

PRELIMINARY INVENTORY
K0495 (KA0590)
ANNA WHYTE GENTRY SCRAPBOOK
[NSA]

This collection is available at The State Historical Society of Missouri Research Center-Kansas City. If you would like more information, please contact us at kansascity@shsmo.org.

Introduction

Approximately 0.3 cubic foot.

The collection consists of a scrapbook containing advertising cards, business cards, trade cards, and greeting cards from various businesses within the Kansas City metropolitan area collected by Anna Whyte Gentry in the late 1880s. Additional materials include an issue of *The Graphic Royal Wedding Number* dated May 6, 1882, which records the marriage of Prince Leopold, Duke of Albany, to Princess Helen of Waldeck.

Advertising cards or postcards were utilized for the purposes of advertising goods or a business to the public. Such media was used as an alternative or complement to various other forms of print advertising such as catalogs or flyers. The popularity of distributing such cards began to decline with the wider usage of commercial radio broadcasting during the 1920s. The predecessor of the advertising card was the "trade card," which began circulation during the eighteenth century.

Donor Information

The collection was donated to the University of Missouri by the Native Sons and Daughters of Greater Kansas City on July 17, 1990 (Accession No. KA0590).

Copyright and Restrictions

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Related Collections

Native Sons and Daughters of Greater Kansas City Records (K0279)

Location Note

The collection is stored onsite.

Box List

Box 1

Scrapbook, 1880s