



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Cadillac Salesmen's Books and Automobile Trade Literature Collection

NMAH.AC.1401

NMAH Staff

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Cadillac Salesmen's Books and Automobile Trade Literature Collection
Identifier:	NMAH.AC.1401
Date:	1920s-1986
Extent:	2 Cubic feet (2 boxes)
Creator:	Anderson, John R.
Language:	English
	Collection is in English.

Administrative Information

Acquisition Information

Collection donated by John R. Anderson.

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.

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.

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 1963, 1966, 1968, and 1970-1978 vehicles. Many of the books contain upholstery samples from which buyers could choose. Also: 1920s print advertisements for luxury vehicles, including Cadillac, Packard, Willys-Knight, Nash, Chrysler, and Hupmobile; advertising booklets for consumers extolling the features of the new models of Lincoln and Lincoln Mercury vehicles, 1956-1986; a scrapbook of print advertisements for various automobiles, 1920s-1960s; and one owner's manual, 1940, for Lincoln's Zephyr and Continental models.

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