Crown Central Petroleum Advertising Collection

NMAH.AC.1398
NMAH Staff
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collection Overview</td>
<td>1</td>
</tr>
<tr>
<td>Administrative Information</td>
<td>1</td>
</tr>
<tr>
<td>Arrangement</td>
<td>2</td>
</tr>
<tr>
<td>Scope and Contents</td>
<td>2</td>
</tr>
<tr>
<td>Biographical / Historical</td>
<td>1</td>
</tr>
<tr>
<td>Names and Subjects</td>
<td>2</td>
</tr>
</tbody>
</table>
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
Collection is in English.

Administrative Information

Acquisition Information

Processing Information
Collection is unprocessed.

Preferred Citation

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