



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

## Guide to the World War One Theater Lantern Slides

NMAH.AC.1294

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	World War One Theater Lantern Slides
<b>Identifier:</b>	NMAH.AC.1294
<b>Date:</b>	1914-1925
<b>Extent:</b>	17 glass slides 0.15 Cubic feet (1 box)
<b>Creator:</b>	Culture and the Arts, Division of (NMAH, SI)
<b>Language:</b>	English  Collection is in English.
<b>Summary:</b>	This collection consists of seventeen glass lantern slides depicting World War I advertising and propaganda images. The images include clothing advertisements, home furnishings, local events, treasury and stamp savings, organizations such as the American Red Cross and Merchant Marines, and tips on rationing.

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## Administrative Information

### Acquisition Information

Donated by Janes Bachelet on April 28, 2000.

### Provenance

Transferred from the Division of Culture and the Arts to the Archives Center. Date unknown.

### Materials in the Archives Center

Robert Bagby Stereographs and Lantern Slides collection (AC1185)

Lantern Slide Collection (AC0686)

Division of Cultural History Lantern Slides and Stereographs (AC0945)

### Available Formats

Lantern slides digitized in 2016. See repository for details.

### Processing Information

Processed by Corey Schmidt, 2016.

## Preferred Citation

World War I Theater Lantern Slides, circa 1914-1925, Archives Center, National Museum of American History, Smithsonian Institution

## Restrictions

Collection is open for research.

## Conditions Governing Use

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## Biographical / Historical

Lantern slides came into existence during the nineteenth century and continued into the early twentieth century. Lantern slides are typically glass plates with an image imprinted on them. A projector casts light through the slide, which passes through a lens that focuses the image on the projected screen. Slides gained popularity in classroom settings and for use between theater shows during the late 19th and early 20th centuries. They acted as advertisements and service announcements for the theaters while the projection crew swapped out movie reels. With the advent of movie trailers and advertisement films, lantern slides fell in popularity but their legacy remains as the precursor to slide projectors created during the 1950s through the 1980s.

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## Scope and Contents

The collection consists of seventeen lantern slides related to World War I efforts, advertisements, and miscellaneous use. There is no information about who created or produced the slides.

The slides depict tips for rationing food and clothing, calls from the American Red Cross and the Merchant Marines to assist in the war effort, and promotions to buy treasury and stamp savings bonds. The advertisements depict clothing, home furnishings, local events, and boxing matches. The single miscellaneous lantern slide depicts a humorous scene of a family living in close quarters.

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## Arrangement

This collection is arranged into three series.

Series 1: War Effort, 1914-1919

Series 2: Advertisements, 1914-1925

Series 3: Miscellaneous, undated

## Names and Subject Terms

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

### Subjects:

- American Red Cross
- Boxing
- Boxing -- Tournaments -- United States
- Cartooning
- Clothing manufacture
- Clothing stores
- Food conservation
- Hotels
- Men's clothing
- Men's clothing industry -- 1900-1960
- Merchant Marine -- United States
- Tailoring
- World War I, 1914-1918

### Types of Materials:

- Advertisements -- 20th century
- Cartoons (humorous images)
- Lantern slides

### Geographic Names:

- Buffalo (N.Y.)

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## Container Listing

### Series 1: War Effort, 1914-1919

- Box 1, Item 1            The New Teacher  
[Image\(s\)](#)  
An image of a German officer (most likely Kaiser Wilhelm) teaching the devil about culture. German officer and the devil are painted red.
- Box 1, Item 2            Save and Serve: Buy W.S.S., circa 1914-1918  
[Image\(s\)](#)  
War Savings Stamps available "at any Post Office, Bank or Authorized Business House." Image of eagle, head facing palm branch. Black and white.
- Box 1, Item 3            Treasury Savings Certificates, circa 1914-1918  
[Image\(s\)](#)  
"Be a Thrift Citizen Save and Invest in Treasury Savings Certificates Ask Any Bank. They shall beat their swords into plowshares." Image of a smith beating swords with a hammer. Black and white.
- Box 1, Item 4            American Red Cross, circa 1918-1919  
[Image\(s\)](#)  
"Do not stop working because the war is over. American Red Cross. We need 20,000 Refugee Garments and 10,000 Knitted Refugee Garments A MONTH for 3 MONTHS! Direct shipments are made directly to the Famine Belt of Europe. We need the help of every women in New York in order to meet our responsibilities. WILL YOU HELP? Further information may be obtained at your nearest Auxiliary or at the Auxiliary Department, New York County Chapter, 389 Fifth Avenue." Cross is colored red.
- Box 1, Item 5            Victory Special, August 30, circa 1918-1919  
[Image\(s\)](#)  
"Victory Special Lectures-Demonstrations-Exhibits State Service in Home Economics D. & H. R.R. Station North Creek August 30 Demonstrations at 2 o'clock EVERYBODY WELCOME." Purple letters on transparent foreground.
- Box 1, Item 6            Man the Ships! The Merchant Marine, circa 1914-1918  
[Image\(s\)](#)  
"Man the Ships! The Merchant Marine Needs Men from 21 to 30 As Sailors, Firemen and Cooks. Good Jobs at Good Pay MILITARY EXEMPTION Apply to Official Enrolling Station of United States Shipping Board AT ANY REXALL STORE." Black and white.
- Box 1, Item 7            Sign the Food Pledge Card, circa 1914-1925  
[Image\(s\)](#)  
"B.3. Sign the Food Pledge Card Before Another Day Goes By." Metal slide with letters stamped out.
- Box 1, Item 8            Learn to Substitute, circa 1914-1925

[Image\(s\)](#)

"A - 5 LEARN TO SUBSTITUTE FISH is a good food. Eat it instead of Meat. CORN is a good food. Use it instead of Wheat." Black letters on transparent foreground.

Box 1, Item 9

There are four great problems, circa 1914-1918

[Image\(s\)](#)

"A - 4 There are four great problems. FOOD - men - money - ships if we fail in one we shall have lost the war. BUT We shall win with YOUR help." Black letters on transparent foreground.

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## Series 2: Advertisements, 1914-1925

- Box 1, Item 10      Milk Fund Fight Pictures, 1925 May 30  
[Image\(s\)](#)  
"Exclusive Milk Fund Fight Pictures Direct from the Yankee Stadium Mike McTigue vs Paul Berlenbach Jack Delaney vs. Tony Marullo Jack Burke vs Jimmy Slattery Pictures taken from RINGSIDE SEATS." Image of Paul Berlenbach on left and image of Mike McTigue on right. Colored red, yellow, black and white.
- Box 1, Item 11      Armor Plate Stockings, circa 1914-1925  
[Image\(s\)](#)  
"Let them play in ARMOR PLATE STOCKINGS knit to size and shape and knit to wear FOR SALE BY Geo. H. Adams 5-10-25 (cents symbol) store." Colored image of children playing in snow and on top of snowball.
- Box 1, Item 12      The Royal Tailors, circa 1914-1919  
[Image\(s\)](#)  
"Our boys will take the Kaiser's mea-sure pretty soon. But we'll take your measure for a Royal Tailored To Order Spring Suit right now. The Royal Tailors Chicago - New York T.J. Eldridge Store Authorized Resident Dealer." Image of Kaiser Wilhelm on a pedestal with doughboys taking his measurements for a suit with bottom inscription "'Taking His Measure' - for the Clothes of Democracy". Colored red, yellow, orange.
- Box 1, Item 13      Elastica Floor Finish, circa 1914-1925  
[Image\(s\)](#)  
"Elastica Trade Mark Floor Finish. "Stands the Rocks" and the knocks to which floors are subject. TRY IT YOURSELF. Sells Elastica" Boy riding wooden rocking horse. Colored in red, yellow, brown.
- Box 1, Item 14      Warren County Fair, 1925-08-11-14  
[Image\(s\)](#)  
"Forward! March! to the WARREN COUNTY FAIR Warrensburgh, N.Y. Aug. 11-12-13-14, 1925 U.S. Slide Co. Union Made Kansas City, MO." Image of young boy in khakis with rifle on shoulder and smiling sun. Colored with yellow, red, blue, green, and brown.
- Box 1, Item 15      Munsing Union Suits, circa 1914-1925  
[Image\(s\)](#)  
"Don't say Underwear - say MUNSINGWEAR More than Six Million Garments sold annually Please and Satisfy Everybody Munsing Union Suits All sizes All Styles For All Ages Munsing Union Suits." Three images of woman and child in full body underwear. Colored in red, yellow, pink, brown, and white.
- Box 1, Item 16      Dr. Pierce's Invalids' Hotel, circa 1914-1925  
[Image\(s\)](#)  
"Dr. Pierce's Invalids' Hotel Buffalo, N.Y. *For the treatment of all chronic ailments* Write for free booklet." Image of hotel. Colored in red and blue.

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## Series 3: Miscellaneous, Undated

Box 1, Item 17

Lady Godiva Saves the People of Gotham, Undated

[Image\(s\)](#)

"COMING! Lady Godiva Saves the People of Gotham A Parfumerie ED. PINUAD Cartoon." Image of family sleeping in two beds on left and right with four identical men hanging in between. Cartoon. Black and white.

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