

## OVERVIEW OF THE COLLECTION

**Title:** Whitman's Chocolates Collection

**Collection Date(s):** 1878-1954; undated

**Extent and Forms of Material:** 1 cubic foot, including photographs (2 boxes)

**Creator:** Stephen F. Whitman and Son, Incorporated

**Abstract:** Materials trace the evolution of product packaging and advertising of Whitman's Chocolates. It includes business records and photographs of early products and displays.

**Repository:** Archives Center, National Museum of American History, Smithsonian Institution, Washington, D.C. [archivescenter@si.edu](mailto:archivescenter@si.edu) 202-633-3270 [www.americanhistory.si.edu/archives](http://www.americanhistory.si.edu/archives)

**Collection Number:** AC0437

**Processing Note:** Processed by Stacy Y. Coates (intern), November, 1991; supervised by Vanessa Broussard Simmons, archivist.

## 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:** Whitman's Chocolates Collection, dates, 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:** From a small Philadelphia waterfront shop, known as a "confectionery and fruiterer shoppe," grew the longest continuously operating confectioner, Whitman's Chocolates. Stephen F. Whitman, the founder, wanted to create a boxed chocolate that could rival expensive imports in taste and quality. He got the idea from traveling sailors

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who often brought to the shop imported fruits, nuts and cocoa obtained during voyages. The sailors wanted the company to create confections similar to those in Europe. Whitman's produced the first pre-packaged candy in 1854. Shortly before the Civil War the company began advertising in newspapers. In 1877, Whitman's introduced Instantaneous Chocolates in tin boxes. The Whitman's Sampler was introduced in 1912 and used cellophane as part of the packaging. In 1946, Whitman's and General Electric created a refrigerated display case to store products at cooler temperatures and to extend the selling season.

With slogans like, "A Woman Never Forgets the Man Who Remembers," Whitman's became one of the first American businesses to promote nationally the romantic notion of gift giving. In the 1950s, Hollywood celebrities, including Elizabeth Taylor and Bob Hope, began appearing in the advertisements for Whitman's products. Whitman's Chocolates was purchased by Pet Incorporated in the early 1960s in an attempt to expand its food business. Pet Incorporated sold the Whitman's brand to Russell Stover Candies in 1993.

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

**Scope and Content:** The collection primarily documents the packaging and display of Whitman's Chocolates. There is a pen and ink sketch from a New York newspaper dated from 1878 which is an image of the Whitman exhibit in Paris, France. Also included are advertisements clipped from newspapers and magazines dated 1898 and 1934 as well as undated advertisements. A scrapbook labeled as Mr. Greenwood's advertising and merchandising portfolio consists primarily of photographs of window displays and products. The window displays are from stores across the United States, including Burlington, Vermont; Louisville, Kentucky; Wichita Falls, Texas; Oklahoma City, Oklahoma; Huntington, West Virginia; Chicago, Illinois; Burlingame, California; Beverly, Massachusetts; Mobile, Alabama; Philadelphia, Pennsylvania; Atlantic City, New Jersey and Albany, New York. There are some materials relating to Mother's Day, including a short paper on the history of the holiday which states that the first observance was in Philadelphia in 1908. In addition, there are candy wraps, point of purchase displays, correspondence and a Good Housekeeping Bureau of Foods Sanitation and Health certificate from 1932. A second scrapbook of correspondence, advertisements, order forms, newsletters, and newspaper clippings dates from 1950-1952. There is also a fact book dated 1954 and an undated product book. Lastly, there is an undated photograph of Stephen Whitman.

**Acquisition Information:** The collection was donated to the Archives Center by Whitman's Chocolates Division/Pet Incorporated in November 1991.

**Related Archival Materials:** Materials related to Stephen F. Whitman & Son are located in the Warsaw Collection of Business Americana.

**Related Artifacts:** The Division of Home and Community holds artifacts related to this collection, including packaging for some of its products. See Accession #1992.0017.

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**Access Points:**

**Subject/Topical:**

Chocolate industry -- History-- United States

Chocolates -- History

Advertising -- Confectionery

Advertising -- Food

Chocolate processing

**Form/Genre:**

Photographs -- 20<sup>th</sup> century

Business records -- 20<sup>th</sup> century

**CONTAINER LISTING**

<u>Box</u>	<u>Folder</u>	
2	1	Pen and ink sketch, New York newspaper, 1878
1	1	Advertisements, 1898, 1934; undated
2	2	Scrapbook, 1932-1934
1	2	Scrapbook, 1950-1952
1	3	Fact book, 1954
1	4	Photograph of Stephen F. Whitman, undated
1	5	Product book, undated