OVERVIEW

Title: Warshaw Collection of Business Americana: Business Ephemera: Advertising Industry

Extent and Forms of Material: 3 cubic feet

Scope and Content: This subject category - Advertising Industry consists primarily of printed advertisements, cut books, correspondence on letterhead, bills and receipts, pamphlets, booklets, notices, articles, stock cuts, illustrations for advertisers, periodicals, registers, directories, streetcar advertisements, price lists for advertising space in newspapers, and books. Most of the material is from advertisers and advertising agencies. The bulk of the material dates from the latter part of the nineteenth century and early part of the twentieth century with materials created both in the United States and in foreign countries.

There is a significant amount of material from companies that manufactured and sold supplies for advertising agencies. Such supplies include signs, bill posters, printing plates, and advertising cards. A large majority of these companies supplied businesses with advertising cuts used for folders, inserts, blotters, envelopes, booklets, programs, labels, bags, calendars, letterhead, and newspaper and magazine advertisements. Such cuts could be ordered by selecting the number and requesting one or two colors.

Other businesses offered services for companies wishing to advertise. These services include instructions for writing advertisements, facilities for producing copies, designs, engraving, and printing, along with the production and maintenance of the work supplied.

There are a number of items, primarily receipts and correspondence on letterhead, from organizations for the advertising industry. Such organizations include the Advertising Federation of America, American Press Association, Associated Advertising Clubs of America, Outdoor Advertising Association, Old National Distributing Association, Association of National Advertisers, and the American Association of Advertising Agencies.

Among the publications in the materials are directories, registers, and supplements for advertisers. These materials date from 1913-1948 and include information such as listings of national and local advertising agencies, with their branches, personnel, recognition and memberships in organizations, and a listing of their accounts. There are also a number of publications which discuss the general history of advertising. The bulk of the publications, however, are periodicals that relate to the advertising industry and date from 1866-1940.

Series 1, Directories and Registers, 1913-1948, includes bound directories and registers of advertisers, and includes listings of personnel, memberships and recognitions, and a listing of major accounts for each advertiser.

For additional information, contact the Archives Center at archivescenter@si.edu or 202-633-3270
Series 2, Advertisers and Advertising Agencies, 1866-1950, are in box two, three, and four are from advertising agencies and are organized alphabetically by name of company.

Series 3, Publications, 1866-1950, includes periodicals relating to the advertising trade are in boxes five and six and are arranged alphabetically by name and date.

Series 4, Manufacturers and Distributors of Supplies for advertisers, dates, are included in box seven and contains materials from companies that manufactured and distributed supplies for advertising agencies. These materials are also organized by name of company.

Series 5, General, dates, are arranged by type of material which include stock cuts, cards, instruction material, correspondence, bills and receipts, etc.

Series 6, General Advertisements: circa 1743-1900, General advertisements, especially early newspaper ads and ads from miscellaneous directories are included in box eight and date from ca. 1743-1900. Most of these do not include graphics. The advertisements that do have images used stock cuts available to any advertiser

Box nine is mostly related articles, pamphlets, and books on advertising, but also includes information on retailing publicity, printing, and engraving.

**System of Arrangement:** The arrangement scheme for Isadore Warshaw’s aggregation of advertising industry materials has been created by the Archives Center. It is arranged in six series. The six series are:

- Series 1, Directories and Registers, 1913-1948
- Series 2, Advertisers and Advertising Agencies, dates
- Series 3, Publications, 1866-1950
- Series 4, Manufacturers and Distributors of Supplies for Advertisers, dates
- Series 5, General, dates
- Series 6, General Advertisements: circa 1743-1900

**CONTAINER LISTING**
<table>
<thead>
<tr>
<th>Box</th>
<th>Folder</th>
<th>Series 1: Advertisers and Advertising Agencies</th>
</tr>
</thead>
</table>
| 1   | 4      | Donnelly Advertising  
|     |        | Chicago, IL  
|     |        | Lester, George S.  
|     |        | New Haven, CT  
|     |        | New York City Car Advertising Company  
|     |        | New York, NY  
|     |        | Rowell, G.P. & Company  
|     |        | New York, NY  
| 77  | 3      | Transit Advertising Association  
|     |        | New York, New York  
|     |        | Beech Nut Gum  
|     |        | Dr. Lyon’s Tooth Powder  
|     |        | Florida Grapefruit  
|     |        | Florida Oranges  
|     |        | Forhan’s (Toothpaste)  
|     |        | Geismann’s Grocery  
|     |        | Gillette Thin Blades  
|     |        | Kolynos Toothpaste  
| 4   |        | Transit Advertising Association  
|     |        | Office of Energy Conservation  
|     |        | Palmolive  
|     |        | Sloan’s Ointment  
|     |        | Two in One Shoe Polish  
|     |        | Forest Service, US Department of Agriculture  
|     |        | US Marines  

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<table>
<thead>
<tr>
<th>Box</th>
<th>Folder</th>
<th>Organization</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>5</td>
<td>F.O.B. Factory</td>
<td>Michigan</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Stein, A. and Company</td>
<td>Chicago, IL</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Visual Panographics</td>
<td>New York, NY</td>
</tr>
<tr>
<td>77</td>
<td>5</td>
<td>Bacoline</td>
<td>Company and location unknown</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ritepoint</td>
<td>Company and location unknown</td>
</tr>
<tr>
<td>77</td>
<td>5</td>
<td>Merchant’s Addressing Company</td>
<td>New York, New York</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Weber, Martin J.</td>
<td>Photomechanical Reproductions</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Location unknown</td>
</tr>
</tbody>
</table>