



Smithsonian

National Museum of American History Kenneth E. Behring Center

Cadillac Salesmen's Books and
Automobile Trade Literature Collection

NMAH.AC.1401

NMAH Staff

Archives Center, National Museum of American History
P.O. Box 37012
Suite 1100, MRC 601
Washington, D.C. 20013-7012
Business Number: Phone: 202-633-3270
Fax Number: Fax: 202-786-2453
archivescenter@si.edu
<https://americanhistory.si.edu/archives>

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Cadillac Salesmen's Books and Automobile Trade Literature Collection
Date:	1920s-1986
Identifier:	NMAH.AC.1401
Creator:	Anderson, John R. (Collector)
Extent:	2 Cubic feet (5 boxes, 1 map-folder)
Language:	English .
Summary:	Collection consists of Cadillac salesmen's data books and automobile advertisements.

Administrative Information

Acquisition Information

Collection donated by John R. Anderson, 2016.

Preferred Citation

Cadillac Salesmen's Books and Automobile Trade Literature Collection, ca. 1920s-1986, Archives Center, National Museum of American History.

Restrictions

Collection is open for research but is stored off-site and special arrangements must be made to work with it. Contact the Archives Center for information at archivescenter@si.edu or 202-633-3270.

Conditions Governing Use

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Scope and Contents

The collection contains guidebooks issued to Cadillac salesmen containing images of vehicles, and data on the specifications, options and features of the vehicles. Many of the books contain upholstery samples from which buyers could choose. Also included are color print advertisements for luxury vehicles, including Cadillac, Packard, Willys-Knight, Nash, Chrysler, and Hupmobile; and advertising booklets for consumers extolling the features of the new models of Lincoln and Lincoln Mercury vehicles, 1956-1986;

Arrangement

Collection is arranged into two series.

Series 1: Cadillac salesmen's books, 1963-1978

Series 2: Automobile trade literature, 1920s-1986.

Names and Subject Terms

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

Subjects:

- Advertising, magazine -- 20th century
- Automobile industry and trade
- Automobiles -- 1920-1990
- Upholstery

Types of Materials:

- Advertising
- Guidebooks
- Handbooks
- Illustrations
- Manuals
- Samples
- Scrapbooks -- 20th century

Names:

- Cadillac Motor Car Company
- Chrysler Corporation
- Hupp Motor Company
- Nash Motors Company
- Packard Motor Car Company

Container Listing

Series 1: Cadillac Salesmen's Books, 1963-1978

Box 1, Box 1	Cadillac Data Book, 1963
Box 1, Box 2	Cadillac Data Book (binder only), 1963
Box 1, Box 3	Cadillac Data Book, 1966
Box 1, Box 4	Cadillac Data Book (binder only), 1966
Box 1, Box 5	Cadillac Data Book, 1968
Box 1, Box 6	Cadillac Data Book, 1970
Box 2, Folder 1	Cadillac Data Book, 1971
Box 2, Folder 2	Cadillac Data Book, 1972
Box 2, Folder 3	Cadillac Data Book, 1975
Box 3, Folder 1	Color and Upholstery Selections, 1968
Box 3, Folder 2	Color and Upholstery Selections, 1970
Box 3, Folder 3	Color and Upholstery Selections, 1971
Box 3, Folder 4	Color and Upholstery Selections, 1972
Box 3, Folder 5	A Generation Ahead, The 1977 Cadillac, 1977
Box 4, Folder 1	Cadillac Salesman's Merchandising Guide, 1973
Box 4, Folder 2	Cadillac Salesman's Merchandising Guide, 1977
Box 4, Folder 3	Cadillac Salesman's Merchandising Guide, 1978

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Series 2: Advertisements, 1925-1986

Box 5, Folder 1	Autocar trucks, 1937
Box 5, Folder 2	Buick, 1941
Box 5, Folder 3	Bugatti, 1929-1939
Box 5, Folder 4; Map-folder 1	Cadillac, 1927, 1960s
Box 5, Folder 5	Chevrolet, 1938
Box 5, Folder 6	Chrysler, [1920s-1930s]
Box 5, Folder 7	Desoto, 1937
Box 5, Folder 8	Ford tunderbird, 1956
Box 5, Folder 8	Ford V-8 trucks, 1937
Box 5, Folder 9	Greyhound Limited, 1925
Box 5, Folder 10	Hupmobile, 1920s
Box 5, Folder 11; Map-folder 1	Lincoln, 1920s-1950s Notes: Includes a Lincoln Motor Reference Book, 1940.
Box 5, Folder 12	Mercury Sable, 1986
Box 5, Folder 13	Nash, 1920s-1930s
Box 5, Folder 14	Oldsmobile (hydramatic drive), 1940s
Box 5, Folder 15	Packard, 1920s-1930s
Box 5, Folder 16	Plymouth, 1927, 1930s
Box 5, Folder 17	Willys-Knight, 1920s

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