Advertising blotters 1992.245

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Description is written in: English.
Describing Archives: A Content Standard
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Summary Information

Repository: Audiovisual Collections
Title: Advertising blotters
ID: 1992.245
Date [inclusive]: 1920-1955
Physical Description: 14 item(s)
General Physical Description: 14 items : blotters ; 6.25 x 11.75 in.
Physical Location: GL Box 2.
Language of the Material: English.
Abstract: An advertising blotter is a small sheet of absorbent paper, printed with advertisement and created as a giveaway for promoting the business. The collection consists of advertising blotters from a variety of Philadelphia and Wilmington, Delaware businesses including a tailor, insurance companies, the Chicago and Northwestern Railway Company, stationery stores, and food suppliers.

Historical Note

An advertising blotter is a small sheet of absorbent paper, printed with advertisement and created as a giveaway for promoting the business. Blotters became commonplace in the 1850s in the United States and frequently used through the 1950s.

Scope and Content

The collection consists of advertising blotters. The blotters advertise businesses in Wilmington (Delaware), New York, and Philadelphia. A variety of businesses used blotters as an advertising medium:
in this collection the businesses include a tailor, insurance companies, the Chicago and Northwestern Railway Company, stationery stores, and food suppliers.

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Administrative Information

Publication Statement

Audiovisual Collections

PO Box 3630
Wilmington, Delaware 19807
askhagley@hagley.org
URL: http://www.hagley.org/library

Access Restrictions

This collection is open for research.

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Controlled Access Headings

• Advertisements
• Ephemera