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
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Scope and Contents
The collection contains guidebooks issued to Cadillac salesmen containing images of vehicles, and data
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

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