

W.F. Williamson Advertising Service collection of visual materials, 1910-1915

Descriptive Inventory for the Collection at Chicago History Museum, Research Center

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Title: W.F. Williamson Advertising Service collection of visual materials, 1910-1915.

Main entry: Williamson, W. F.

Inclusive dates: 1910-1915

Accession #: 1980.0003

Extent:

Call #:1980.0003 PPL:

52 photographic prints : b&w ; 28 x 22 cm. (11 x 8 1/2 in) or smaller

2 photomechanical prints : advertisements ; 23 x 28 cm. (8 3/4 x 11 in.)

Restriction: Credit photographers.

Summary: description of collection:

Photographs of examples of advertising signs manufactured by Williamson, located in Chicago and St. Louis. Also views of the company building, trucks, and staff, probably in St. Louis, and of the company's predecessor, Williamson Co.--Oil Paintings. Subjects of the advertisements include Standard Oil, a welcome home for Charles Lindbergh sign, various beer ads, and early road side signs.

Provenance statement:

Gift of Sara B. Williamson, 1979 (1980.0003).

List of online catalog headings:

The following headings were placed in the online catalog:

Main entry: Williamson, W. F.

1. Lindbergh, Charles A. (Charles Augustus), 1902-1974
2. Standard Oil Company
3. Billboards.
4. Beverages.
5. Appliances.
6. Trucks.
7. Fairs.
8. Automobiles--Equipment and supplies
9. Automobile service stations.
10. Industries--Illinois--Chicago.
11. Industries--Missouri--Saint Louis.
12. Advertisements.
13. Silver gelatin prints.
14. W. F. Williamson Advertising Service

Container list of box/folders numbers and titles:

Box 1

Folders:

- 1 Automobiles--Chevrolet ads
- 2 Bank ads, St. Louis and Chicago

- 3 Beverages--beer ads
- 4 Beverages--Coca Cola ad
- 5 Chicago PR road side sign
- 6 Drug store ads, St. Louis
- 7 Funeral directors ad
- 8 Gasoline--Standard Oil ads
- 9 Gasoline--Standard Oil, Red Crown ads and gasoline stations
- 10 Great Lakes Aircraft Corp., Cleveland, Ohio--airplane
- 11 Kitchen appliances ads
- 12 Charles Lindbergh welcome home billboard, St. Louis
- 13 Radio station ad
- 14 Road side sign with ads
- 15 Salt ad
- 16 Tobacco ad
- 17 W.F. Williamson Adv. Service--company garage, trucks, staff, probably St. Louis
- 18 W.F. Williamson Adv. Service--promotional brochure
- 19 W.F. Williamson Adv. Service, St. Louis
- 20 [W.F.] Williamson Co., Chicago-Oil Paintings--Bay City Fair, 1912
- 21 [W.F.] Williamson Co.-Oil Paintings, going out of business sale, Indianapolis, 1912