



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

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	William L. Bird Holidays on Display Collection
<b>Identifier:</b>	NMAH.AC.1288
<b>Date:</b>	1877 - 2010
<b>Extent:</b>	6.5 Cubic feet (19 boxes, 1 oversize folder)
<b>Creator:</b>	Bird, William L.
<b>Language:</b>	English  Some materials in German and Italian.
<b>Summary:</b>	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.

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## Administrative Information

### Acquisition Information

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

### Provenance

Transferred to the Archives Center from the Division of Political 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)

## Other Finding Aids

[Inventory](#) available.

## 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.

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## 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).

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## 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**

- 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**

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## Bibliography

Lehman Brothers Collection, Harvard Business School, Baker Library, Historical Collections ([http://www.library.hbs.edu/hc/lehman/chrono.html?company=macy\\_credit\\_corp](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.

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## Container Listing

### Series 1: Advertisements, 1925, 1954

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*

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                  | <i>Financial Observer</i> , 1936 February 16   |
| Box 17, Folder 2                  | <i>Leslie's Illustrated Weekly</i> , 1909 October 21, 1909 September 23              |
| Box 8, Folder 20                  | <i>More Business</i> , 1936 July   |
| Box 17, Folder 3                  | <i>Saturday Evening Post</i> (he Gives Chicago Its Christmas Look), 1952 December 20 |
| Box 7, Folder 27;<br>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

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

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

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

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

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, <i>29 Thrilling Years</i> , 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, <i>The Store Book</i> , 1933
Box 17, Folder 6	Marshall Field & Company ( <i>These are the Days and Holidays and Flower Show</i> ), 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

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

### 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

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

**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	<i>Commercial News</i> (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 <a href="#">Image(s)</a>
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  
[Image\(s\)](#)

Box 10, Folder 4 Messmore & Damon, 1933, undated

Box 10, Folder 5 Balloons in parades, circa 1930s

Subseries 10.2: Window Displays, circa 1930s-2000s

Box 10, Folder 6 Strawbridge's A Christmas Carol, undated

Box 11, Folder 1 Old King Cole Displays, Inc. , [circa 1940s?]

Box 11, Folder 2 Theodore Roosevelt trunk (pail?)

Box 11, Folder 3 B. Altman (New York, New York), 1962

Box 11, Folder 4 Woodward and Lothrop (Washington, D.C.)

Box 11, Folder 5 Eden Musee (Coney Island, New York), circa 1930s

Box 8, Folder 16 Watt Renew & May Department Store, Roanoke, Virginia, undated

Box 4, Folder 12 Lit Brothers Enchanted Christmas Village, 2006

Box 17, Folder 5 Marshall Field & Company, malt shop display, undated

Box 11, Folder 6 Unidentified, undated

### 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  
[Image\(s\)](#)

Box 8, Folder 6 Reindeer relax in kitchen, Cozy Cottage Cloud, Marshall and Field Company, 1948

Box 8, Folder 7 Floor plan for the living room of the Cozy Cottage Cloud, Marshall and Field Company, 1948

Box 7, Folder 8 Cozy Cottage Cloud, Marshall and Field Company, 1948

Box 8, Folder 9 Penguin drive-in and snack bar, Cozy Cottage Cloud, Marshall and Field Company, circa 1950

Box 8, Folder 15 Isabella Coleman (float designer and builder), 1965

Box 9 Mary "Toni" (née Sarg) and Karen Miller (daughter and grand daughter of Tony Sarg), 1942 April 9

Box 10, Folder 7;  
Box 8, Folder 17 Unidentified, undated

### 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

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

**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*

**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
- Box 6, Folder 4            *Jolly Book for Boys and Girls*, 1931 July

**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
- Box 16, Folder 14        *Merchants Record and Show Window*, 1917 November
- Box 16, Folder 15        *Merchants Record and Show Window*, 1918 October
- Box 16, Folder 16        *Merchants Record and Show Window*, 1918 December
- Box 16, Folder 17        *Merchants Record and Show Window*, 1919 August

**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
- Box 6, Folder 7            *Sparks*, 1942 November
- Box 6, Folder 7            *Sparks*, 1942 December

Box 6, Folder 8            *Sparks*, 1944 February

Box 6, Folder 8            *Sparks*, 1946 May

Box 6, Folder 8            *Sparks*, 1946 June

Box 6, Binder 8            *Sparks*, 1946 September-October

Box 6, Folder 8            *Sparks*, 1946 November

Box 6, Folder 8            *Sparks*, 1946 December

Binder 6, Folder 9        *Sparks*, 1947 January

Box 6, Folder 9            *Sparks*, 1947 February

Box 6, Folder 9            *Sparks*, 1947 March

Box 6, Folder 9            *Sparks*, 1947 May

Box 6, Folder 9            *Sparks*, 1947 June

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

Box 18, Folder 3            *Store Chat*, 1949-01-1949-11

Box 6, Folder 10           *Store Chat*, 1949 December

Box 18, Folder 4            *Store Chat*, 1951-07-1951-08

Box 18, Folder 4            *Store Chat*, 1951-09

Box 18, Folder 4            *Store Chat*, 1951-11

Box 6, Folder 10            *Store Chat*, 1951 December

Box 18, Folder 5            *Store Chat*, 1952-01-1952-07

Box 18, Folder 6            *Store Chat*, 1955-01-1955-03

Box 18, Folder 6            *Store Chat*, 1955-05-1955-11

Box 18, Folder 7            *Store Chat*, 1956-01-1956-10

Box 18, Folder 8            *Store Chat*, 1957-01

Box 18, Folder 8            *Store Chat*, 1957-03

Box 6, Folder 10            *Store Chat*, 1957 April

Box 18, Folder 8            *Store Chat*, 1957-05

Box 18, Folder 8            *Store Chat*, 1957-08-1957-12

Box 18, Folder 9            *Store Chat*, 1958-01-1958-05

Box 18, Folder 9            *Store Chat*, 1958-09

Box 19, Folder 1            *Store Chat*, 1959-01-1959-03

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  
[Image\(s\)](#)

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## Series 13: Travel/Tourism, 1927 - 2007

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-View, circa 1940s

**Series 14, Tru-View, circa 1940s**, consists of a Tru-View viewer and six rolls of stereoscopic filmstrip. Tru View 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-View 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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