OVERVIEW OF THE COLLECTION

Title: Alan and Elaine Levitt Collection

Collection Date(s): 1920s-1960s

Extent and Forms of Material: 3 cubic feet, including photographs (5 boxes, 3 oversize folders)

Creator: Alan Levitt

Abstract: Advertising materials relating to pharmaceutical and other supplies as part of the stock of retail pharmacies from 1920 to the early 1960s, mostly advertisements for cigars, cigarettes, Coca-Cola, Kodak, veterinary supplies, and patent medicines.


Collection Number: AC0303


INFORMATION FOR USERS OF THE COLLECTION

Conditions Governing Access: The collection is open for research use.

Physical Access: Researchers must handle unprotected photographs with gloves.

Conditions Governing Reproduction and Use: Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Reproduction permission from Archives Center: reproduction fees may apply. All duplication requests must be reviewed and approved by Archives Center staff.

Preferred Citation: Title and date of item, Alan and Elaine Levitt Collection, 1920-early 1960s, Archives Center, National Museum of American History, Smithsonian Institution, box number X, folder number XX, digital file number XXXXXXXX

IN-DEPTH INFORMATION ABOUT THE COLLECTION

Administrative/Biographical History: Alan Levitt, who owned and operated a pharmacy in Sherman (Chautauqua County), New York, and his wife Elaine, gave to the NMAH a number of pharmaceutically related objects and a collection of archival graphic materials, primarily advertising in nature. The pharmacy from which the materials came was known as Sherman Pharmacy and was located at 105 West Main Street, Sherman, New York. It had been opened by James Tuft on May 9, 1895. The Levitts’ decision to sell and leave Sherman was made in 1983 after about ten years of operating the store. The correspondence with respect to making the gift to the Smithsonian indicates the move was related to a desire to be part of the Jewish culture in a larger community than Sherman, which has no synagogue, for example. The Levitts had one small child and a second was on the way.

By early January 1986, the Levitts had sold the pharmacy and had bought a house at 2551 East 26th

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
Street, Brooklyn, New York, 11235. Mr. Levitt was employed as a pharmacist in a state institution in Manhattan.

**System of Arrangement:** The collection is arranged into two series.

**Series 1, Organizational Files, 1922-1995**
Subseries 1, Administration, 1923-1994
Subseries 2, Affiliates and Offices, 1922-1964

**Series 2, Subject Files, 1851-1990**

**Scope and Content:** The collection consists primarily of advertising materials related to pharmaceutical and other supplies part of the stock of retail pharmacies during the period from the 1920s to the 1960s. Much of it was in the store when the Levitts purchased the Sherman Pharmacy.

The majority is advertisements for such items as cigars, cigarettes, Coca-Cola, Kodak products, veterinary supplies, and patent medicines. There are a few photographs of local (Sherman) interest and a few booklets and pamphlets, including a high school yearbook.

The material is in excellent condition. It has been left in the boxes and folders in which it was received from the Division of Medical Sciences.

**Acquisition Information:** The materials were given by the Levitts and received by the Division of Medical Sciences in September 1984. Final transfer of the archival material to Archives Center occurred on April 29, 1988.

**Custodial History:** Use only as needed. Custodial history should reflect as accurately as possible the chain of custody. The Museum’s formal name and divisions within the Museum have experienced name changes over time. These name changes should be noted. For example: Transferred to the Archives Center from the Division of Work and Industry, 1995; or Collection transferred from the Division of Cultural History, now known as the Division of Music, Sports and Entertainment in 2009.

**Related Archival Materials:** Use only as needed for materials “that are closely related to the materials being described by provenance, sphere of activity, or subject matter….” For example: “Collections of Cass Gilbert's personal papers and records of his business firm are located in a number of archival repositories. A partial list of these locations is in the Archives Center control file for this collection.”

**Related Artifacts:** Use only as needed. For example: The Division of Music, Sports, and Entertainment holds artifacts related to this collection including a prototype snowboard and a handheld outrigger used for balance and maneuvering. See Accession #: 2007.3245. **Get the accession number from the appropriate division.**

**Access Points:**

**Subject/Name:**
Sherman Pharmacy (Sherman, N.Y.)
Eastman Kodak Company

**Subject/Topical:**
Patent Medicine

*For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270*
Advertising – History – 1920-1970
Cigarettes – Advertising – 1920-1970
Cigars
Advertising – Photography – Apparatus and supplies – 1920-1970
Pharmacology – 1920-1970
Pharmaceutical industry – 1920-1970
Pharmacists – 1920-1970
Photography – Apparatus and supplies
Cigarettes – Advertising – 1920-1970
Veterinary supplies industry – 1920-1970
Drugstores

**Geographic:**
Chautauqua County (N.Y.) – 1920-1970

**Form/Genre:**
Business records – 20th century
Advertisements
Booklets – 1920-1970

**Container List**

**BOX**

**Series 1: Cigars**

1. Cigars, San Felice, 64 High Grade (2 specimens)
   Cardboard triangle fold with logo; paper hinges
   29.9 x 25.2

3. Cigar, one mailing box containing the following items:
   - America's Standard, manilla envelope on cardboard with 5 cutout figures
   - After the Game, 64 applied tag; golfer in green checked knicker suit and red cap and socks; easel; 35 x 18.6
   - My Party's Always a Success with El Verso Cigars, four men; easel; 35 x 27.5
   - Now We Can Talk Freely, San Felice Cigar, applied 64 tag; two men seated; easel; 27.9 x 24.2
   - Happy Birthday Daddy, applied 64 tag; child and father; easel; 35 x 23.8
   - John, Don't Forget Your San Felice Cigars, applied 64 tag; man and woman; easel; 34.5 x 23.5

   Cigar, El Verso
   "All to the good with my El Verso Cigar"
   Gentlemen in frock coat with top hat observes himself in mirror; easel
   36.2 x 22.6

*For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270*
Cigars, San Felice 64 (2 specimens) straight
Round red applied 64 tag; paper over cardboard box replica with opened lid. 33.2 x 22.6

Cigars, San Felice (2 specimens)
Smoke San Felice Cigars and Be Contented; in envelope with cardboard; cardboard with fat MCP fabric cap and trousers 38.2 x 30

Cigars, El Verso & San Felice
Instructions for sign & cigar display
35.5 x 28

BOX

4 Cigars, San Felice, Now 64 (3 specimens)
Cardboard form; blue with red border; orange and white print; red string hanger 13.5 x 11.3

Cigars, San Felice, 64 straight (2 specimens)
"America's Standard"; cardboard with paper; blue background, eagle with logo; brown frame; gold and red print; red string hanger 23.6 x 16.8

Cigars, San Felice (2 specimens)
Cardboard with applied 64 tag; 2 tones of blue with gold and black; white print; white string hanger; easel: "For Gentlemen of Good Taste" 33 x 20.6

Cinco Londres (5 specimens)
Cardboard replica of cigar box; easel; white string hanger 5 signs in a box. 28.7 x 18.7 x 1 (box)/31.6 x 17.3 (signs)

Cigar, Eisenlohr Cinco
Sheet tin over cardboard 28.4 x 18.2

Cigar, San Felice, 54 (2 specimens)
Instructions for sign & cigar display 17.6 x 15.4

Cigars, San Felice, 64 straight
Black satin finish on metal over cardboard; man in a chair dreaming of a woman; paper price tag; black string hanger 33.7 x 23.2

Cigar, San Felice, 64
"Yes, Sir!": yellow colored metal on cardboard; red print; red hanging string 33.9 x 11.1

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
Cigar, San Felice
San Felice Cigars for Gentlemen of Good Taste; gold tone metal over cardboard; easel and hanging string; eagle on front
23.5 x 16

5 Cigar, San Felice, 64 straight
Woman in straw hat; red background
56.5 x 41.5

Cigars, San Felice
Price increase to 64 sign; orange and brown; easel; brown string hanger
50.4 x 36.6
Box

5  Cigars, El Verso & San Felice
   Trifold with cutout cameo and insert
   116 x 79.5

6  Cigars, San Felice, 2 hands of male without thumb
   The Deisel-Weuimer Co. (makers); Lima, OH
   51.5 x 53.2

Series 2: Cigarettes

2  Viceroy Opened/Closed Sign
   Viceroy hours posted sign

3  Cigarette Carton Sleeves (unused):
   Kool, Season's Greetings (2 spec)  27.8 x 12.4
   Old Gold, Season's Greetings (2 spec)  27.7 x 12.4
   Old Gold, Father's Day  27.8 x 12.4
   Winston, Father's Day (2 spec)  27.9 x 13.7
   Salem, Father's Day  27.9 x 13.8
   Fatima, Season's Greetings  27.6 x 13.8
   Raleigh, Season's Greetings (blue)  27.8 x 12.4
   Raleigh, Season's Greetings (red)  27.7 x 12.3
   Lucky Strike, Season's Greetings  27.5 x 12.3
   Camels, Father's Day (red)  28 x 12.3
   Camel Father's Day (brown)  27.6 x 12.1
   Camel, Merry Christmas (3 spec)  28 x 12.3
   Phillip Morris, Greetings to Father  27.4 x 12.5
   Prince Albert, Greetings to Father; tin wrap  43.3 x 9.2

Cigarette Cartons (unused & empty):
   Chesterfield for Christmas (2 spec)  42.6 x 12.5
   Chesterfield on the Tree  42.4 x 1.4
   Chesterfield King  41.3 x 13.8
   Chesterfield Happy Birthday with Godfrey,
   Crosby & Como (4 spec)  42.6 x 12.4
   L&M King Seasons Greeting  41.4 x 13.8

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
Series 3: Coca-Cola

Folder

1  Coca-Cola, Extra Bright Refreshment
   Birds on a birch log, coke glass in the center; on cardboard
   99 x 05.7

   Coca-Cola Drink (State Trees), Ribbon Design, White Pine on far left, white oak
   on right, red diamond Coca-Cola Logo
   109.5 x 29.5

   Coca-Cola Drink (State Trees), Ribbon Design, Dogwood on far left, Pinon on right,
   red diamond Coca-Cola Logo
   109.5 x 29.5

Box

6  Coca-Cola, Can You Name Yours?
   Birch log with birds; coke glass to left; cardboard
   68.6 x 32.4

   Coca-Cola, Drink Coca-Cola
   Cardboard; white bird house with red roof; coke glass to left of house
   28.3 x 31.7

   Coca-Cola, Drink Coca-Cola--Know Your State Trees
   Diamond shaped center piece picture of girl; fold-out; on cardboard;
   51.5 x 66

   Coca-Cola, For That Refreshing New Feeling
   State trees on diamond shapes; coke glass to right on fold-out cardboard
   37.8 x 51.2

   Coca-Cola, For That Refreshing New Feeling
   State trees on diamond shapes; coke glass to left on fold-out cardboard
   38.4 x 48.5

   Coca-Cola, 48 State Birds
   Birch log with birds; coke glass to right; cardboard
   70.8 x 31.8

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
Series 4: Advertisements for Enlargements

Box

2 Great Enlargements
   Sign with easel; psychedelic arrow; girl in red sweater
   43.3 x 34.4

4 Frame, "Get a New Diamond Enlargement with Frame"
   Gold toned wooden frame with colored photo of a young woman; mounted
diagonally on a pale blue panel of cardboard; black and red print; easel
   25.3 x 20.1 x 1.2

Snapshots, "Your Snapshots Enlarged"
   Greene Art Studios, PO Box 40, Madison Sq. Station, New York, NY
   Gold toned wooden frame with colored photo of mother and child; white
cardboard adv. flap; black and red print; easel 27.7 x 14.1 x 1.4

Snapshots, "Your Snapshots Enlarged"
   Greene Art Studios, PO Box 40, Madison Sq. Station, New York, NY
   Gold toned wooden frame with colored photo of young girl in the grass;
   white cardboard adv. flap; black and red print; easel
   27.5 x 14.6 x 1.5

Series 4A: Kodak

Folder

1 Envelope, marked 1968, containing 2 items:
   - 1 folded cardboard sign with attached easel; Kodak film girl with
     long pigtail wearing bathing suit and gold hat, sitting on stool;
     sandpipers on beach, A6-129, 98.4 x 68.7
   - 1 cardboard sign with attached easel, advertising Kodak Instamatic
     cameras, A6-129, 43 x 35.5

Box

2 Kodak envelope, 1964 Fall contains following 13 items:
   Get Kodak Film Here, paper                                  25.5 x 58.5
   Color Deserves Kodak Film, paper                           30.5 x 61.3
   Fun Deserves Kodak Film, paper                             30.5 x 61.2
   Good Times Deserve Kodak Film, paper                       30.5 x 61.1
   Kodacolor color neg. film box replica C-620               21.2 x 54.3
   Kodak Verichrome pan box replica                           29.0 x 59.5
   Ektachrome-X cartridge color film box replica              59.8 x 29.1
   Kodacolor-X color neg. box replica CX 127               54.2 x 21.2
   Kodak Verichrome pan cartridge box replica b&w VP127     54.2 x 21.2

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
Fall pictures paper on cardboard display sign, orange and red 1-fold easel 75.8 x 50.2
Box 2
Photo attachment for sign, girl with leaf 38 x 35
The Amazing Kodak Instamatic camera, paper 17.8 x 38.1
Instruction for display assembly, 1964 Fall, paper 21.5 x 35.5

Kodak, 1972 Winter Distributor Display Package All-15
1 mobile; 2 stick-up dangles; 1 rectangular sign (36 x 15.2); 2
signs (14 x 14); 2 instruction sheets

Kodak, Ektachrome-K
Large replica of film carton; yellow cardboard with blue, black and yellow print 52.6 x 26

Kodak, New Kodak Cameras Here
Tulips; cardboard with easel 38.4 x 29.8

Kodak, Verichrome Pan
Large replica of film carton; yellow with red; black and yellow print 54.2 x 21.2

5 Kodak envelope, 1965 Summer Picture display containing the following 18 items:
Wherever you go 82 x 259
Eliptical globe with tabs & easel, cardboard 79.7 x 35.9
Instructions for assembling 35.5 x 21.7
Boy cutout insert, cardboard 40.5 x 14
Man & woman cutout insert, cardboard 49.4 x 30
3 picture cutout insert, men w/ fish, cardboard 75.5 x 22.4
3 picture cutout insert, girl on tractor, cardboard 75.4 x 22.9
See the new Kodak cameras, cardboard easel 40.8 x 30.8
Kodak Verichrome Pan box replica, cardboard VP127 54.2 x 21.2
Kodacolor-X color neg. box replica, cardboard CX127 54.2 x 21.2
Ektachrome-X cartridge for color slides replica, cardboard 59.9 x 29.2
Get Kodak Film Here, paper 50.9 x 19.1
See Kodak at the World's Fair, paper 58.8 x 38.4
Return Your Films to Us, paper 50.9 x 19.1
Picture America Best, paper 60.9 x 30.5
Emmet Kelly, Jr. with instamatic, paper 61.1 x 30.6
Take Vacation Pictures, paper 61.1 x 30.6
Take Travel Pictures, paper 61.1 x 30.6
Kodacolor x-color neg., cartridge

Kodak, Christmas display, in envelope containing 4 items:
1 "Give an enlargement", paper, 40.7 x 33
1 "Give a Kodak Instamatic", paper, 41 x 33
Sign, wreath, paper covered cardboard, holly with white bow (1-fold), 50 x 56
Kodak Instamatic cameras with easels and slits for wreath (2-fold),

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
sided star; mounted on cardboard; B&W 34.4 x 29.4

Photo, Old man with napkin stuck into waist band; B&W 9.2 x 7.8

Photo, Two old folks (man & wife?) before flower strewn wall paper; B&W 25.4 x 20.3

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
Series 6: Veterinary Supplies

Folder

3  Bickmore Gall Salve, box containing the following (15 items):
   - Bickmore Gall Salve (2 ea); single file of harnessed horses climbing
     mountain; blue background; sign with 2 attached easels on back;
     86.5 x 56
   - Bickmore Gall Salve; cut-out of harnessed horses (4 ea); 44.9 x 28.5
   - Bickmore Gall Salve; cut-out of harnessed horses (8 ea); 24.2 x 15.3
   - Promotional letter, Bickmore Gall Salve folds out to
     Bickmore Co. poster, "This Will Get You New Customers"
     Poster folded letter size for posting seal; no address
     26.7 x 11.8 (folded measurements)

   Walko Tablets, "Rely on Walko Tablets"
   Cardboard, baby with chicks on grass
   87 x 74.5

Box

1  Letter, advertising
   From Dr. David Roberts Veterinary Co.
   Yellow paper, dated Dec. 1, 1955
   27.8 x 21.5

   Postcard, prepaid
   Dairy Remedies Co., PO Box 45, Cedar Grove, NJ
   Check off order list of Flex-O Reliable Veterinary Products
   13.7 x 8.9

   Postcard, triple-fold, advertising
   Addressed to Sherman Pharmacy from H.W. Naylor Co., Morris, NY;
   advertising
   Dr. Naylor's Blu-Kote and Dr. Naylor's Linite
   9.6 x 16.5 (folded)

2  DuPont Marlate 50
   Just as it comes from the bag; on cardboard; rectangular shape; with red
   lettering on white paper; in mailing carton 51 x 41.5

3  Bag Balm
   Paper on cardboard with easel; white with green and black print; black
   cow  29.2 x 21.6

4  Hoof Softener
   Cardboard with easel; yellow and white paper; blue and black print
   29.2 x 21.5

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
Series 7: Patent Medicines

Folder

2 Pursin Tonic, mfr: McKesson & Robbins, Inc.
   Single-fold cardboard with easel (with mother, father, 2 children and phone) 26.7 x 77.2

Box

1 Blotter, advertising
   G.C. Hanford Mfg. Co., Syracuse, NY
   Hanford's Balsam of Myrrh and Hanford's Balmur Cream
   15.2 x 8.4

   Blotter, advertising (2 Spec.)
   Wampole's Preparation & Myrick & Hawley, Sherman, NY
   With signs of the zodiac
   15.7 x 9

   Blotter, advertising
   Wampole's Creo-Terpin Compound
   Myrick & Hawley, Pharm.; with service ribbons and decorations of US Navy & Marine Corps. 5.7 x 9

3 Vick's, Over 94 Million
   Plastic decal on masonite board
   39.1 x 30.5

   Willard Treatment for Stomach Distress
   Cardboard; rectangular; black on white; white print; easel
   45.6 x 16.6

4 Burt's Menthol Candy Cough Drops, 54
   Yellow cardboard with black; black and red design; black and yellow print; black string; front and back the same
   22.8 x 18.2

5 Unguentine, for Home First-Aid
   Picture of small girl crying and her hand being bandaged; picture on cardboard with easel
   61 x 45.5

   Bax-the Complete Vitamin Capsule
   Picture of woman welder; cardboard
   61.5 x 47

   Bax-the Complete Vitamin Capsule
   Picture of woman in red suit at counter; cardboard with easel

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
BOX

Series 8: Booklets and Pamphlets

1 Booklet: "Some Events in the History of Sherman", August 24, 25 & 26, 1923 15.3 x 23.5

Booklet: Art Collection of the Late Elbert H. Gray 21.0 x 29.0

Brochure: Yosemite, Peck-Judah Travel Bureaus 10.3 x 23.7

Central Chatter Senior Annual, 1938 Sherman Central High Black report folder with gold name and design 28 x 22.2 x 1.3

Booklet: Exhibit Sculpture - Painting - Drawing John Reed Club, Jan. 26 - Feb. 16 14.8 x 21.6

Booklet: "Hodgkin's Disease of the Lung", Sylvan E. Moolten, MD, 294 pp. Reprint from The American Journal of Cancer, June, 1934 17.5 x 25.7

Series 9 Price Lists

BOX

1 Envelope Blue, postmarked 7/6/1933; addressed to Myrick & Hawley, Sherman, NY from A.H. Pond Co., Inc., Syracuse, NY containing:
1 letter dated 7/6/1933
1 4-page price list for Tudor Plate dated 1/15/1932
1 single-page price list for Tudor Plate dated 5/16/1932
25.6 x 11.1 (envelope)

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
### Series 10: Miscellaneous

<table>
<thead>
<tr>
<th>Box</th>
<th>Description</th>
</tr>
</thead>
</table>
| 1   | Map: "Plattegrond Van Amsterdam", folded  
15.7 x 21.6  
Postcards of Salem, MA (6 specimens)  
14.0 x 9.0  
Pamphlet, 4-page  
Order of the Golden Seal; combination life, health & accident insurance;  
Roxbury, NY 16.6 x 13.9 |
|     |             |
| 2   | Pepsodent, "Brighten Your Smile," Bob Hope says "Buy 'em Here"; picture of Bob Hope on cardboard  
72 x 50.5  
Empire Stakes, New York Lottery  
Plastic sign woth blue and green script lettering  
60.9 x 5.6 |
|     |             |
| 1   | Stationary, 2 sheets  
Sherman Opera House and Amusement Co.  
27.4 x 21.4  
Card, Insurance Rates  
Yellow, the Order of the Golden Seal, Roxbury, NY  
14.1 x 7.8 |
|     |             |
| 2   | Prompt Processing Service  
Sign with easel; B&W and color, 1968  
43.2 x 35.4  
Pepsodent, "Glamour Begins with Pepsodent"  
Paper covered cardboard front and back; Wartime (WWII) sign  
42.5 x 30.2  
"Is Your Name on the Honor Roll?"  
Fourth Liberty Loan; white paper; blue and red print; tags on cover  
76.4 x 12.5 |
|     |             |
| 5   | Schrafft's, What More Can A Fellow Say? (2 specimens)  
47.9 x 20.  
Adams-Dentyne Chewing Gum  
Picture of man and woman sitting on blanket; car in background; print on paper |

*For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270*
For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
Separate:
Morse's Chocolates
Red enamel on white with black on sheet metal
103 x 35.7

Missing never received in Archives Center or lost:

The Dr. Hess Idea, Growing Stock for Profit
Cardboard sign with easel
105 x 76

Envelope, addressed to Sherman Home Store from Dr. Salsbury's Laboratories, Charles City, IA; containing:
1 letter dated August 20, 1964
1 dealer price list dated July 10, 1964
1 dealer price change notice effective Sept. 4, 1964
15.2 x 22.6 (envelope)

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270