



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Crown Central Petroleum Advertising Collection

NMAH.AC.1398

NMAH Staff

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Table of Contents

Collection Overview	1
Administrative Information	1
Arrangement.....	2
Scope and Contents.....	2
Biographical / Historical.....	1
Names and Subjects	2

Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Crown Central Petroleum Advertising Collection
Identifier:	NMAH.AC.1398
Date:	1949 - 1996
Extent:	0.66 Cubic feet
Creator:	Crown Central Petroleum Corporation
Language:	English .

Administrative Information

Acquisition Information

Collection donated by Crown Central Petroleum. 2016

Processing Information

Collection is unprocessed.

Preferred Citation

Crown Central Petroleum Advertising Collection, ca.1949-1996, Archives Center, National Museum of American History.

Restrictions

Collection is open for research.

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.

Biographical / Historical

The oil company Crown Central Petroleum developed its Governor's Highway Safety Program in the late 1940s.

Scope and Contents

The collection includes advertising materials for Crown Central's credit card and credit check programs, for gifts (cameras, kitchenware) offered by its service station to repeat customers; a set of posters and a design drawing for them, exhorting drivers to drive safely, featuring images of governors of states, President Dwight Eisenhower, FBI Director J. Edgar Hoover, and others; and a 1955 letter to Eisenhower requesting that he appear on one of the posters.

Arrangement

Collection is arranged into one series.

Names and Subject Terms

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

Subjects:

- Advertising history -- 1950-2000
- Credit
- Credit cards
- Gasoline
- Marketing
- Marketing -- 1950-2000
- Petroleum industry and trade
- Service stations
- advertising

Types of Materials:

- Advertisements -- 1950-2000
- Design drawings -- 1950-2000
- Letters (correspondence) -- 1950-2000
- Point-of-purchase displays -- 1950-2000
- Posters -- 1950-2000

Names:

- Eisenhower, Dwight D. (Dwight David), 1890-1969
- Hoover, J. Edgar (John Edgar), 1895-1972