010
- Subseries 8.22, Pinfari, undated
- Subseries 8.23, Pittsburgh Display Advertising, Inc., 1952
- Subseries 8.24, S.B. Ramagosa and Sons, 1974
- Subseries 8.25, Rubies Costume Company, Inc., 2000
- Subseries 8.26, Schack's Artificial Flower Company, 1922
- Subseries 8.27, Anton Schwarzkopf, undated
- Subseries 8.28, Sherman Display Guide, 1942
- Subseries 8.29, Vaughan's, Inc., 1950s, 1992 and undated
- Subseries 8.30, Venture Ride Manufacturing, Inc., 1975
- Subseries 8.31, Victory Corporation, 1978-2000

Series 9, Parade Programs, 1909-2009

Series 10, Photographs, 1877-2009

- Subseries 1, Parades, 1877-1980s
- Subseries 2, Window Displays, circa 1930s-2000s
- Subseries 3, Miscellaneous, 1935-1965 and undated
- Subseries 4, Slides, 1948-1976

Subseries 5, Lantern Slides, undated

Series 11, Postcards, 1909-1973 and undated

Series 12, Publications, 1938-1989, 2007

Subseries 12.1, *Amusement Business*, 1962-1967

Subseries 12.2, *Chicago Railroad Fair Official Guide Book*, 1948

Subseries 12.3, *Commercial Christmas Decor*, 2001-2002

Subseries 12.4, *Department Store Economist*, 1963 July

Subseries 12.5 *Display World*, 1949, 1950-1952

Subseries 12.6, *The Fellow Worker* (Jordan Marsh Company), 1928 December

Subseries 12.7, *Good Year News* (Good Year Tire and Rubber Company), 1962 November

Subseries 12.8, *The Holiday Messenger*, 1891-1892

Subseries 12.9, *The Hudsonian* (J. L. Hudson Company), 1937-1954

Subseries 12.10 *International Correspondence Schools*, 1946-1956

Subseries 12.11, *Jolly Book for Boys and Girls* (John Wanamaker and Company), 1929-1931

Subseries 12.12, *Koester School Year Book*, [circa 1920s?]

Subseries 12.13, *Merchants Record and Show Window*, 1906, 1917, 1918

Subseries 12.14, *Signs of the Times* (National Journal of the Advertising Display), 1953 January

Subseries 12.15, *Sparks* (R.H. Macy and Company), 1938-1947

Subseries 12.16, *Store Chat* (Strawbridge and Clothier), 1949, 1951, 1957

Subseries 12.17, *Time Magazine*, 1948 December 27

Subseries 12.18, *Tourist Attractions and Parks*, 1989 February

Subseries 12.19, Childrens Souvenir Books, 1926-2003 (bulk 1920s)

Series 13, Travel/Tourism, 1927-2007

Series 14, Tru-View, circa 1940s

Bibliography

Lehman Brothers Collection, Harvard Business School, Baker Library, Historical Collections (http://www.library.hbs.edu/hc/lehman/chrono.html?company=macy_credit_corp) (accessed August 9, 2012)

Bird, William L. *Holidays on Display*. New York: Princeton Architectural Press, 2007.

"Eden Musee Faces Bankruptcy," *New York Times*, June 8, 1915.

Kobler, John. "Where Are they Now? The Pride of the Eden Musee," *New Yorker*, November 20, 1943.

Container Listing

Series 1: Advertisements, 1925, 1954

Scope and Contents: This series consists of point of purchase pieces (paper cut-outs) created for J.L. Hudson and Marshall Field's department stores. The Hudson Company sponsored a Thanksgiving Day Santa Parade in 1954 that featured several Chrysler Corporation automobiles. The point of purchase ads for automobiles include the Dodge Custom Royal Lancer Convertible, Imperial Newport, Plymouth Belvedere Sport Coupe, Desoto Fireflite Sedan, Chrysler New Yorker St. Regis, as well as a stage coach, space ship, jumping jackstraws, and kiltie band. The Marshall Field's materials contain a child's treasure chest with toys and a company delivery truck.

Box 1, Folder 1 J.L. Hudson Company Department Store (Chrysler Corporation), 1954

Box 1, Folder 2 Marshall Field's, 1925, undated

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Series 2: Articles/Newspaper Clippings, 1922, 1952 December 20, 1937, 1936

Box 17, Folder 1

Scope and Contents: This series consists primarily of articles from magazines and printouts from the internet about the evolution of the department store, the Macy's Thanksgiving Day Parade, how Santa shaped America, Christmas tree histories, and the 2009 United States postal stamp honoring the Thanksgiving Day Parade. Some oversize materials include a National Cash Register Company *CPC Special Newspaper* (1922) and an insert from the *Daily Express* (1937) about sightseeing in London.

Box 17, Folder 1	Financial Observer, 1936 February 16
Box 17, Folder 2	Leslie's Illustrated Weekly, 1909 October 21, 1909 September 23
Box 8, Folder 20	More Business, 1936 July
Box 17, Folder 3	Saturday Evening Post (he Gives Chicago Its Christmas Look), 1952 December 20
Box 7, Folder 27; Map-folder 1	Miscellaneous, 2009, 1995, 1986
Box 18, Folder 1-2	Mardis Gras floats (newspaper cut-outs), 1880s

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Series 3: Artwork/Drawings, 1952, 1966

Scope and Contents: This series consists of original renderings (pencil, ink and water color), transparencies, and copy prints for the Bamberger's Department Store Thanksgiving Day Parade in Newark, New Jersey. Float renderings include Miss Bams, Tex Fletcher, Toyland Trolley, Chef in Large Pot, and an elephant. Also included is documentation from the NBC Promotion Department for the NBC Peacock Float, 1966. A drawing and print of the float, instructions on how to promote the parade and NBC Peacock Float and the breakdown of materials and associated costs are provided.

Box 8, Folder 1 Bamberger's Thanksgiving Day Parade, 1952

Map-folder 1 NBC Peacock Float (Tournament of Roses Parade), 1966 July

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Series 4: Pins (souvenir), 1901 - 2009

Scope and Contents: This series consists of pins from parades and celebrations in the United States. The majority of the pins are for the St. Paul Winter Carnival in St. Paul, Minnesota. The St. Paul Winter Carnival is one of the oldest carnivals in the United States, dating back to 1886. Also included are pins for the Macy's Thanksgiving Day Parade, a souvenir pin from the Hudson-Fulton Celebration (1909), and a pin from a street fair in Wheeling, West Virginia (1901).

Box 11	Street Fair, Wheeling, West Virginia, 1901
Box 11	Hudson-Fulton Celebration, 1909
Box 11	Minnesota Territorial Centennial, St. Paul Winter Carnival, 1949
Box 11	Frosty Frolic, St. Paul Winter Carnival,, 1955
Box 11	Showland of Snowland, St. Paul Winter Carnival, 1956
Box 11	Winter Wizardry, St. Paul Winter Carnival, 1957
Box 11	Cool Capers, St. Paul Winter Carnival, 1959
Box 11	75th Anniversary, St. Paul Winter Carnival, 1961
Box 11	Macy's Make a Wish Foundation, 2009
Box 11	I'm a Parade Volunteer Are You?, undated
Box 11	Sterling Linder Davis, Merry Christmas, undated
Box 11	So This is May Day at the May Company, undated

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Series 5: Certificates, 1976

Scope and Contents: This series consists of certificates for the Macy Credit Corporation. Also known as a debenture, it is a document that either creates a debt or acknowledges it, and it is a debt without collateral. The certificates were issued to individuals and companies and the samples in the collection are in dollar amounts for one thousand dollars, five thousand dollars, ten thousand dollars, and twenty-five thousand dollars. The Macy Credit Corporation was a wholly owned subsidiary of R.H. Macy & Company, the well-known department store chain based in New York City. For over a century, Macy's held to a tradition of selling to customers on a cash-only basis. Unlike other retailers, there were no installment sales or credit extended to customers. In fact, the company had a well-advertised motto, "No One Is in Debt to Macy's." The certificates are arranged numerically.

Box 1, Folder 3	Macy Credit Corp (RM 789 to RM 798), 1976
Box 1, Folder 4	Macy Credit Corp (RV 1371), 1976
Box 1, Folder 5	Macy Credit Corp (RU 1940-RU 1947), 1976
Box 1, Folder 6	Macy Credit Corp (RV 4069-RV 4077), 1975
Box 1, Folder 7	Macy Credit Corp (RX 1099-RX1106; RX1133), 1975

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Series 6: Correspondence, 1928

Scope and Contents: This series consists of letters about the Tournament of Roses Parade in Pasadena, California and the Portland Rose Festival, Portland, Oregon. The letters describe the shipment of goods and especially the transportation, labor, and decoration of the Glendale Dragon, a float sponsored by the Glendale Chamber of Commerce that was included in the Tournament of Roses Parade, Fiesta de la Rosas in San Jose, California, and the Rose Festival in Portland.

Box 1, Folder 8 Tournament of Roses/Portland Rose Festival, 1928

Box 1, Folder 8A Christmas card (National Nephrosis Foundation, Inc., undated)

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Series 7: Department Stores, 1890 - 2001

Scope and Contents: This series consists primarily of catalogs documenting goods and services offered as well as the history of the store. Some stores produced guidebooks to their respective cities. For example, *Our Trip Through Field's*, 1933, chronicles the history of Marshall Field's as well celebrating the Century of Progress International Exposition held in Chicago in 1933. Many of the catalogs or booklets produced by the stores were celebratory of an anniversary, event, or a city. The Selfridge and Company booklet celebrates the decorations for the coronation of King George VI and Queen Elizabeth in 1937. Some of the materials are holiday-specific and there are many Christmas-related catalogs such as the *Christmas Book*, 1940, by John Wanamaker of Philadelphia. Watt & Shand of Lancaster, Pennsylvania produced a Santa's Headquarters board game for children that was made of paper. Four players started at the North Pole and progressed through the board ending at Santa's Headquarter's at the store. The materials are arranged alphabetically by the name of department store.

Also included is *Department Store: An Inventory of Primary Sources* assembled by the National Museum of History and Technology, Smithsonian Institution, 1974. The Museum was pursuing a retail department store exhibition project and undertook a survey of primary, secondary, and tertiary materials related to the American department store. Rosario Joseph Tosiello wrote a report which included a summary, the names of the department stores contacted, department stores with materials, inventories of archival materials (when applicable), a bibliography, and photocopies of booklets and pamphlets. In addition to the inventory, there is correspondence between Jack Noble of Robinson's and Brooke Hindle, Director, National Museum of History and Technology. The inventory was maintained by Charlie McGovern, curator and then given to William L. Bird, curator, in 2004.

Box 1, Folder 9	Lit Brothers, 1963
Box 16, Folder 1	H.S. Crocker & Co., Inc. 150th Anniversary, 2006
Box 17, Folder 4	J.L. Hudson Company, 29 Thrilling Years, 1944 January
Box 17, Folder 4	J.L. Hudson Company, (Detroit) the firm organizational chart, undated
Box 1, Folder 11	Marshall Field & Company, 2001, 1941, 1933
Box 16, Folder 2	Marshall Field & Company, The Store Book, 1933
Box 17, Folder 6	Marshall Field & Company (These are the Days and Holidays and Flower Show), 2002
Box 1, Folder 10	R.H. Macy and Company, Inc., 2000s, [1940s?]
Box 1, Folder 12	Miller & Rhoads, 1957
Box 1, Folder 13	Sears Roebuck and Company, 1933, undated
Box 1, Folder 14	Selfridge and Company, 1937 May
Box 1, Folder 15	Strawbridge and Clothier, 1948

Box 1, Folder 16	John Wanamaker, 1903 - 1959, [2001?]
Map-folder 1	Watt & Shand, Santa's Headquarters board game (Lancaster, Pennsylvania), undated
Box 1, Folder 17	Woodward and Lothrop (Washington, D.C.), 1995
Box 16, Folder 3-5	The Department Store: An Inventory of Primary Sources, 1974

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Series 8: Design/Display Companies, 1890 - 2010

Scope and Contents: This series is divided into thirty-one subseries and consists primarily of catalogs and product literature for companies that designed, fabricated and installed parade floats and or window displays as well as manufactured and installed amusement rides. Most of the companies are from the United States, but some companies are international. For example, Anton Schwarzkopf (1924--001) a German engineer of amusement rides and founder of the Schwarzkopf Industries company, built numerous rides and large roller coasters for both amusement parks and traveling funfairs.

Messmore & Damon comprises the largest subseries. It was one of the most influential design companies from the 1920s to the 1960s. The company produced a wide variety of parade floats, dioramas for museums, exhibits for expositions, displays for department stores, scenery for films, Broadway and television shows, and exhibits for corporate clients. Most of its parade and department store work featured mechanical devices which animated the animal and human figures involved, pioneering what became known as "animatronics". George Harold Messmore and Joseph Damon formed Messmore & Damon in 1914 and earned a reputation for building amazing displays for world's fairs such as Chicago's 1933 Century of Progress Exposition.

The Eden Musee materials document a New York City amusement place which opened in March of 1884. Founded by a Frenchman, Count Kessler and a New Yorker, Richard G. Hollaman, the Eden featured various acts--fencers, singers, dancers, wax figures, motion picture movies, and flower shows. The Eden Musee filed for bankruptcy in 1915 and eventually moved to Coney Island under the ownership of Sam Gumpertz. Companies that manufactured artificial flowers and papers (foil and crepe) are also represented. Samples of crepe papers made by the The Dennison Manufacturing Company and foil papers by Gasthoff's Display Service, Inc. are found here. The materials are arranged alphabetically by company name.

Subseries 8.1: Adler-Jones Company, 1947

Box 8, Folder 2

Subseries 8.2: American Decorative Flower Company, Inc., undated

Map-folder 1

Subseries 8.3: Chance Manufacturing Company, Inc., 1975

Box 1, Folder 18

Subseries 8.4: Chicago Artificial Flower Company, 1938 - 1939, 1951

Box 1, Folder 19

Subseries 8.5: Eden Musee, 1892 - 1910, undated

Box 1, Folder 20

Subseries 8.6: Dennison Manufacturing Company, 1913 - 1956

Box 2, Folder 2

Dennison Manufacturing Company, 1933 - 1956, undated

Map-folder 1; Dennison Manufacturing Company, 1913 - 1929
Box 2, Folder 1

Subseries 8.7: Display Sales, 2008, undated

Box 2, Folder 3

Subseries 8.8: Garrison-Wagner Company, 1949, 1952, 1959

Box 8, Folder 3

Subseries 8.9: Gasthoff's Display Service, Inc., 1956, 1937 - 1938

Box 2, Folder 4

Subseries 8.10: General Electric, 1938, 2000, 1931

Box 2, Folder 5 General Electric (display service), 1931

Box 2, Folder 6 General Electric, 1938, 2000

Subseries 8.11: D. Glosser and Associates, Inc., undated*Box 2, Folder 7*

Subseries 8.12: Hamberger Displays, Inc., 1997 - 1998, 1989, 2001*Box 2, Folder 8*

Subseries 8.13: Intamin AG (observation towers), undated*Box 2, Folder 9*

Subseries 8.14: International Register Company, 1931*Box 2, Folder 10*

Subseries 8.15: Heinrich Mack, undated*Box 2, Folder 11*

Subseries 8.16: Maytag Parade Floats and Moving Displays, [1938?]*Box 2, Folder 12*

Subseries 8.17: Roberto Meluzzi, undated*Box 2, Folder 13*

Subseries 8.18: Messmore and Damon, 1890-1960s

Box 2, Folder 14	Maine Centennial Official Program (list of floats), 1890 - 1920
Box 2, Folder 15	Trade literature, 1920 - 1929
Box 2, Folder 16	"Fifty Million Years Ago," (Dolores the Dinosaur), 1931 September
Box 2, Folder 17	Chicago World's Fair (Torture Chamber Exhibit), 1933 - 1934
Box 2, Folder 18	Chicago World's Fair (Robot Cow), 1933 - 1934
Box 3, Folder 1	Chicago World's Fair (The World a Million Years Ago), 1933
Box 2, Folder 2	Product literature, 1930 - 1998
Box 3, Folder 3	New York World's Fair (The World of Tomorrow), 1939 - 1940
Box 3, Folder 4	Images of Messmore & Damon work (copies), 1960s

Map-folder 1	Kiddie Land Park attractions (poster), undated
Map-folder 1	Tiny Tot Town (poster), undated
Map-folder 1	Under the Big Top (poster), 1945
Map-folder 1	New York World's Fair, P.T. Barnum's American Museum, undated

Subseries 8.19: Modern Art Studios, circa 1920s

Box 3, Folder 5

Subseries 8.20: Motion Machines, Inc., undated

Box 3, Folder 6

Subseries 8.21: Phoenix Decorating Company, 2006 - 2010

Box 3, Folder 7

Subseries 8.22: Pinfari, undated

Box 3, Folder 8

Subseries 8.23: Pittsburgh Display Advertising, Inc., 1952

Box 3, Folder 9

Subseries 8.24: S.B. Ramagosa and Sons, 1974

Box 3, Folder 10

Subseries 8.25: Rubies Costume Company, Inc., 2000

Box 3, Folder 11

Subseries 8.26: Schack's Artificial Flower Company, 1922

Box 3, Folder 12

Subseries 8.27: Anton Schwarzkopf, undated

Box 3, Folder 13

Subseries 8.28: Sherman Display Guide, 1942

Box 3, Folder 14

Box 3, Folder 15

8.29: Vaughn's, Inc., 1992, 1950s, undated

Subseries 8.30: Venture Ride Manufacturing Inc., 1975

Box 3, Folder 16

Subseries 8.31: Victory Corporation, 1978 - 2002

Box 3, Folder 17

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Series 9: Parade Programs, 1909 - 2009

Scope and Contents: This series consists of printed programs from parades in the United States. The majority of the programs are for the Tournament of Roses Parade in Pasadena, California. The programs are arranged alphabetically by the name of the parade.

Box 3, Folder 18	Endicott Johnson Corporation Parade, circa 1930s
Box 3, Folder 19	Firemen's National Annual Labor Day Parade and Celebration, 1931 September 7
Box 3, Folder 20	Hudson-Fulton Celebration, 1909
Box 4, Folder 1	Mardi Gras Parade (New Orleans), 1968
Box 4, Folder 2	Minneapolis Aquatennial, 1950
Box 4, Folder 3	Orange Bowl, 1996 December
Box 4, Folder 4	Peony Festival (Van Wert, Ohio), 1955 June 8
Box 4, Folder 5	Seafair (Seattle, Washington), 1964
Box 4, Folder 6	Tournament of Roses (program), 1912
Box 4, Folder 7	Tournament of Roses (program), 1939
Box 4, Folder 8	Tournament of Roses (program), 1952 - 1954, 1950
Box 4, Folder 9	Tournament of Roses (program), 1958, 1955 - 1956
Box 4, Folder 10	Tournament of Roses (program), 1961
Box 4, Folder 11	Tournament of Roses (ephemera), 1932 - 2009

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Series 10: Photographs, 1877 - 2000

Scope and Contents: **Series 10, Photographs, 1877-2009**, is divided into five subseries. The photographs document through black and white and color prints, slides, and transparencies floats in parades, individuals decorating and constructing parade floats and window displays for department stores. The window displays are primarily Christmas-related. The Tournament of Roses Parade in Pasadena, California, better known as the Rose Parade, is well represented.

Subseries 10.1, Parades, 1877-1980s, consists of images that depict floats in parades and individuals decorating and constructing parade floats. The subseries is arranged chronologically and if known, the name of the parade and location are provided.

Subseries 10.2, Window Displays, circa 1930s-2000s, consists of images depicting window displays at department stores as well as items used for displays such as mannequins.

Subseries 10.3, Miscellaneous, 1935-1965 and undated, contains images of Messmore & Damon design work, a series of prints depicting the *Cozy Cottage Cloud*, a display at Marshall and Field Company and two copies of an image depicting Isabella Coleman, a prominent designer of parade floats.

Subseries 10.4, Slides, 1948-1976, consists of color slides depicting primarily parades. The slides are arranged chronologically and if known, the name of the parade and location are provided.

Subseries 10.5, Lantern Slides, undated, consists of seventeen color lantern slides. The slides are arranged in numerical order and are undated. Most of the slides document gardens, especially flowers, and the process of decorating parade floats.

Subseries 10.1: Parades, 1877-1980s

Box 9, Folder 1	Industrial Parade (Philadelphia, Pennsylvania), 1877
Box 9, Folder 2	Los Angeles, California, Parade with President McKinley, circa 1897-1901
Box 9, Folder 3	Minnesota Flour (Lester Prairie, Minnesota), 1908
Box 9, Folder 4	Second Signal Service (Camp Travis, Texas), 1921 November
Box 9, Folder 5	Birchwood Beagle Kennels parade float (Riverside, Iowa), 1925 July 4
Box 8, Folder 3A	Farms for Sale (Ohio), circa 1925
Box 9, Folder 6	Commercial News (Danville, Illinois), 1926 September 30
Box 9, Folder 7	R. H. Macy Christmas Parade (New York, New York), 1926 November 26
Box 8, Folder 4	Fourth of July (Sparrows Point, Maryland), 1928 July 4
Box 9, Folder 8	New Bedford Milk Dealers Association, 1933 October 7
Box 9, Folder 9	Blackduck, Paul Bunyan's Playground, 1938 February

Box 9, Folder 10	Bridgeport, Connecticut, circa 1940s
Box 9, Folder 11	Orange Blossom Festival (California?), circa 1940s
Box 9, Folder 12	Parade at Coney Island, New York, circa 1940s
Box 9, Folder 13	Thanksgiving Day Parade (unidentified location), 1946 November 20
Box 8, Folder 9A	Milwaukee Labor Day Parade, 1951
Box 9, Folder 14	[New York City parade?], 1951
Box 9, Folder 14A	Tournament of Roses Parade, 1941 - 1941
Box 8, Folder 10	Tournament of Roses Parade, 1956
Box 9, Folder 15	Tournament of Roses Parade, 1956 December 7
Box 8, Folder 11-12	Tournament of Roses Parade, 1957
Box 9, Folder 16	New York City, 1959
Box 8, Folder 13	Tournament of Roses Parade, 1960
Box 9, Folder 17	Smokey the Bear and Miss Fire Prevention (New York), circa 1962
Box 9	Tournament of Roses, 1941 - 1941
Box 8, Folder 14	Tournament of Roses Parade, circa 1960s
Box 9, Folder 18	Northern Indiana Steel Supply Company, Inc. float, 1960s
Box 9, Folder 19	Tournament of Roses Parade (Pasadena, California), circa 1970s
Box 4, Folder 12A	Tournament of Roses Parade (working images for television camera staff), circa 1980s
Box 9, Folder 20	Parade floats (West Virginia?), 1970s
Box 9, Folder 21	All America Parade (Disney World, Florida), 1987
Box 10, Folder 1	Chair Factory (Massachusetts), undated
Box 10, Folder 2	Tournament of Roses Parade (Pasadena, California), undated
Box 10, Folder 3	Miscellaneous parade floats (unidentified), undated

Box 10, Folder 4	Messmore & Damon, 1933, undated
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Box 10, Folder 5	Balloons in parades, circa 1930s
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Subseries 10.2: Window Displays, circa 1930s-2000s

Box 10, Folder 6	Strawbridge's A Christmas Carol, undated
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Box 11, Folder 1	Old King Cole Displays, Inc., [circa 1940s?]
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Box 11, Folder 2	Theodore Roosevelt trunk (pail?)
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Box 11, Folder 3	B. Altman (New York, New York), 1962
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Box 11, Folder 4	Woodward and Lothrop (Washington, D.C.)
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Box 11, Folder 5	Eden Musee (Coney Island, New York), circa 1930s
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Box 8, Folder 16	Watt Renew & May Department Store, Roanoke, Virginia, undated
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Box 4, Folder 12	Lit Brothers Enchanted Christmas Village, 2006
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Box 17, Folder 5	Marshall Field & Company, malt shop display, undated
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Box 11, Folder 6	Unidentified, undated
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Subseries 10.3: Miscellaneous, 1935 - 1965, undated

Box 8, Folder 5	Harold G. Messmore demonstrating animated papier-mache figures in his firm's showroom, Messmore & Damon Company, circa 1935
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Box 8, Folder 6	Reindeer relax in kitchen, Cozy Cottage Cloud, Marshall and Field Company, 1948
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Box 8, Folder 7	Floor plan for the living room of the Cozy Cottage Cloud, Marshall and Field Company, 1948
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Box 7, Folder 8	Cozy Cottage Cloud, Marshall and Field Company, 1948
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Box 8, Folder 9	Penguin drive-in and snack bar, Cozy Cottage Cloud, Marshall and Field Company, circa 1950
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Box 8, Folder 15	Isabella Coleman (float designer and builder), 1965
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Box 9	Mary "Toni" (neé Sarg) and Karen Miller (daughter and grand daughter of Tony Sarg), 1942 April 9
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Box 10, Folder 7; Unidentified, undated
Box 8, Folder 17

Subseries 10.4: Slides, 1948 - 1976

Box 12	Tournament of Roses Parade (Pasadena, California), 1948 January
Box 12	Apple Blossom Parade (St. Joseph, Missouri), 1950 - 1951
Box 12	Tournament of Roses Parade (Pasadena, California), 1954
Box 12	German Parade (New York, New York), 1959
Box 12	Schenectady, New York, 1950s
Box 12	Tournament of Roses Parade (Pasadena, California), [1960s?]
Box 12	Seafair (Seattle, Washington), [circa 1960s?]
Box 12	Hargrove, Inc. Parades (Washington, D.C.), 1953, 1976, undated
Box 12	Marshall Field, Night Before Christmas (Chicago, Illinois), undated
Box 12	Nela Park, Ohio, undated
Box 12	Wax Museum (Williamsburg, Virginia), undated

Subseries 10.5: Lantern Slides, undated

Box 14	3, Field of flowers, undated
Box 14	4, Field of flowers, undated
Box 14	5, Lily pads, undated
Box 14	17, Man standing by shrubbery, undated
Box 14	18, Apple floral arrangement, undated
Box 14	18, Decorating float, undated
Box 14	21, Unidentified people standing in front of home, undated
Box 14	30, Decorating float, undated

Box 14	31, Decorating float, undated
Box 14	33, Interior view of [living room?], undated
Box 14	Unidentified landscape, undated
Box 14	Flower, undated
Box 14	Decorating float, undated
Box 14	Decorating float, undated
Box 14	Decorating float, undated
Box 14	Decorating float, undated
Box 14	Decorating float, undated

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Series 11: Postcards, 1909 - 1973

Scope and Contents: This series consists of color and black and white postcards singly and as souvenir packs. Arranged topically, the postcards document parade float makers such as Vaughn's, Inc. as well as parades held across the United States. The Tournament of Roses Parade is well represented.

Box 13	Vaughan's, Inc. (United States), 1959, 1958, 1952
Box 13	Tournament of Roses Parade (Pasadena, California), 1920, 1913, 1907, 1957, 1923, undated
Box 13	Mardi Gras (New Orleans, Louisiana), circa 1960s
Box 13	Miscellaneous (United States), 1909 - 1973, undated
Box 4, Folder 13	La Fiesta de Los Angeles, Billion Dollar Electrical Pageant, 1931
Box 4, Folder 14	Motion Picture Electrical Pageant (Hollywood, California), 1932
Box 4, Folder 15	Tournament of Roses (Pasadena, California), 1949
Box 4, Folder 16	Tournament of Roses (Pasadena, California), 1950
Box 4, Folder 17	Tournament of Roses (Pasadena, California), 1951
Box 4, Folder 18	National Orange Show (San Bernardino, California), 1930
Box 4, Folder 19	Portland Rose Festival, Vehicle and School Children's Parade (Portland, Oregon), circa early 1900s
Box 4, Folder 20	Portland Rose Festival, Electric Parade (Portland, Oregon), circa 1900s
Box 4, Folder 21	Williamsburg National Wax Museum, undated

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Series 12: Publications, 1938-1989, 2007

Scope and Contents:

Series 12, Publications, 1938-1989, is divided into eighteen subseries.

The materials consist of publications produced by department stores and other businesses and organizations related to parade float design, window displays at department stores, and amusements. Many of the publications are internal department store publications for employees. These include the *Fellow Worker* (Jordan Marsh Company) *The Hudsonian* (J.L. Hudson Company), *Sparks* (R.H. Macy and Company), and *Store Chat* (Strawbridge and Clothier). These employee publications provided news about the store and employees' accomplishments. Some of the publications contain holiday related information, especially Christmas. Featured are toyland and Santa-related displays and installations and images depicting parades sponsored by the department stores. The materials are arranged alphabetically by the title of the publication. If known, the department store or business name that produced the publication is provided.

There are several childrens souvenir booklets in this series. These books were produced by the department store and were given to visitors. For example, the *Jolly Book for Boys and Girls* produced by John Wanamaker stores consists of a collection of songs, stories, poems and puzzles for children. The store used the booklet to advertise and market items to children.

Also in this series are the International Correspondence Schools (ICS) booklets. The ICS was an educational institute established in 1891 in Scranton, Pennsylvania that provided correspondence and distance learning courses. Arranged by serial number, the booklets were written by personnel in sales and promotional departments at Marshall Field's; N.W. Ayer and Son, Inc; J.M. Hickerson, Inc.; Schwab and Beatty, Inc. Advertising Agency; JIT Harrison Advertising; Hugo Wagenseil and Associates, The May Company; Security and Mutual Life Insurance Company of New York; Kretschmer Advertising Agency; D'Arcy Advertising Agency; The Bresnick Company, Advertising Agency; faculty at various universities; and International Correspondence Schools staff. Each booklet provided a lesson in a certain area of advertising followed by an examination.

Subseries 12.1: *Amusement Business* (Billboard Publishing), 1962 - 1967

Box 4, Folder 22	Amusement Business, 1962 December 22
Box 4, Folder 22	Amusement Business, 1964 April 25
Box 4, Folder 22	Amusement Business, 1967 December 30

Subseries 12.2: *Chicago Railroad Fair Official Guide Book*, 1948*Box 4, Folder 23*

Subseries 12.3: *Commercial Christmas Decor* (Edgell Communications), 2001 - 2002*Box 4, Folder 24*

Subseries 12.4: *Department Store Economist*, 1963 July*Box 16, Folder xx*

Subseries 12.5: *Display World*

Box 16, Folder 7 Display World, 1949 October

Box 16, Folder 8 Display World, 1949 November

Box 16, Folder 9 Display World, 1949 December

Box 16, Folder 10 Display World, 1950 June

Box 16, Folder 11 Display World, 1952 January

Box 16, Folder 12 Display World , 1952 March

Box 4, Folder 25 12.6: The Fellow Worker (Jordan Marsh Company), 1928 December

Subseries 12.7: *Good Year News* (Goodyear Tire and Rubber Company), 1962 November*Box 4, Folder 26*

Subseries 12.8: *The Holiday Messenger*, 1891 - 1892*Box 8, Folder 18*

Box 7, Folder 28 Holidays on Display, 2007

Subseries 12.9: *The Hudsonian* (J.L. Hudson Company)

Box 4, Folder 27 The Hudsonian, 1937 March

Box 4, Folder 27 The Hudsonian, 1938 April

Box 4, Folder 28 The Hudsonian, 1944 April

Box 4, Folder 28 The Hudsonian, 1945 September

Box 4, Folder 28	The Hudsonian, 1947 December
Box 5, Folder 1	The Hudsonian, 1951 November
Box 5, Folder 1	The Hudsonian, 1952 April
Box 5, Folder 1	The Hudsonian, 1952 May
Box 5, Folder 1	The Hudsonian, 1952 October
Box 5, Folder 1	The Hudsonian, 1952 November
Box 5, Folder 2	The Hudsonian, 1953
Box 5, Folder 3	The Hudsonian, 1954 February
Box 5, Folder 3	The Hudsonian, 1954 April-1954 July
Box 5, Folder 3	The Hudsonian, 1954 December

Subseries 12.10: International Correspondence Schools

Box 5, Folder 4	2410, Advertising Department Management, 1950
Box 5, Folder 4	3374-1, General Advertising Campaigns, 1950
Box 5, Folder 4	5565 A-2, Business Mathematics, 1954
Box 5, Folder 5	5573 A, Window and interior Display, 1952
Box 5, Folder 5	5573 B, Window and Interior Display, 1952
Box 5, Folder 5	5720, Outdoor and Transportation Advertising, 1946
Box 5, Folder 6	5721-1, The Advertising Agency, 1956
Box 5, Folder 6	5729, Radio Broadcast Advertising, 1946
Box 5, Folder 6	5932-1, Advertising as a Business Force, 1955
Box 5, Folder 6	5975 A, Visualizing Layout, 1953
Box 5, Folder 6	5975 B, Visualizing the Layout, 1954
Box 5, Folder 6	6000 A-2, Department Store Advertising, 1955

Box 5, Folder 7	6000 B3, Department Store Advertising, 1955
Box 5, Folder 7	6001-3, Advertising letters, 1955
Box 5, Folder 7	6007, Business Paper Advertising, 1949
Box 5, Folder 7	6010-1, Magazine Advertising, 1956
Box 5, Folder 7	6034-1, Advertising Type Data, 1949
Box 5, Folder 7	6035-1, Engraving and Printing Methods, 1955
Box 5, Folder 8	6038 A-3, Retail Advertising, 1955
Box 5, Folder 8	6038 B-2, Retail Advertising, 1949
Box 5, Folder 8	6039-1, Mail Order Advertising, 1955
Box 5, Folder 8	6047-1, Entering the Advertising Field, 1955
Box 5, Folder 8	6067-1, Newspaper Advertising, 1949
Box 5, Folder 8	6077, Editing and Proof-Reading, 1949
Box 6, Folder 1	6115 A-1, Public Relations, The Why and Where of Public Relations, 1954
Box 6, Folder 1	6115 B-2, Public Relations, The What and How of Public Relations, [1954?]
Box 6, Folder 1	6133-1, Advertising Production Management, 1951
Box 6, Folder 1	6147-1, Advertising Research and Testing, 1956
Box 6, Folder 1	6219, Selling Your Ideas, 1955
Box 6, Folder 2	Structure of the Advertising Agency Business (American Association of Advertising Agencies), 1951

Subseries 12.11: *Jolly Book for Boys and Girls* (John Wanamaker and Company)

Box 6, Folder 3	Jolly Book for Boys and Girls (two copies), 1929 July
Box 6, Folder 3	Jolly Book for Boys and Girls, 1929 September
Box 6, Folder 4	Jolly Book for Boys and Girls, 1930 March
Box 6, Folder 4	Jolly Book for Boys and Girls, 1930 September

Box 6, Folder 4	Jolly Book for Boys and Girls, 1930 November
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Box 6, Folder 4	Jolly Book for Boys and Girls, 1931 July
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Subseries 12.12: *Koester School Year Book* , [circa 1920s?]

Box 6, Folder 5

Subseries 12.13: *Merchants Record and Show Window*

Box 16, Folder 13	Merchants Record and Show Window, 1906 December
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Box 16, Folder 14	Merchants Record and Show Window, 1917 November
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Box 16, Folder 15	Merchants Record and Show Window, 1918 October
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Box 16, Folder 16	Merchants Record and Show Window, 1918 December
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Box 16, Folder 17	Merchants Record and Show Window, 1919 August
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Subseries 12.14: *Signs of the Times* (National Journal of Advertising Display), 1953 January

Box 6, Folder 6

Subseries 12.15: *Sparks* (R.H. Macy and Company), 1938 - 1947

Box 6, Folder 7	Sparks, 1938 December
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Box 6, Folder 7	Sparks, 1942 November
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Box 6, Folder 7	Sparks, 1942 December
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Box 6, Folder 8	Sparks, 1944 February
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Box 6, Folder 8	Sparks, 1946 May
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Box 6, Folder 8	Sparks, 1946 June
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Box 6, Binder 8	Sparks, 1946 September-October
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Box 6, Folder 8	Sparks, 1946 November
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Box 6, Folder 8	Sparks, 1946 December
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Box 6, Folder 9	Sparks, 1947 January
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Box 6, Folder 9	Sparks, 1947 February
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Box 6, Folder 9	Sparks, 1947 March
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Box 6, Folder 9	Sparks, 1947 May
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Box 6, Folder 9	Sparks, 1947 June
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Subseries 12.16: *Store Chat* (Strawbridge and Clothier), 1957, 1951, 1949

Box 18, Folder 3	Store Chat, 1949-01-1949-11
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Box 6, Folder 10	Store Chat, 1949 December
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Box 18, Folder 4	Store Chat, 1951-07-1951-08
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Box 18, Folder 4	Store Chat, 1951-09
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Box 18, Folder 4	Store Chat, 1951-11
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Box 6, Folder 10	Store Chat, 1951 December
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Box 18, Folder 5	Store Chat, 1952-01-1952-07
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Box 18, Folder 6	Store Chat, 1955-01-1955-03
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Box 18, Folder 6	Store Chat, 1955-05-1955-11
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Box 18, Folder 7	Store Chat, 1956-01-1956-10
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Box 18, Folder 8	Store Chat, 1957-01
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Box 18, Folder 8	Store Chat, 1957-03
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Box 6, Folder 10	Store Chat, 1957 April
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Box 18, Folder 8	Store Chat, 1957-05
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Box 18, Folder 8	Store Chat, 1957-08-1957-12
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Box 18, Folder 9	Store Chat, 1958-01-1958-05
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Box 18, Folder 9	Store Chat, 1958-09
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Box 19, Folder 1	Store Chat, 1959-01-1959-03
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Box 19, Folder 2	Store Chat, 1962-02-1962-12
Box 19, Folder 3	Store Chat, 1963-01
Box 19, Folder 3	Store Chat, 1963-03-1963-04
Box 19, Folder 3	Store Chat, 1963-06
Box 19, Folder 3	Store Chat, 1963-10

Subseries 12.17: *Time Magazine*, 1965 January 08, 1948 December 27

Box 6, Folder 11

Subseries 12.18: *Tourist Attractions and Parks*, 1989 February

Box 6, Folder 12

Subseries 12.19: Childrens Souvenir Books, 1926-2003 (bulk 1920s)

Box 6, Folder 13	Adventuring Thro' Venture Village (John Wanamaker), 1928
Box 6, Folder 14	Charlie and the Chocolate Factory (Marshall Field's), 2003
Box 6, Folder 15	hristmas Carols with the Wanamaker Organ (John Wanamaker), 1925
Box 6, Folder 16	Hortense the Kitten with the Magic Lacy Collar (J.L. Hudson Company), 1929
Box 7, Folder 1	Little One's Fairy Tales (Allen's Department Store, Germantown, Pennsylvania), undated
Box 6, Folder 17	Magic Toyland (J.C. Penney Company, Inc.), 1931
Box 7, Folder 2	Rudolph The Red-Nosed Reindeer (Montgomery Ward & Company, Inc.), 1939
Box 7, Folder 3	Santa Claus Visits Fairyland (J.L. Hudson Company), 1926
Box 6, Folder 18	Santa's Circus (Miller and Paine Department Store), 1948
Box 6, Folder 19	Santa Claus Special (Jordan Marsh Company), undated
Box 7, Folder 4	Santa Has a Circus, It's Christmas Time at A.M. and A's (Adam, Meldrum and Anderson Company, Buffalo, New York), 1938
Box 7, Folder 5	Santa's Own Book (Adam, Meldrum and Anderson Company, Buffalo, New York), undated

Box 7, Folder 6

Santa's Own Storybook (Kresge Department Store), undated

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Series 13: Travel/Tourism, 1927 - 2007

Scope and Contents: This series consists of promotional materials from tourist destinations such as Colonial Williamsburg in Williamsburg, Virginia or the Circus World Museum in Wisconsin. Many of the materials are Christmas-related such as Santa's Land or relate to experiences for children.

Box 7, Folder 13	Circus World Museum Library (Baraboo, Wisconsin), 1973
Box 8, Folder 19	Country Club Plaza (Kansas City, Missouri), [1950?]
Box 7, Folder 7	The Elfun Society (General Electric), undated
Box 7, Folder 10	Enchanted Colonial Village (Philadelphia, Pennsylvania), 1989
Box 7, Folder 8	Enchanted Colonial Village (Philadelphia, Pennsylvania), 2002
Box 7, Folder 9	The Fair of the Iron Horse (Baltimore and Ohio Centenary Exhibition), 1927 October
Map-folder 1	Freedom Land (New York), 1960, undated
Box 7, Folder 11	May Company at Lakewood (Long Beach, California), undated
Box 7, Folder 12	National Christmas Center (Paradise, Pennsylvania), undated
Box 7, Folder 15	National Wax Museum, 1959 - 2004
Box 7, Folder 16	Nela Park (Cleveland, Ohio), circa 1960s
Box 7, Folder 17	Northland (Detroit, Michigan), undated
Box 7, Folder 14	Parthenon (Nashville, Tennessee), undated
Box 7, Folder 18	Radio City Music Hall (New York City), 2007
Box 7, Folder 19	Santa's Land (Putney, Vermont), undated
Box 7, Folder 20	Santa's Village (Jefferson, New Hampshire), undated
Box 7, Folder 21	Santa's Workshop (Wilmington, New York), undated
Box 7, Folder 22	Shenandoah Caverns (Shenandoah Caverns, Virginia), undated
Box 7, Folder 23	Storybook USA (Addition, Illinois), undated
Box 7, Folder 24	Storyland (Glen, New Hampshire), 1994
Box 7, Folder 25	Storytown U.S.A. (Lake George, New York), undated

Box 7, Folder 26

Williamsburg, Virginia, 1951 - 1954

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Series 14: Tru-Vue, circa 1940s

Scope and Contents: **Series 14, Tru-Vue, circa 1940s**, consists of a Tru-Vue viewer and six rolls of stereoscopic filmstrip. Tru Vue was a company located in Rock Island, Illinois from 1931-1951. It manufactured stereoscopic filmstrips. The filmstrips were fed through a viewer, similar to a View-Master.

Box 15 Tru-Vue viewer, circa 1940s

Box 15, Item 1 217, Ringling Brothers Circus film roll

Box 15, Item 2 224, Santa's Workshop (Girls) film roll

Box 15, Item 3 229, The World A Million Years Ago film roll, undated

Box 15, Item 4 1308, The Ice Follies film roll, undated

Box 15, Item 5 1531, Rome, Italy, undated

Box 15, Item 6 Depth Photography, undated

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