



Advertising blotters 1992.245

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Audiovisual Collections

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URL: <http://www.hagley.org/library>

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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.

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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.

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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

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Access Restrictions

This collection is open for research.

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Controlled Access Headings

- Advertisements
- Ephemera