

# **Gerald Carson**

## **An Register of His Papers in the Library of Congress**

**Prepared by Bradley E. Gernand**



**Manuscript Division, Library of Congress**

**Washington, D.C.**

**1991**

Contact information: <http://lcweb.loc.gov/rr/mss/address.html>

**Finding aid encoded by Library of Congress  
Manuscript Division, 2007**

Finding aid URL: <http://hdl.loc.gov/loc/mss/eadmss.ms007052>

## Collection Summary

**Title:** Papers of Gerald Carson

**Span Dates:** 1854-1989

**Bulk Dates:** (bulk 1944-1985)

**ID No.:** MSS15255

**Creator:** Carson, Gerald

**Extent:** 950 items; 6 containers; 3 linear feet

**Language:** Collection material in English

**Repository:** Manuscript Division, Library of Congress, Washington, D.C.

**Abstract:** Author, social historian, and advertising executive. Correspondence, writings, speeches, research files, and scrapbooks documenting Carson's activities in advertising and writing American social history.

## Selected Search Terms

The following terms have been used to index the description of this collection in the Library's online catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically therein.

### Names:

Carson, Gerald

Blondin, Jean François Gravelet, 1824-1897. Printed letter (1866)

### Subjects:

Advertising

Social history

United States--History

### Occupations:

Advertising executives

Authors

Historians

## Administrative Information

### Provenance:

The papers of Gerald Carson, advertising executive, social historian, and author, were given to the Library of Congress by Mr. and Mrs. Carson from 1954 to 1990.

### Copyright Status:

The status of copyright in the unpublished writings of Gerald Carson is governed by the Copyright Law of the United States (Title 17, U.S.C.).

### Preferred Citation:

Researchers wishing to cite this collection should include the following information: Container number, Gerald Carson Papers, Manuscript Division, Library of Congress, Washington, D.C.

## Biographical Note

*Date*

*Event*

1899, July 6

Born, Carrollton, Ill.

1921

A.B., University of Illinois, Urbana, Ill.

|              |  |
|--------------|--|
| 1922         | M.A., University of Illinois   |
| 1922-1923    | Reporter, <i>New York Herald</i>   |
| 1923         | Married Lettie Gay   |
| 1923-1927    | Writer, Calkins & Holden, Inc.   |
| 1928-1929    | Employed by J. Walter Thompson Co.   |
| 1929-1932    | Employed by Batton, Barton, Durstine & Osborn  |
| 1932-1940    | Vice president, William Esty & Co.   |
| 1940-1947    | Vice president and copy director, Benton & Bowles  |
| 1947-1951    | Vice president and director, Kenyon & Eckhardt   |
| 1954         | Recipient of the Award of Merit, American Association of State and Local History<br>Recipient of the Dunning Prize, American Historical Association.<br>Published <i>The Old Country Store</i> |
| 1957-1976    | Published <i>Cornflake Crusade</i>   |
| 1960         | Published <i>The Roguish World of Dr. Brinkley</i>   |
| 1961         | Published <i>One for a Man, Two for a Horse</i>  |
| 1963         | Published <i>The Social History of Bourbon</i>   |
| 1964-1976    | Member, advertising board, <i>American Heritage</i> magazine   |
| 1966         | Published <i>The Polite Americans</i>  |
| 1969         | Member, usage panel, <i>American Heritage Dictionary of the English Language</i>   |
| 1972         | Published <i>Men, Beasts and Gods: A History of Cruelty and Kindness to Animals</i>  |
| 1977         | Published <i>The Golden Egg: The Personal Income Tax, Where it Came From, How it Grew</i>  |
| 1978         | Published <i>A Good Day at Saratoga</i>  |
| 1983         | Published <i>The Dentist and the Empress: The Adventures of Dr. Tom Evans in Gas-lit Paris</i>   |
| 1989, Dec. 4 | Died, Langhorne, Pa.   |

## Scope and Content Note

Gerald Hewes Carson (1899-1989), a native of Illinois and graduate of the state university in Urbana, moved to New York in 1922 to found a broad and successful career in the mass media. Beginning as a reporter for the *New York Herald*, Carson soon left journalism for the advertising field, in which he rose eventually to become an executive in the nation's leading advertising

agencies of the day. Decades later, he traded advertising for the world of historical scholarship and authored ten books and many articles concerning various aspects of American social history.

Carson's papers in the Library of Congress span the years 1854-1989, with the bulk of the material concentrated in the period 1944-1985. The material is organized in three series: [Correspondence](#), [Speeches and Writings](#), and [Miscellany](#). Comprised of correspondence, writings, speeches, lectures, scrapbooks, and research material, the collection chiefly reflects his work as an author and social historian. A group of scrapbooks in the Miscellany series documents his career in the advertising world as well as various milestones in his later career as social historian. A printed letter from 1866 by acrobat Jean François Gravelet Blondin is in the Speeches and Writings series.

## Related Materials

Other Gerald Carson papers are located in the New York Public Library and the Historical Society of Pennsylvania.

## Arrangement of the Papers

This collection is arranged in three series:

- [Correspondence, 1944-1980](#)
- [Speeches and Writings, 1854-1989, n.d.](#)
- [Miscellany, 1884-1980, n.d.](#)

## Description of Series

*Container*

*Series*

BOX 1-2

**Correspondence, 1944-1980**

Letters to and from business associates and friends concerning research for and publication of Carson's articles and books.

Arranged alphabetically by title of work and thereunder by year, month, and day.

BOX 2-3

**Speeches and Writings, 1854-1989, n.d.**

Articles, student theses, speeches and lectures, and research material.

Arranged alphabetically by type of material and thereunder by title or topic.

BOX 3-6

**Miscellany, 1884-1980, n.d.**

Scrapbooks containing clippings, letters, reviews, and programs pertaining to Carson's work. Also financial records, biographical material, and miscellaneous clippings.

Arranged alphabetically by type of material and chronologically thereunder.

# Container List

| <i>Container</i> | <i>Contents</i>   |
|------------------|---|
| <b>BOX 1-2</b>   | <b>Correspondence, 1944-1980</b><br>Letters to and from business associates and friends concerning research for and publication of Carson's articles and books.<br>Arranged alphabetically by title of work and thereunder by year, month, and day. |
| <b>BOX 1</b>     | "Animal Welfare: An Aspect of Nineteenth Century Reform," 1971-1972   |
| <b>BOX 1</b>     | "Book Agents," 1954-1958  |
| <b>BOX 1</b>     | <i>Cornflake Crusade</i> , 1944-1979  |
| <b>BOX 1</b>     | <i>The Golden Egg...</i> , 1974-1977  |
| <b>BOX 1</b>     | "Hot Meals from Cold Bricks--the Birdseye Story," 1976-1978<br>(3 folders)  |
| <b>BOX 1</b>     | "Jefferson Davis's Camel Corps," 1979-1980  |
| <b>BOX 1</b>     | <i>Men, Beasts and Gods</i> , 1973-1976   |
| <b>BOX 1</b>     | Miscellaneous, 1959-1979  |
| <b>BOX 1</b>     | <i>The Old Country Store</i> , 1967-1980  |
| <b>BOX 1</b>     | <i>The Roguish World of Dr. Brinkley</i> , 1960-1976  |
| <b>BOX 2</b>     | "The Siege of Paris," 1977-1978   |
| <b>BOX 2</b>     | "They Knew What They Liked," 1961   |
| <b>BOX 2</b>     | Trademarks, 1976-1977   |
| <b>BOX 2</b>     | "Who Put the Borax in Dr. Wiley's Butter?" 1972   |
| <b>BOX 2</b>     | "A Yankee 'Tarzan' in the Maine Woods," 1969-1979   |
| <b>BOX 2-3</b>   | <b>Speeches and Writings, 1854-1989, n.d.</b><br>Articles, student theses, speeches and lectures, and research material.<br>Arranged alphabetically by type of material and thereunder by title or topic.   |
| <b>BOX 2</b>     | Research material   |
| <b>BOX 2</b>     | "Bird-in-Hand," 1976-1978, n.d.   |
| <b>BOX 2</b>     | Blondin, Jean François Gravelet, 1854-1866, 1972-1989, n.d.   |
| <b>BOX 2</b>     | Guckenheimer Band, 1964, n.d.   |
| <b>BOX 2</b>     | MacGilvra, Boo, 1978-1983, n.d.   |
| <b>BOX 2</b>     | McFadden, Bernarr [sic], 1955, n.d.   |
| <b>BOX 2</b>     | Odd-ball clubs in America, 1952, 1961-1968, 1982, n.d.  |
| <b>BOX 2</b>     | Twain, Mark, at Niagara Falls, 1971-1976  |
| <b>BOX 2</b>     | "The Two Graves of Marshall Ney," 1956-1961, 1972-1975, 1983-1985   |
| <b>BOX 3</b>     | Speeches and lectures   |
| <b>BOX 3</b>     | "Animal Welfare: An Aspect of Nineteenth Century Reform," 1972  |
| <b>BOX 3</b>     | "Bourbon and Branch....," 1972  |
| <b>BOX 3</b>     | "Bourbon, the Star-Spangled Bank," 1963   |
| <b>BOX 3</b>     | Taxation 1969   |
| <b>BOX 3</b>     | "Watermelon Armies and Whiskey Boys," n.d.  |
| <b>BOX 3</b>     | Writings  |

## Speeches and Writings, 1854-1989, n.d.

### Container

### Contents

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- BOX 3 "Anthology of Twelve Sonnets of Daniel, Drayton, Spenser, and Sidney," ca. 1921
- BOX 3 "Bruce Weirick: The Playboy of the College World," (article), ca. 1920
- BOX 3 "Frederic Harrison," (A.B. thesis), 1922
- BOX 3 "Walter Pater," (B.A. thesis), 1921
- BOX 3 Untitled piece (possible title: "The Story of the Most Wonderful Baby and the Oog-Who-Growled"), (short story), ca. 1921

### BOX 3-6

#### **Miscellany, 1884-1980, n.d.**

Scrapbooks containing clippings, letters, reviews, and programs pertaining to Carson's work. Also financial records, biographical material, and miscellaneous clippings.

Arranged alphabetically by type of material and chronologically thereunder.

- BOX 3 Biographical material and clippings file, 1917-1980
- BOX 3 Christmas card ideas, 1884, n.d.
- BOX 3 Financial accounts
- BOX 3 "A Yankee 'Tarzan' in the Maine Woods," 1978-1979
- BOX 3 "The Old Country Store," 1965-1977
- BOX 4 Scrapbooks
- BOX 4 1923-1947
- BOX 4 1953-1954
- BOX 5 1954-1960
- BOX 5 1960
- BOX 5 1960-1961
- BOX 6 1961-1966
- BOX 6 1963-1980
- BOX 6 1966-1980