



Smithsonian

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

## Crown Central Petroleum Advertising Collection

NMAH.AC.1398

NMAH Staff

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Crown Central Petroleum Advertising Collection
<b>Date:</b>	1949 - 1996
<b>Identifier:</b>	NMAH.AC.1398
<b>Creator:</b>	Crown Central Petroleum Corporation (Creator)
<b>Extent:</b>	0.66 Cubic feet (1 box, 1 map folder)
<b>Language:</b>	English .

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## 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.

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## Biographical / Historical

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

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## 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.

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## Arrangement

Collection is arranged into one series.

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## 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

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## Container Listing

Box 1	Crown Central Petroleum advertising materials
Map-folder 1	Oversize materials