Businesses Ephemera Subject Files
1856-2012
(bulk 1945-1970)

Collection Summary

Creator: Intentionally assembled by Nashville Room staff, beginning at an unknown date, probably in the late 1960s, and collected on an ongoing basis.
Title: Businesses Ephemera Subject Files
Inclusive Dates: 1856-2012 (bulk 1945-1970)
Summary/Abstract: Includes a wide variety of materials by and about Nashville area businesses.
Physical Description/Extent: 1 cu. ft.
Language: In English.
Stack Location: Closed stacks workroom
Repository: Nashville Room, Nashville Public Library, 615 Church St., Nashville, TN 37219

Scope and Contents of the Collection
Includes company histories; company publications and newsletters; annual reports; brochures; catalogs; advertisements; speeches; correspondence; biographies of local business leaders; and related materials. Emphasis is upon businesses in Nashville and nearby areas. Quantity of materials ranges from a single item to several folders.

Several posters featuring photographs of the Marathon automobile, produced in Nashville, are part of the collection. Materials concerning the National Life and Accident Insurance Company include a variety of company publications issued from 1926-1979 (bulk 1955-1970). The Nashville Bridge Company materials include pamphlets from 1943-1978, blueprints from 1944-1952, and numerous scattered issues of the company newsletter, Na-Bri-Co News, 1942-1952.

A single item from the Conner Producing Co. reveals an early movie-making operation in Nashville, which produced the five-reel film, “Sam Davis: The Hero of Tennessee” around 1915. Their brochure is illustrated with photographs from the film.

General fields of business documented in the collection include: booksellers, florists, manufacturing, department stores, and the insurance industry.

Organization/Arrangement of Materials

Alphabetical by business name (or rarely, type of business).

Personal names used as corporate names are filed in direct order (e.g. Percy Cohen Furniture Showrooms filed under P; Thomas Nelson Publishing filed under T).
Personal names used by individuals in small shops and trades are filed under surnames (e.g. A. Setliff, bookseller filed under S; W.G. Thuss, photographer, filed under T).

**Restrictions**

**Restrictions on Access:** In library use only. Available by appointment.

**Restrictions on Use and Reproduction:** Some items may be restricted by copyright law or donor restriction.

**Index Terms**

**Corporate Names/Organizations:**

- Avco Corporation
- Conner Producing Company
- Ernest Tubb Record Shops (Nashville, Tenn.)
- Marathon Motor Works
- Maxwell House Coffee Company
- Nashville Bridge Company
- National Life and Accident Insurance Company, Inc. Nashville
- Southern Motor Works
- Vultee Aircraft, Inc. Nashville Division

**Subjects:**

- Advertising – Motion pictures
- Advertising – United States – Sources
- Bookstores – Tennessee -- Nashville
- Business enterprises – Tennessee – Nashville
- Central business districts – Tennessee – Nashville
- Department stores – Tennessee – Nashville
- Florists – Tennessee – Nashville
- Insurance companies – Tennessee – Nashville
- Manufacturing industries – Tennessee – Nashville
- World war, 1939-1945 -- War work – Tennessee – Nashville

**Places:**

- Nashville (Tenn.) – History – Sources
- Nashville (Tenn.) - Commerce

**Genre/Document Types:**

- Advertisements
- Annual reports
- Catalogs (documents)
- Corporation reports
- Manuscripts (document genre)
- Newsletters
- Pamphlets

**Titles:**

- The Na-Bri-Co News
- Sam Davis The Hero of Tennessee (Motion picture : 1915)
Separated Material
Some items may have been separated for storage to an oversize box, drawer, or the Nashville Room Photographs Collection. Separation notices have been used to indicate such removals.

The following materials were removed from the Businesses Ephemera Subject Files during reprocessing in 2005 and form their own collections, cataloged and accessed separately:
   - Nashville Banner. Business Manager. Advertising Correspondence. 1891-1915
   - Nathaniel Baxter Jr. Papers, 1881-1911
   - H.A. French Music Catalogs, circa 1885-1889
   - Old Hickory News, 1918 (removed in 2011)

Administrative Information
   Copyright: This material may be protected by copyright law (Title 17 U.S. Code)
   Preferred Citation: [business name, folder title, or item description], Businesses Ephemera Subject Files, Ephemera Collections, Nashville Room, Nashville Public Library.
   Accruals: Additional accruals are expected.

Detailed Description of the Collection
In general:
   1. Nashville Business Guide (photocopy), 1930
   2. Chronologies
American Bread Company
   booklet, c. 1952
Avco Corporation
   (see also Vultee Aircraft)
   quarterly report & 50th anniversary, 1979
   Avco Management Club, 32nd anniversary yearbook, 1974
Booksellers (type of business)
   Memoir: “25 years of book collecting in ... Nashville” by D. Rizor, 1984
Buck, Baker & Johnston, Druggists
   memorandum of agreement, 1856
Buford Brothers, Inc.
   historical summary, n.d.
Burk & Co.
   photofinishing envelope, n.d. (mid-20th century)
Cain-Sloan Co. Department Store
   1) paper bag w/print of old store, n.d.; “Souvenir Programme of Military Tournament...” ca. 1904, sponsored by Cain-Sloan
   2) 3 children’s newsletters, “Ruffles and Betz,” 1933-34
Carlsbad Manufacturing Co.
Advertising flyer, 1909

Castle Recording Laboratory Studio
excerpts from autobiography by A. Shelton: ”The Story of Castle Recording Lab,” c. 1983

Castner-Knott
Catalog, 1990
OVERSIZE BOX 1, FOLDER 2:
Castner-Knott 100th anniversary poster, 1998

Conner Producing Co.
brochure: “Sam Davis, the Hero of Tennessee” movie, c.1915

Cracker Barrel Old Country Store (restaurant chain) – 1 oversize item only:
OVERSIZE DRAWER BB-1, FOLDER 2:
Map of locations (nationwide), 2010

Cramer Dry Plate Co.
4 items, printing specs, records, examples, c. 1914

Crescent Amusement Co.
50th anniversary brochure, 1957
2 issues “Crescent Theatres Movie Guides,” 1960

Daisy Studio – 1 oversize item only:
OVERSIZE BOX 2, FOLDER 24:
Embroidery patterns booklet: ”Transfer Designs for Initials, Handkerchiefs, Children's Wear” ca. 1921

Davis and Corson (Insurance agents)
“Presidential elections” booklet with ad for D&C, 1952
85th anniversary booklet, 1952

Davis-Kidd Booksellers
Brochure, 2007; bookmark, 2011
OVERSIZE BOX 2, FOLDER 23:
Poster: 30th anniversary, 2010

Dorris Milling Co.
Invoices, 1922

Dury’s (Geo. C. Dury & Co.)
4 photo processing envelopes, 1 order form, ca. 1949

Eastland Floral Company
Decorative envelope for flower card, 1943

Ernest Tubb Record Shop

General Shoe Company
booklet: “A Southern Success Story,” includes statistics, 1947
OVERSIZE BOX 1, FOLDER 3:
”The General” employee newsletter, Aug. 1954 & Mar. 9, 1934

Gerst Brewing
Memo book: “Compliments of William Gerst Brewing Co.” ca. 1897

Grimey’s (record shop)
Sticker, 2010
H. G. Hill
   Brochure, Urban Market, ca. 2007
Hatch Show Print
   Brochure: “Since 1879,” 2008
Henderson, W. T. “Cotton Factor and Commission Merchant”
   Letter from WTH to J. Simmons of Kelso Station, Tenn., 1875
Herbert Materials
   booklet: “100 Years of Getting the Job Done,” 1967
Ideal Laundry
   order card, n.d. (early 20th century)
Ingram Book Co.
   brochures, 1977
Joy's Flowers
   Envelope with card, 1943; advertising cards (set of 14), n.d.
Kimbrough Phillips Co.
   Series of ads “Growth and Development of Nashville,” (photocopies), n.d.
Life & Casualty Insurance Co. of Tennessee
   “Highlights 1903-1978”
   newsletter 1953 incl. founders & directors
   3 birthday cards from Pres. Burton, ca. 1942
   annual report 1977: “three quarters of a century of growth”
Loveman, Berger & Teitlebaum Dept. Store
   Harvest Sale, 1923
Loventhal Brothers
   Booklet: “50th anniversary...three generations of insurance..”, 1939
Marathon Motor Works (Southern Motor Works), 1992
   1. Barry Walker material and Fisher Coles business card
   2. William Pryor research
   OVERSIZE BOX 1, FOLDER 12:
      10 posters, incl. photographs
Marshall & Bruce Printing Co.
   booklet: “The Interior, to Show You Why,” 1907
Maxwell House Coffee
   advertisements, 1921-1931, 1942
Murdock Mendelsohn
   Catalog, 1997
Nashville Bridge Co.
   OVERSIZE DRAWER BB-1, FOLDERS 4-6:
   Plans for boats, c. 1944-1952. Detailed list in folder 1, below.
   1. Pamphlets & brochures, 1943-1978
   OVERSIZE BOX 1, FOLDER 3:
      Na-Bri-Co News, v.1 no. 1 (Dec. 1942)
   2. Na-Bri-Co News 1945
   4. Na-Bri-Co News 1949
   5. Na-Bri-Co News 1950
6. Na-Bri-Co News 1951
5. Na-Bri-Co News 1952

Nashville Coal Co.
   newsletter: “The Burning Question,” 1941

Nashville Electric Service
   brochure, 1952; history, 1973

Nashville Gas Co.
   newsletter (photocopy), 1921; booklet: “A Century of Service, 1851-1951”

Nashville Pure Milk Co.
   7 receipts, 1938-40
   Tru-Li-Pure Mickey Mouse magazine, Mar. 1934; May 1935

National Life & Accident Insurance Co.
   1. Shielders All (employee handbook), c.1955
   2. From Acorn to Oak – Quarter Century of Achievement 1902-1926
   3. Diamond Jubilee Celebration, 1977
   5. Old Guard Dinner, 1956, 1958
   7. The Friendly Counter (newsletter), Fall 1953

OVERSIZE BOX 1, FOLDER 3:
   Home Office Shield – Dec. 1955

10. Our Shield, 1930-1968

OVERSIZE BOX 1, FOLDER 3:
   The Shield News –
   v. 1 no. 34 (Nov. 1, 1965)
   v. 16 no. 11 (Mar. 12, 1979)

Nissan (Smyrna)
   timeline, 1980-1986

Oshi (florist)
   business card, 2008

Otey’s Corner – 1 oversize item only:
   OVERSIZE BOX 1, FOLDER 2:
   Calendar (with photos), 1964

Parnassus Books
   Brochure & bumper sticker, 2011
   OVERSIZE BOX 2, FOLDER 23:
   Poster, 2012

Peanut Shop
   3 decorative bags, 2006; business card, 2005; notecard, 2009

Percy Cohen Furniture Showrooms, Inc.
   advertising brochure, 1980

Phillips & Buttorff
advertising circulars for stoves, illus. envelopes, 1918
Phoenix Oil and Mineral Co.
Stock certificate, 1866
Purity Dairies
Brochure: “Stay Healthy” sweet acidophilus milk, 2007
Riddle, W. S., Notions & Clothing
catalog, 1892
Rosenheim, L. Brother & Co. (dry goods)
advertising card, ca. 1895
Sawtooth Printhouse
business cards, 2012
OVERSIZE BOX 3, FOLDER 2:
Grand Opening poster, 2012
Setliff, A., Wholesale Bookseller & Stationer
bookplate, n.d.
Shockley Research, Inc.
brochure, 1979
Southern Bell Telephone Co.
brochure: “The Story of Progress,” ca. 1951
(see also Western Electric)
Southern Motor Works – see Marathon Motor Works
Stockell, George W. – 1 oversize item only:
OVERSIZE BOX 1, FOLDER 2:
General Southern Agent, Nashville, Tenn. for Fearless Railway Threshing Machine, - catalog, c. 1878
Stokes and Stockell Bookshop
Cover letter, order form, news article (photocopy) promoting book, With a Southern Accent, 1948
Thomas Nelson Publishing Co.
building dedication program, 1981
Thuss, W. G., Photographer
 correspondense, 1925, 1932
Vultee Aircraft, 1941-1942 - (see also Avco)
1. Invitation, ribbon, program for plant dedication, 1941
2. Standard Aircraft Worker’s Manual, 1942
ARTIFACTS – Safe Room, Shelf 23
1. Vultee logo patch
2. 5 brass[?] medallions bearing number 9811, possibly used to indicate parts of an assembly, or an employee number, but full identification unclear. Apparently has some relationship to the Standard Aircraft Worker’s Manual as this number appears inscribed on the flyleaf of this book.
Western Electric
Booklet, ca. 1955
(see also Southern Bell Telephone Co.)