Advertising of the West Collection

Advertising of the West Collection. Printed material, 1874–2016. 2 feet.
Subject collection. Promotional brochures, flyers, handbills, maps, and original illustrations advertising geographic locations in the American West, as well as using the image of the West to sell other goods and services. The materials advertise tourist destinations such as rodeos, ranches, and the Grand Canyon; promotional brochures for western cities and towns such as Deming, New Mexico, and Lander, Wyoming; illustrated mining company stock certificates; and illustrations by Ken Laager for the covers of various western novels.

Box 1
Folder:  

2. Tourist brochure for California’s Oak Knoll Ranch, Melone Co., Napa, California. Black and white with green details; cover features a man astride a rearing horse.

3. Color advertising brochure, “Here’s the Inside Story of the 1938 Pontiac Silver Streak, America’s Finest Low-Price Car.” Cover features illustrated profile of American Indian chief Pontiac and the face of Uncle Sam on yellow background. Brochure opens to reveal 3 lifting tabs that show various exterior and interior views of the car and its construction.


6. Promotional map of the state of Oklahoma’s highway system by the Oklahoma State Highway Commission, 1948. Features a color state highway map with color images of Oklahoma tourist destinations on the reverse.


Promotional brochure: The Stevinson Colony: 20,000 Acres of Land in the Central Part of California. By the Stevinson Colony, Merced County, California. San Francisco: Pacific Photo and Engraving, circa 1910.


Promotional brochure: *Riverside County Has Produced $10,000,000*. By the Riverside, California, Chamber of Commerce, circa 1910.


Promotional pamphlet: *Hot Springs, N.M. and Elephant Butte Dam*. By Hot Springs, New Mexico, Chamber of Commerce, circa 1921.


Promotional pamphlet: *Alpine, In the Heart of the Big Bend Country of Texas*, circa 1956.


Newspaper excerpt: “Thumb Nail History of Fayette County [Texas]” from the LaGrange Journal, 1941.
10. Broadside: *Grand Celebration! Of the Fiftieth Anniversary of the Organization of Guadalupe County, And the Fifty-Eighth of the founding of the City of Seguin, on July 30, 31, and Aug. 1, 1896.* [acquired as-is: lower left section of broadside is missing, heavy wear and edge loss overall.]

   Broadside: *Immigration Is Now Headed Towards South Texas and Candlish is in the center of the richest and most fertile country...* Chicago: Co-Operative Homemakers, circa 1906. [acquired as-is: lower right section of broadside is missing.]

   Printed advertisement: *This Is A Personal Invitation to All of Our “Snow-Digger” Friends of the North to Drive Their Car to San Antonio This Winter And Save Coal.* By the Higher Publicity League of Texas. San Antonio: C. W. Henningsen, circa 1916. [acquired as-is: folded, torn along folds, and previously mended with tape.]


   Printed rules regarding the Galveston Artillery Annual Ball, 1894. Galveston Artillery Company.


12. Western illustrated stock certificates:
   - The Denver City Consolidated Silver Mining Co., Leadville, Colorado, 1882.
   - Denver City Consolidated Silver Mining Co., Lake Co., Colorado, circa 1915.
   - Colorado Bullfrog Gold Mining Company, Goldfield, Nevada (Arizona incorp.), 1906.
   - The Deer Gold Mining Company, Denver, Colorado, 1902.
   - The Rout County Development Company, Denver, Colorado, 1908.
   - Edgemont and Union Hill Smelting Company, New Jersey, 1897.
   - Pandem Oil Corporation, Delaware, 1930.
   - The Corona Mining Company, Denver, Colorado, 189_ (unused)
   - Cascade Mining Company, Georgetown, Colorado, 18__ (unused)

13. Western illustrated stock certificates:
   - The Hyland Mining and Milling Company, Denver, Colorado, 1887.
The Clay County Mining & Milling Company, Denver, Colorado, 1892.
The Volcano Gold Mining Company, Colorado Springs, Colorado, 1899.
The Premier Gold Mining Co., Denver, Colorado, 1933.
The Quartette Gold Mining Company, Colorado Springs, Colorado, 1895.
The Orphan Bell Mining and Milling Co., Colorado Springs, Colorado, 1898.
The Little Corporal Gold Mining Company, El Paso County, Cripple Creek Mining District; Denver, Colorado, 1899.
The Old Gold Mining Company, Denver, Colorado, 1896.
Klondyke-Cripple Creek and Galena Mining Company, Cripple Creek, Colorado, 1900.
United Mining and Leasing Corporation, Colorado, 1951.
The Argonaut Gold Mining Company, Cripple Creek, Colorado, 190__ (unused).
The Boston and Cripple Creek Gold Mining Company, Cripple Creek, Colorado, 1899.
New Mexico Ore Processing Co., Colorado Springs, Colorado, 1942.
The Helvetia Copper Company, Arizona, 1915.
The Roseberry Mining & Milling Company, Denver, Colorado, 1925.
Chico Gold and Silver Mining Company, Hardin District, Humboldt County, Nevada / Chico, Butte County, California, 186__ (unused).
Hale and Norcross Mining Company, San Francisco, California, 1907.
Honest Gold and Silver Mining Company, Musquito District, Calaveras County, California, 186__ (unused).


15. Four Buffalo Bill advertising die cuts, n.d.

Small broadside: “Indians! Did You Ever See a Real Western Indian?” Middlebury, Vermont, 1886.
16. Printed brochure: Our Best Recommendation is the people who have bought Fruit and Truck Land in the Iowa Colony from the Emigration Land Co... Gulf Coast of Texas, “The California of the Future.” Circa 1908.

Printed brochure: Glorious days these: in Ogden Canyon. Learn About Ogden. The Ogden Chamber of Commerce, 1923.


Printed brochure: Tuolumne County: A Historic Section of the Golden State. Tuolumne County Chamber of Commerce, Sonora, California, circa 1926.

17. Printed brochure: Kansas City. 1890. Missouri National Bank, Kansas City, MO. Union Bank Note Company, 1890.

Small black-and-white printed movie handbill for silent film The Crimson Skull, by the Norman Film Manufacturing Company, 1922. This movie was shot on location in Boley, Oklahoma, and featured African American actors Anita Bush and Lawrence Chenault, along with Bill Pickett.


Printed letter by the Shawnee Development Company of Shawnee, Oklahoma, requesting list of those on RFD routes in Hartshorne, Oklahoma, 1901. Reverse of letter has printed map of Oklahoma with Shawnee at center with a red heart over the area.

Printed brochure: *Jackson County, Oregon*. Jackson County Board of Commissioners (?), circa 1922.

Printed red, white, and black brochure: *Lampasas Invites You*. Lampasas, Texas, Chamber of Commerce, circa 1940.


Printed red, green, and white brochure: *Winnipeg*. Tourist & Convention Bureau of Winnipeg and Manitoba, circa 1927.


Printed blue, black, and white booklet: *Central Industrial Park, Houston, Served by Santa Fe*. Santa Fe Railroad, 1957.


21. Green and white printed sheet about the Story Hotel, Elk City, Oklahoma, circa 1930. *Story Hotel, The Most Historical Spot in Town and Elk City’s Host to Travelers, Presents C. L. “Plucky” Smith’s Famous Poem “The Five Story House That Is Two Stories High.”* The poem refers to the fact that the 5-member Story family owned and operated the hotel when this stationery was printed.
Orange, black, and white printed brochure: Gateway to the Great Northwest: Yankton, Mother City of the Dakotas, circa 1939.

Red, black, and white printed brochure: “Dazzling” Western Hills Hotel, Fort Worth, Texas. Resort and Country Club Luxury at Hotel Prices, 1951.


Northern Pacific Railway Company. Sectional Land Map Showing Land for Sale by the Northern Pacific Railway Company in Aitkin, Cass, Crow Wing, Hubbard, Itasca, Mille Lacs, Morrison, Todd and Wadena Counties in Central Minnesota. 1899.

Northern Pacific Railroad Company. Washington, the Evergreen State. Sectional Land Map of Western and Central Washington including the Yakima Valley and Klickitat Country, the Willapa and Chehalis Valleys, the Cowlitz and Lower Columbia Valleys, the Famous Puget Sound Country, and the Pacific Coast Region of Washington.


Bend, Oregon, Chamber of Commerce. *The Oregon Cascades from Bend,* circa 1928.

Southern Pacific Lines. *Now... Southern Pacific Pullman Sleepers Direct to Lake Tahoe,* 1926.


Northern Pacific Railway Company. *Sunnyside, Yakima County, Central Washington,* 1897.

**Box 2**

Folder:


Conoco Travel Bureau. *Oklahoma, the “Sooner” State” in Word and Picture,* 1933.

Oceanside Chamber of Commerce. *“Highway U.S. No. 101” Opening and Dedication Ceremony,* 1938.


St. Louis: St. Louis Democrat Litho. & Print Co. *Trade card map of the Missouri, Kansas, and Texas railway,* circa 1875.

Chicago: Knight & Leonard, printers. *“How to go West.” Take the Chicago, Burlington and Quincy Railroad,* circa 1871.


Printed brochure: *Sheridan, Wyoming: Corral Gate to the West*, 1935.


Printed brochure: *Salt Lake City, Utah*. Salt Lake City Chamber of Commerce, 1926.

Printed brochure: *Salt Lake City, Utah*. Gray Line Motor Tours, circa 1940.


Blue, red, and white brochure. *Sedona, Arizona, in Oak Creek Canyon: For the Perfect Vacation*. Sedona Civic Club, circa 1941.


Printed page. *Open Letter (Galveston Longshoreman’s Strike)*. Harry N. Bell, 1922.


Black and white booklet. *Roosevelt Highway Route through Curry and Coos Counties with maps showing highways from Seattle, Washington to San Diego, California*. National Forest Protective Association, Crescent City, CA.


Black and white booklet. *Official Maps of the City of Yuma and Yuma County Arizona*. Yuma County Chamber of Commerce, ca. 1940.

10. Leather-bound, black and white calendar. Texas A&M University calendar for 1921.


14. Documents from Fort Sill, Oklahoma. One change of address statement and one post exchange receipt for a uniform. 1942.


Color pamphlet. *Hood River County, Oregon.* Hood River County, Oregon, Chamber of Commerce, 1954.


Pamphlet. *Salt Lake City.* The Kenyon Hotel, Salt Lake City, ca. 1898.


Color advertisement. *Add Zest to War-Time Menus: Mexene Chili Powder Seasoning.* Walker’s Austex Chili Company, Austin, Texas, ca. 1943.


Black and white pamphlet. *Map and Information for Tourists Concerning Pueblo, Colorado, the Leading Industrial City of the Rocky Mountain Region.* Pueblo Commerce Club, ca. 1915.


Black and white pamphlet. *Hemet and San Jacinto: Riverside County, California, the Year ’Round!* The Hemet and San Jacinto, California, Chambers of Commerce, ca. 1954.

Black, white, and green pamphlet. *There’s Opportunity in Omaha: Educational Center of the West…A Growing City with Metropolitan Advantages.* Omaha Chamber of Commerce, ca. 1935.


Color pamphlet. *Visit...Indian City U.S.A.: A Living Memorial to the American Indian...His Way of Life...His Culture...His Art...His Peace and His Way!* Anadarko, Oklahoma, ca. 1960.


Postal cover. Velma, Indian Territory to Krekler’s Jack Farm in West Elkton, Ohio, March 28, 1905. Stamp #319 with a Doane Type 2 Cancel on an unusual, red ad cover.


Postal cover. Reid, Murdoch & Co. in Los Angeles, California, June 28, 1932. Reverse side has black and white photograph of Monarch Foods, “The Monarch Way: See it in Glass—Buy it in Tin.”


Black, white, and pink pamphlet. Millrest Lodge, Aspen, Colorado. There are photographs of the lodge in the photograph collections. Ca. 1959.

Box 3
Folder:


Black, white, and red pamphlet. Durango, Colorado: Come to Play, You’ll Want to Stay. Durango Chamber of Commerce, ca. 1945.


Color pamphlet. *Fabulous Flagstaff, in the Center of the Most Amazing and Beautiful County in the World.* Flagstaff, Arizona, Chamber of Commerce, ca. 1959.


Printed booklet. *History and Business Directory of Bridgeport, O.T. (Upon the South Canadian), the Gateway to Caddo County and New Oklahoma.* Philip Dickerson. March 1903.


Printed newsletter. *Hospital News: Published by Baptist Hospital.* Baptist Hospital, Houston, Texas. Vol. 1, no. 3, 1927.


Black, white, and yellow pamphlet. *Lemon: the Natural Cosmetic for the Hair, for the Complexion, for the Hands, for the Cuticle of the Nails, for Teeth and Gums*. California Fruit Growers Exchange. Los Angeles: Young & McAllister, circa 1928.


Flyer. *Coronado Tent and Cottage City: Summer Tariff 1930*. Includes rates for beach houses, new cottages, and palm cottages. Mel S. Wright, Coronado Beach, California, 1930.


Program. *Falls Creek Baptist Assembly and Oklahoma State B.Y.P.U. [Baptist Young People’s Union] Convention, August 13-22, 1918.* Falls Creek Baptist Assembly. Rayford, Oklahoma.


Black, white, and blue pamphlet. *Camp Hood, Texas.* Southwestern Bell Telephone Company, circa 1943.


Flyer. *To the Citizens of New Braunfels.* Advocates voting against the question to sell the street light system of New Braunfels, Texas to the South Texas Public Service Company on November 8, 1927. Signed by “Plaintiffs in Suit against City and South Texas Public Service Company.” 1927.


Pamphlet and envelope. *Alluringly Yours, Oklahoma City.* Oklahoma City Chamber of Commerce. Mailed from Will Rogers Field in Oklahoma City to Washington Stamp Exchange in Newark, New Jersey on June 28, 1941.


Pamphlet. *Santa Fe Dining Car Service: Fred Harvey, the Super Chief.* Atchison, Topeka, and Santa Fe Railway menu for its flagship, the Super Chief, provided by the Fred Harvey Company, October 21, 1939.


Postcard. *Don’t Fail to Reach Oklahoma (Tune “Marching Through Georgia”).* A.H. Miller, 1910.


**Box 4**

**Folder:**


Trade card. *Pawnee Bill.* American Caramel Company, New York, circa 1910. “This card is one of a set of 20 Wild West Cards, one of which is wrapped with every Wild West Caramel.”

Pamphlet. *Buena Vista Hot Springs [Colorado] (Formerly known as Cottonwood Hot Springs): Hotel and Baths Open Summer and Winter.* G.W. Alden, proprietor, circa 1890.


**Oversized Materials:**

**Location: 08335**

**Folder 1:**
- Ken Laager’s cover illustration for the book *Outlaw’s Justice* by A. J. Arnold, Ballantine Books, 1992. Illustration is 12 ¼” x 18 ½” on 18” x 21 ½” board.
- Ken Laager’s cover illustration for the book *Mountain Vengeance* by Jason Manning, Signet, 2001. Illustration is 12” x 15 ¼” on 15” x 20” board.
- Ken Laager’s cover illustration for the book *Confederate Gold*, Bantam, 1993. Illustration is 16” x 20” on 20” x 24” board.

**Location: 08335**

**Folder 2:**
- Ken Laager’s cover illustration for the book *Blood Mountain* by L. J. Martin, Kensington Publishing Corp., 2003. Depicts two men engaged in a knife fight on a railroad construction site. Illustration is 13” x 18” on 16 ½” 21 ½” board, and signed by artist.
- Ken Laager’s illustration, possibly for the book *Hell Hound* by Jackson Cain, Warner Books, 1984. Depicts a man in western clothing, brandishing a gun in each hand, against a frontier town scene. Illustration is 12 ¼” x 18” on 16 ¼” x 22 ¼” board, and signed by artist.
- Broadside: Grand Gift Concert in Aid of Public Improvements in the City of Denison, Texas. Texas Gift Concert Association, 1874.
- Printed red, black, and white flyer: *Bulletin No. 1: Medina Phosphate Fertilizer Company.* Wichita Falls, Texas, 1921.
- Printed newspaper insert: *Denison Daily News—Supplement.* “No Postponement! Distribution and Concert Will Positively Take Place on this Date or Money Refunded. A Fortune for One Dollar. Second Grant Distribution by the Texas Gift Concert Assoc’n Capital $500,000. Denison, Texas, Tuesday, November 30, 1875.”
- St. Louis, World’s Fair Dedication Program Bandanna, Celebrating the Centennial of the Louisiana Purchase. St. Louis, 1904.

**Location: 08340**

**Folder 3:**
• Ken Laager’s cover illustration for the book *The Law and Lynchburg* by Ray Hogan; New American Library, 1983.
• Ken Laager illustration for the book *Superstition Range* [author and date not stated]; Dorchester / Leisure Books.

**Poster Collection: Advertising of the West Collection**

**Oversized Storage Room Shelf 18**

969. A 22” x 28” motion picture advertisement sent to theaters for *Black Gold*, a “thrilling epic of the oil fields” featuring African-American actors and filmed in Tatums, Oklahoma, by Norman Film Studios of Arlington, Florida, 1924. The film is billed as co-starring Lawrence Criner and Kathryn Boyd (Original Lafayette Players), Steve “Peg” Reynolds, Alfred Norcom, and US Marshal L. B. Tatums. The advertisement features a reproduction of the window card, still images from the film, and descriptions of the film and its earning potential for theaters. The text also mentions other films with African-American casts, including *The Flying Ace; Regeneration; Green Eyed Monster; and Crimson Skull.*


972. A 19” x 28” motion picture advertisement (press book) sent to theaters for *Crimson Skull: Baffling Western Mystery Photo-Play*. Jacksonville, Florida, 1922. [4]pp. on a single folded sheet. The advertisement notes it was “produced in the all-colored city of Boley, Oklahoma,” and the film stars Anita Bush, Lawrence Chenault, Bill Pickett and Steve Reynolds, and was produced by the Norman Film Manufacturing Company of Jacksonville, Florida. It contains an article by the film’s star, Anita Bush, along with mock-ups of various poster sizes.

973. A 19” x 29” advertisement for *Tompkins Wild West Show* titled “Tompkins’ Real Wild West” and depicting cowboys dragging an outlaw behind a horse and a hanging with cowboys shooting the outlaw. Newport, Kentucky: Donaldson Litho, circa 1913-1917. Tompkins Wild West Show ran from 1913-1917 in conjunction with the Cooper-Whitby
Circus. The show was designed to tour Pennsylvania, New Jersey, and New York in the spring and summer and Maryland and Virginia in the fall. The show featured performers including Charles and Mabel Tompkins, Dixie DeVere, Chief Running Deer, Owasso, Bulldogger, Lafe Lewman, and African American trick rider Hank Drake. When the show folded, the Tompkins moved to El Reno, Oklahoma where Charles ran an automobile dealership and became mayor.

974. An 18” x 28 ¼” advertisement for Tompkins Wild West Show titled “Tompkins’ Real Wild West” and depicting cowboys whooping it up on horseback and clay pigeon shooting. Newport, Kentucky: Donaldson Litho, circa 1913-1917.


Map Collection #35: Advertising of the West
1. Cameron County, Texas. A 22” x 34” black and white map, showing Cameron County Water Improvement District No. 1, Including Holdings N. T. Masterson, for sale by Chas. F. C. Ladd of Kansas City, Missouri, circa 1927. Map is marked in red pencil “Louis Spengel” along with other map notes. Drawer 8601.

2. Young County, Texas. A 24” x 30” black, white, and red map of Young County, Texas, by the Graham Chamber of Commerce, “Young County invites you to come, invest in its acreage and enjoy prosperity – an oil sand for every derrick,” circa 1920. Locations, drilling wells, and producing wells are marked in red; advertisements for local Graham businesses line the edges of the map. Names of land owners throughout Young County are also included. Drawer 8601.

3. Waco, Texas. A 22” x 28” black and white map of Waco, Texas and Additions, Compiled by Texas Blue Print Co., Waco, Texas, 1953. Map shows schools (including those for African Americans), city limits, division line of additions, railroads, street car and bus routes. A street index is printed on reverse, and map is still attached to its orange-colored paper container. Drawer 8601.

4. Texas. An 18 ½” x 21” colored map of Texas within booklet, titled: Map of Texas: Hale County on the South Plains, Center of Shallow Water Belt. By J. Walter Day and W. Y. Price, Real Estate Agents, Plainview, Hale County, Texas, 1907. Reverse is illustrated
with 8 black and white agricultural images of “A Few of the Products of Hale County, Texas,” with descriptive summary of Hale County. Drawer 8601.


8. Oklahoma City, Oklahoma. A 24 ½” x 47 ¼” color “Sectional Aeronautical Chart, Oklahoma City (R-5)” by the U.S. Coast and Geodetic Survey, showing portions of Oklahoma and Texas, including the cities of Oklahoma City and Amarillo, with airports, controlled and uncontrolled airways, beacons, etc. Drawer 8601.