Advertising and The New York Public Library emerged together in the last half of the 19th century. A coincidence of factors including industrial innovation, immigration, urbanization and educational reform fostered new audiences eager to consume tangible goods and learning.

Advertising and The New York Public Library recognized and met this demand. OPT IN is designed to trace the development of advertising and the media. The following is a list of representative titles from the reference and circulating collections of The New York Public Library that document this dynamic evolution.

### Key to Location of Materials

<table>
<thead>
<tr>
<th>Location</th>
<th>Description</th>
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<tbody>
<tr>
<td>Humanities and Social Sciences (HSSL)</td>
<td>Schomburg Center for Research in Black Culture (SC)</td>
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<tr>
<td>The New York Public Library for the Performing Arts (LPA)</td>
<td>Science, Industry and Business Library (SIBL)</td>
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<tr>
<td>Maybe Borrowed for Home Use – Check LEO Catalog for Branch Location</td>
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### ADVERTISING: BACKGROUND AND HISTORY

Industry studies and directories, historical overviews, biography and trade and professional journals are significant components of the advertising resources at The New York Public Library.

#### Archives of Advertisements


#### Historical Overviews


*And Now a Word from Our Sponsor* {sound recording}; *40 Years of Notable Radio Advertising*. Columbia Special Products, 1967. Call # *LZR 18393*. Location: LPA.


*Signs of the Times.* Cincinnati: Sign Publishing, 1907-. Call #: TWA+. Location: SIBL Call #: *ZAN-T4536. Location: SIBL


**Representative Historical Directories**


*Dartnell Advertisers Guide* Chicago: Dartnell Corp., 1926-30. Call #: TWA. Location: SIBL


**Selected Trade and Professional Journals**

*Advertising Age.* Chicago: Crain Communications, 1930-. Call #: *ZAN-B204 {Microfilm}. Location: SIBL

*Advertising Age International.* New York: The Ad Age Group, 1997-. Call #: JBN 97-34. Location: SIBL

*Adweek.* New York: VNU Business Publications, 1979-. Call #: JLM 83-399. Location: Call #:*ZAN B37 {Microfilm}. Location: SIBL

Key Websites

Ad Age Advertising Century. www.adage.com/century/
The Advertising Century provides the "top 100" and "top 10" lists of campaigns, people, slogans, jingles and icons from the 20th century.

The John W. Hartman Center at Duke University, through its collections and programming, strives to promote understanding of the social, cultural, and historical impact of advertising, marketing, and sales. The website includes an image database of over 7,000 advertisements printed in U.S. and Canadian newspapers and magazines between 1911 and 1955 as well as images of over 9,000 early advertising items and publications. Health-related advertising is illustrated by an image database of more than 900 advertisements and outdoor advertising is represented by descriptions of over 50,000 ads.

A unique collection of over 400,000 images, Digital Gallery contains a number of advertising visuals. Cigarette card advertising and automobile catalog advertising are well represented.

Through the use of a number of finding aids, the Smithsonian Institution enables the internet browser to identify individual components of the archive collections which include the Carvel Ice Cream Records, the Krispy Kreme Doughnut Corporation Records, and the Pepsi Generation oral history and document materials.

CHRONOLOGY

In keeping with the timeline concept developed for the exhibit the following selections are representative of persons, organizations, issues and methods key to that period.

1860-1920

Art in Advertising; an Illustrated Monthly for Business Men. New York: Art in Advertising, 1890-1899. Call # TWA. Location: SIBL


Century Magazine {Advertisements}. New York: Century Magazine, 1881-1893. Call # TWA. Location: SIBL

Current Advertising by Charles Austin Bates. New York: 1897-1902. Call # TWA. Location: SIBL


Fame; a Journal for Advertisers. New York: Fame, 1892-1938. Call # TWA. Location: SIBL

Kellogg’s Square Dealer. Battle Creek, Michigan: Kellogg Toasted Corn Flakes, 1911-1915. Call # VTA. Location: HSSL


The Poster; an Illustrated Monthly Magazine Devoted to Poster Art and Poster Advertising. Chicago: Poster Advertising Association, 1912-1926. Call # TWA. Location: SIBL

1920-1930

A Guide to Advertising; First Sales-Aid to the Advertising Field. Chicago: Hill & Co., 1926. Call # TWA. Location: SIBL


Barton, Howard Allen. How to Write Advertising, by Howard Allan Barton... Philadelphia: J.B. Lippincott, 1925. Call # TW. Location: SIBL


Broadcast Advertising. Chicago: G.W. Stamm, 1929 - 1932. Call # TWA. Location: SIBL


1930-1940


Advertising Outdoors. Chicago: Outdoor Advertising Association of America, 1930-1931. Call # TWA+. Location: SIBL

Batten, H.A. The Written Word; a Study of the Art of Writing with Especial Reference to its Function in Advertising. New York: Greenburg, 1932. Call # TW. Location: SIBL

Burma-Vita Company. Jingle Book. Minneapolis. {193?}. Call # TWA. Location: SIBL


Young, Frank Herman. Modern Advertising Art. New York: Covici, Friede, Inc., c1930. Call # 3-MDW. Location: HSSL

1940-1950

American Matchcover Collector. Colton, California: 1941-1943. Call # TWA. Location: SIBL

Baker, George. Slightly Soiled; a Group of Tales Compiled and Told by George Baker. New York: National Advertising Art Center, 1944. Call # NBW. Location: HSSL


*War Advertising: a Progress Bulletin Issued by the War Advertising Board*. New York: 1943. Call # TWA. Location: SIBL


**1950-1960**


**1960-1970**


Holte, Clarence. **Clarence L. Holte Papers, 1947-2003.** A bibliophile as well as advertising executive, Holte supervised the consumer ethnic markets operation at the Madison Avenue agency of Batten, Barton, Durstine and Osbourne until his retirement in 1972. Call # SC MG 718. Location: SC


**1970-1980**

Della Femina, Jerry. **From Those Wonderful Folks Who Gave You Pearl Harbor; Front Line Dispatch from the Advertising War.** New York: Simon and Schuster, 1970. Call # D-20 4673. Location: HSSL

Jones, Howard Aldred. **50 Years Behind the Scenes in Advertising.** Philadelphia: Dorrance, 1975. Call # JLD 76-764. Location: HSSL


**1980-1990**


Pate, Russell R. **Adman: Morris Hite's Methods for Winning the Ad Game.** Dallas, Texas: E-Heart Press, 1988. Call # JLE 89-2481. Location: HSSL


**1990-2000**


Call # B Ogilvy. Location: SIBL


2000-


Call # B Lawrence.


