

**RC.50**  
**GENERAL ADVERTISEMENT COLLECTION**

This collection contains advertising tear sheets, advertising proof sheets, and advertisements clipped from periodicals on all subjects except automotive vehicles (see Accession 64.167.19 for Ford Motor Co. automotive advertisements and Accession 657 for non-Ford automotive advertisements). The material is arranged alphabetically by Library of Congress subject headings.

General advertisements are arranged by subject headings using the department's Subject Authority for Visual Materials based on Library of Congress subject headings.

**SUBJECT INVENTORY**

**BOX 1 (oversize legal box)**

ADVERTISING AGENCIES See also Size C box listing at end of inventory  
AIR BRAKES  
AIR FRESHENERS  
AIRLINES  
AIRPLANE ENGINES  
AIRPLANE EQUIPMENT  
AIRPLANES  
ALCOHOLIC BEVERAGES See also Size C box listing at end of inventory  
ALMANACS  
ANTI-FREEZE SOLUTIONS  
ANTISEPTICS  
Automobiles See #19 (Ford, Lincoln , Mercury auto ads) and #657 (Non-FMC auto ads)  
AUTOMOBILES--BODIES  
AUTOMOBILES--CLEANING COMPOUNDS  
AUTOMOBILES--EXHIBITIONS--1920-1929  
AUTOMOBILES--MAINTENANCE AND REPAIR  
AUTOMOBILES--MOTORS--OIL FILTERS  
AUTOMOBILES--MOTORS--CARBURETORS  
AUTOMOBILES--MOTORS--PISTONS AND PISTON RINGS  
AUTOMOBILES--SPARK PLUGS  
AUTOMOBILES--TIRES  
AUTOMOBILES--TRANSMISSION DEVICES  
AUTOMOBILES, RENTAL  
BAKED PRODUCTS  
BAKING  
BANKS AND BANKING See also Size C box listing at end of inventory  
BELTS AND BELTING  
BEVERAGES  
BICYCLES AND TRICYCLES  
BICYCLES AND TRICYCLES--TIRES  
BLACKSMITHS AND BLACKSMITHING  
BOAT TRAILERS  
BOILERS  
BOOKS  
BOOKBINDERS AND BOOKBINDING  
BOOTS AND SHOES  
BUILDING MATERIALS

**Box 1 (oversize legal box) (cont'd)**

BUS LINES  
BUSINESS CONSULTANTS See also Size C box listing at end of inventory  
BUSINESS ESTABLISHMENTS AND STORES See also Size C box listing at end of inventory  
CABLES  
CAMPING  
CANDY  
CANS  
CARRIAGES AND COACHES  
CARRIAGES AND COACHES--TIRES  
CARTS AND WAGONS  
CEREALS, PREPARED See also Size C box listing at end of inventory  
CHARCOAL  
CHEMICALS  
CHEWING GUM  
CHILD CAR SEATS  
CHILDREN'S FURNITURE  
CIGARETTES  
CLEANING COMPOUNDS  
CLOCKS AND WATCHES  
CLOTHING AND DRESS--1850-1859  
CLOTHING AND DRESS--1870-1879  
CLOTHING AND DRESS--1880-1889  
CLOTHING AND DRESS--1890-1899  
CLOTHING AND DRESS--1900-1909  
CLOTHING AND DRESS--1910-1919  
CLOTHING AND DRESS--1920-1929  
CLOTHING AND DRESS--1950-1959  
CLOTHING AND DRESS--1980-1989  
Clothing and Dress See also Size C box listing at end of inventory  
COMBS

**BOX 2 (oversize legal box)**

CONCRETE  
CONDIMENTS See also Size C box listing at end of inventory  
CORRESPONDENCE SCHOOLS AND COURSES  
CORSETS  
COSMETICS AND SOAP See also Size C box listing at end of inventory  
DELIVERY OF GOODS  
DENTAL HYGIENE  
DIETARY SUPPLEMENTS (2 folders)  
DRUGS  
Dry Cleaning See Size C box listing at end of inventory  
DYES AND DYING  
ELECTRIC MACHINERY  
ELECTRIC SHAVERS  
ELECTRIC UTILITIES  
FARM MACHINERY AND IMPLEMENTS  
FLOOR COVERINGS  
FLOORS--MAINTENANCE AND REPAIR  
FLOWERS  
FOOD See also: Size C box listing at end of inventory  
Frozen Foods  
FREIGHT FORWARDERS  
FROZEN FOODS

FRUIT

**Box 2 (oversize legal box) (cont'd)**

FUEL

FURNACES

FURNITURE See also: OFFICE FURNITURE

GAMES

GASOLINE

GASOLINE ENGINES

GEARS

GLASSWARE

GUNS AND RIFLES

HARBORS

HARDWARE

HATS

HOLIDAYS--CHRISTMAS--HOLIDAY DECORATIONS

HOLIDAYS- -CHRISTMAS- -RETAIL TRADE

HOTELS, TAVERNS, ETC.--ILLINOIS

HOTELS, TAVERNS, ETC.--NEVADA

HOTELS, TAVERNS, ETC.--NEW YORK

HOTELS, TAVERNS, ETC.--PENNSYLVANIA

HOUSEHOLD APPLIANCES AND EQUIPMENT

HYDRAULIC MOTORS

HYPNOTISM

INDUSTRY--BILLIARD TABLES

INDUSTRY--METALLURGY

INDUSTRY--PETROLEUM

INDUSTRY--PLASTICS--MACHINERY

INDUSTRY--STEEL

INFANT NURSING BOTTLES

INSURANCE See also Size C box listing at end of inventory

IRONWORK

JEWELRY

KEYCHAINS

KITCHEN CABINETS

KITCHEN UTENSILS

**BOX 3 (oversize legal box)**

LAWN MOWERS

LIGHT FIXTURES

LIGHTING

LUBRICATING OILS

LUGGAGE

MACHINE SHOPS

MACHINERY

MACHINERY--CONCRETE MIXERS

MAPS

MARINE ENGINES

MATCHES

MATTRESSES

MEAT See also Size C box listing at end of inventory

MEDICAL INSTRUMENTS AND APPARATUS

MILLSTONES

MOBILE HOMES

MODEL AIRPLANES

MODEL AUTOMOBILES

**Box 3 (oversize legal box) (cont'd)**

MOTION PICTURES See also Size C box listing at end of inventory  
MUSIC--PUBLISHING  
MUSICAL INSTRUMENTS  
NAILS AND SPIKES  
NECKTIES  
NEWSPAPERS AND PERIODICALS  
OCEAN LINERS  
OFFICE EQUIPMENT AND SUPPLIES  
OFFICE FURNITURE See also Size C box listing at end of inventory  
OFFICE FURNITURE--1930-1939  
OFFICE FURNITURE--1940-1949  
OFFICE FURNITURE--1950  
OFFICE FURNITURE--1951  
OFFICE FURNITURE--1952  
OFFICE FURNITURE--1953  
OFFICE FURNITURE--1954  
OFFICE FURNITURE--1955  
OFFICE FURNITURE--1956  
OFFICE FURNITURE--1957  
OFFICE FURNITURE--1958

**BOX 4 (oversize legal box)**

OFFICE FURNITURE--1959  
OFFICE FURNITURE--1960  
OFFICE FURNITURE--1961  
OFFICE FURNITURE--1962  
OFFICE FURNITURE--1963  
OFFICE FURNITURE--1964  
OFFICE FURNITURE--1965  
OFFICE FURNITURE--1966  
OFFICE FURNITURE--1967  
OFFICE FURNITURE--1968  
OFFICE FURNITURE--1969  
OFFICE FURNITURE--1970  
OFFICE FURNITURE--1971  
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OFFICE FURNITURE--1974  
OFFICE FURNITURE--1975  
OFFICE FURNITURE--1976  
OFFICE FURNITURE--1977  
OFFICE FURNITURE--1978  
OFFICE FURNITURE--1979  
OFFICE FURNITURE--1982  
OFFICE FURNITURE--1983  
OFFICE FURNITURE--1984  
OFFICE FURNITURE--1986  
OFFICE FURNITURE--1987  
OINTMENTS  
ORGANS  
OUTBOARD MOTORS  
PACKAGING  
PAINTS AND VARNISHES

**Box 4 (oversize legal box) (cont'd)**

PAPER  
PATENT LAWYERS  
PATENT MEDICINES  
PETROLEUM PRODUCTS  
PETS--FEEDING AND FEEDS  
PHARMACEUTICAL INDUSTRY  
PHONOGRAPHS See also Size C box listing at end of inventory  
PHOTOGRAPHY--APPARATUS AND EQUIPMENT  
PHOTOGRAPHY--PHOTOGRAPHERS  
PIANO

**Box 5 (oversize legal box)**

PLASTIC CONTAINERS  
PLUMBING--EQUIPMENT AND SUPPLIES  
POLITICAL ELECTIONS  
POSTAL SERVICE--DELIVERY--BOAT AND SHIP  
PRINTING AND PRINTING PRESSES  
RADIO--RECEIVERS AND RECEPTION See also Size C box listing at end of inventory  
RADIO DIRECTION FINDERS  
RAILROADS--COMPANIES—DETROIT, TOLEDO & IRONTON  
RAILROADS--COMPANIES--GREAT NORTHERN  
RAILROADS--COMPANIES--LONG ISLAND  
Railroads--Companies--New York Central See Size C box listing at end of inventory  
RAILROADS--COMPANIES--NORTHERN PACIFIC  
RAILROADS--COMPANIES--ROCK ISLAND  
RAILROADS--COMPANIES--SANTA FE  
RAILROADS--COMPANIES--SOUTHERN  
RAILROADS--COMPANIES--SOUTHERN PACIFIC  
RAILROADS--EQUIPMENT AND SUPPLIES  
RAZORS  
REAL ESTATE AGENTS  
REFRIGERATORS  
RESORTS  
RESTAURANTS  
ROAD CONSTRUCTION EQUIPMENT  
ROLLER BEARINGS  
SAFES  
SANATORIUMS  
SAVINGS AND INVESTMENT  
SCALES (WEIGHING INSTRUMENTS)  
SCULPTURE  
SEEDS  
SEWING--EQUIPMENT AND SUPPLIES  
SEWING MACHINES  
SIGNS AND SIGNBOARDS  
SILVERWARE See also Size C box listing at end of inventory  
SOAP BOX DERBIES  
SOUND--RECORDING AND REPRODUCING  
SOUND RECORDINGS  
SOUPS See also Size C box listing at end of inventory  
STATIONERY  
STEAM ENGINES  
STEAMBOAT LINES  
STORE FIXTURES

**Box 5 (oversize legal box) (cont'd)**

Stores See BUSINESS ESTABLISHMENTS AND STORES  
 STOVES  
 STREET RAILROADS--CARS  
 SWEETENERS  
 SYRUPS  
 TELECOMMUNICATION  
 TELEPHONE COMPANIES  
 TEXTILE FABRICS See also Size C box listing at end of inventory  
 TOBACCO  
 TOBACCO PIPES  
 TOILETS  
 TOMBS AND SEPULCHRAL MONUMENTS  
 TOOLS  
 TOURIST TRADE See also Size C box listing at end of inventory  
 TOYS See also Size C box listing at end of inventory  
 TRACTORS  
 TRAVEL AGENTS  
 TREES--CARE OF  
 Trucks See #19 and #657  
 TRUCKS AND TRUCKING--AXLES  
 TRUCKS AND TRUCKING--FOUR-WHEEL DRIVE  
 TRUCKS AND TRUCKING--TIRES  
 TRUCKS AND TRUCKING--TRANSMISSIONS  
 TRUCKS AND TRUCKING--UPHOLSTERY  
 TYPEWRITERS AND TYPEWRITING  
 Turbines See ENGINES  
 UNDERWEAR See also Size C box listing at end of inventory  
 VACUUM TUBES  
 WALL COVERINGS  
 WHEELCHAIRS  
 WINDOWS  
 WORLD WAR, 1914-1918--WAR BONDS AND FUNDS  
 WRITING MATERIALS AND INSTRUMENTS

**Box 6 (Size C box)**

ADVERTISING AGENCIES  
 ALCOHOLIC BEVERAGES  
 BAKED PRODUCTS  
 BAKING  
 BANKS AND BANKING  
 BOOKS  
 BUSINESS CONSULTANTS  
 BUSINESS ESTABLISHMENTS AND STORES  
 CANDY  
 CEREALS, PREPARED  
 CLOTHING AND DRESS  
 CONDIMENTS  
 COSMETICS AND SOAPS  
 DRY CLEANING  
 FOOD  
 OFFICE FURNITURE  
 INSURANCE  
 MEAT  
 MOTION PICTURES

NEWSPAPER & PERIODICALS  
PHONOGRAPHS  
RADIO--RECEIVERS AND RECEPTION  
RAILROADS--COMPANIES--NEW YORK CENTRAL  
SILVERWARE  
SOUPS  
TEXTILE FABRICS  
TOURIST TRADE  
TOYS  
UNDERWEAR