Abstract: This single volume scrapbook contains advertisements for automobiles, as clipped from magazines published during the 1950s, particularly the Saturday Evening Post, plus an occasional newspaper clipping.
Descriptive Summary

Identification: MSS 093, Item 009
Creator: Creator unknown.
Title: Scrapbook of automobiles
Inclusive Dates: 1936–1954
Bulk Dates: (bulk dates 1950–1954)
Extent: 1 volume (48 p., plus 10 blank) ; 36 x 31 cm.
Language: Materials entirely in English.

Administrative Information

Citation: MSS 093, Item 009, Scrapbook of automobiles, Special Collections, University of Delaware Library, Newark, Delaware.
Shelving Summary: Shelved in SPEC MSS 093 FOLIO
Location: Special Collections Department, University of Delaware Library Newark, Delaware 19717-5267 Phone: 302-831-2229 Fax: 302-831-6003 URL: http://www.lib.udel.edu/ud/spec/
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Historical Note

This scrapbook was created by an unknown individual, probably during the mid-1950s.

Sources:
Information derived from the scrapbook.
Scope and Content Note

Created by an unknown individual, this scrapbook contains advertisements for automobiles clipped from magazines published during the 1950s, particularly the *Saturday Evening Post*, plus an occasional newspaper clipping.

The advertisements cover a wide range of new model domestic and foreign makes of automobiles, including obsolete companies such as Kaiser Automobile, Studebaker Automobile, Nash Motors, Packard, Stutz, and DeSoto. Some of the advertisements feature images and information about antique cars, while others depict unique foreign vehicles such as the Isetta and Veedol. A 1952 advertisement chronicles the history of Studebaker Automobile as the corporation celebrated its one-hundredth anniversary.

Although most of the advertisements are sponsored by automobile companies, some are courtesy of companies which manufacture automotive products, such as the Goodyear Tire & Rubber Company and Gulf Oil Corporation.

The images and text in this scrapbook provide a historical record of new automobiles during the 1950s, as well as a glimpse of American advertising during the period.
Selected Search Terms

Topical Terms

Automobiles--20th century--Sources.

Advertising--United States--20th century--Sources.

Form/Genre Terms

Advertisements.

Scrapbooks.

Related Materials in this Repository

This item forms part of MSS 093 Commonplaces, Albums, and Scrapbooks collection.
Detailed Description of the Collection

Scrapbook of automobiles, 1936–1954 (bulk dates 1950–1954) [Item 009]

1 volume (48 p., plus 10 blank); 36 cm. x 31 cm.