



The Historical  
Society of  
Pennsylvania

**\*\* Preliminary inventory \*\***

**Collection 3115**

**Curtis Publishing Company  
Records**

**ca. 1891-1968**

**16 boxes, 4 volumes, 14.4 lin. feet**

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**Restrictions:** None

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**Abstract**

Cyrus H. Curtis, a pioneer of modern magazine publishing in the United States, established the Curtis Publishing Company in 1891 in Philadelphia. Prior to this, Cyrus Curtis started his career by publishing a local weekly in Portland, Oregon, until a fire destroyed the plant. He later moved to Boston, Massachusetts, where he started to publish *The People's Ledger* magazine. He continued to publish the magazine after he moved to Philadelphia in 1876. The Curtis Publishing Company became one of the most influential publishing companies in the United States during the early 20th century, having published *Ladies Home Journal*, *The Saturday Evening Post*, *Holiday*, *The American Home*, *Jack & Jill*, and *Country Gentleman*.

The collection contains financial documents that include annual reports, reports to the Board of Directors, information on annual meetings, ledgers, bills, deeds, contracts, Old Age and Social Security Records, payroll accounts, etc. In Boxes 3 to 6 there is information on standards for advertisements, writing and advertising case histories; miscellaneous publications on business advertising; and some materials on history of the business press. Apart from this the collection contains slides, brochures, pamphlets, magazines, and newspapers that provide information on publishing industry and the Philadelphia business community. The collection also has two volumes of preferred and common stock certificates (which are mostly empty), bound copies of *The Ladies Home Journal* from 1913- 1917, and 1915 summaries of *Saturday Evening Post* and *The Ladies Home Journal*.

In the latter half of the collection there is information on domestic subsidiaries of Curtis Publishing Company like National Analysts Inc., The American Home, Royal Electrottype Company, and also other publishing and printing companies in Philadelphia and other parts of the country. There are closing papers and settlement papers that highlight the sale of subsidiary companies of the Curtis Company. A brief history of Cyrus Curtis and *Saturday Evening Post* can be found in Box 16. Additionally Boxes 14 to 16 contain images of the Curtis Company, its employees, and various internal departments. There are also some early photographs showing the construction of the Curtis Building at Sixth and Walnut streets.

**Restrictions**

None

**Acquisition information**

Provenance Unknown

**Preferred citation**

Cite as: [Indicate cited item], The Curtis Publishing Company (Collection 3115), The Historical Society of Pennsylvania.

**Box and folder listing**

<b>Box or Volume Number</b>	<b>Brief Description</b>
Box 1	Old Age and Social Security Records 1937-1939; Account Book 1904; News Papers till 1968, miscellaneous publications, printed materials from various companies, businesses and industries
Box 2	Slides of Premium Service Company ca. 1960; Notes, 1967- 1968; 11 unmarked Saturday Evening Post –non consecutive issues, 1920; marked /indexed 9 Saturday Evening Post, Sep., Oct., Dec. 1960; Bills and Receipts, 1938- 1951; miscellaneous publications, reports, pamphlets, ca.1938- 1960; miscellaneous publications on business advertising, history of business press
Box 3	Standards for Advertisements (2 copies), 1946; Standard Specifications for Advertising Reproduction Material in The Saturday Evening Post, Ladies Home Journal, Country Gentleman, and Holiday (2 copies), 1950; Mechanical Specifications for Advertising in The Saturday Evening Post, Ladies Home Journal, and Holiday (4 copies), 1953; State Area and Community Advertising and Promotional Expenditures, 1957- 1958; Editorial Report on The Saturday Evening Post (2 copies), 1959; Writing Case History (Post) #4, #5, #6 (3 copies), #7 (3 copies), # 8 (3 copies), #9 (2 copies), 1947- 1949; Advertising Case History #3, #4, #5, #6, #7, #8, #9 (2 copies), #10; Miscellaneous publications, 1947- 1950.
Box 4	Reports to the Board of Directors, 1934; Case History of New York Issue of Holiday (4 copies), 1959; case history of a Saturday Evening Post Article (2 copies), 1958; Chart of Accounts, 1953; Deeds No. 1 C.P. and Co.; Deeds No. 1 N.Y and P.A. Co.; Contracts No. 1-3 N.Y. and P.A. Co.
Box 5	Report to Board of Directors, 1916- 1929, 1935-1938
Box 6	Ladies Home Journal Reports on Women and Alcoholic Beverages; Corporation Advertising in Post; bills : Saturday Evening Post 1899- 1912; Summaries of Saturday Evening Post and The Ladies Home Journal, 1915
Box 7	Report to the Board of Directors, ca.1917- 1937; Inventory of File Cabinets; miscellaneous publications, 1961- 1962
Box 8	Bride to Be, Fall 1955, Winter 1955, Spring 1956; Annual Reports, 1925- 1961; miscellaneous publications, reports to stock holders, information on annual meetings
Box 9	Godspeed Rate Book (2 copies); Payroll Accounts, July 1902- June 1903; Ledger, 1928- 1934; Ledger, 1939- 1940; subscription liability, 1924; miscellaneous reports from State Chamber of Commerce, various businesses
Box 10	Keystone Readers' Service of The Southwest Inc., 1960- 1968; The Moore-Cottrell Subscription Agencies board meeting papers, 1949- 1966; audits, balance sheets, trust papers of National Analysts Inc., 1952- 1967; closing papers of The Curtis Publishing Co., The Independence Investment Co., National Analysts, 1966-1968; contract papers of United States Dept. of

	Agriculture & National Analysts, 1964
Box 11	Contracts and financial papers of The American Home, 1953- 1968; details of absorbing Bethlehem Plate Co., 1927- 1929; articles of incorporation and amendments of Bantam Books Inc., 1945- 1965; contract papers of Bantam Books Inc., 1945- 1963; agreement between Curtis Co. and Grosset & Dunlap regarding Treasure Books Inc., 1952- 1960; agreement papers of Wonder Books Inc., termination papers of Transworld Publishers, 1965; stock purchase and audits of Wonder Books Inc., 1949- 1962; Federal Trade Commission Pleadings documents regarding Better Farming, 1955- 1956; corporate papers, dissolution papers of Bride To Be Magazine Inc., 1954- 1964; incorporation, trust and dissolution papers of Colonial Electrotpe Co., 1937- 1962; corporate papers, board minutes of Curtis School Plan, Inc., 1963; dissolution papers, financial papers, and bank accounts of Fireside Educational Institute, 1961- 1963; defunct corporation papers and correspondence of Keystone Readers' Service Eastern, Inc., 1962- 1963
Box 12	Minutes, financial papers, and correspondences of National Analysts, Inc., 1943- 1966; minutes, annual reports and audits of National Magazine Service, Inc., 1950- 1966; Papers re sale of Roanoke, Virginia branch of National Magazine Service , Inc., 1962; Papers re sale of Waterloo, Iowa branch of National Magazine Service, Inc., 1963; financial reports and minutes of New York & Pennsylvania Co., Inc., 1963- 1969
Box 13	Minutes of New York & Pennsylvania Co., Inc., 1952- 1965; closing papers, financial papers, insurance policies, minutes and correspondences of The Packard Press, Inc., 1967- 1969; closing papers and memoranda of Royal Electrotpe Company, 1950; settlement papers, voting trust and stock opinion agreements, minutes, and audits of Science & Mechanics Publishing Co., 1954- 1967, 1959; minutes of Armstrong Forest Company, 1960- 1966; minutes of Walnut Land And Timber Investment Company, 1965; minutes of T.S. Woolings And Company Ltd., 1960- 1966
Box 14	Pictures of Curtis Publishing Co., employees, various departments, c.a. 1900- c.a. 1930
Box 15	Pictures of Curtis Publishing Co., employees, various departments, c.a. 1900- c.a. 1930
Box 16	Pictures of construction of Curtis Publishing Co., c.a. 1900; documents on Cyrus H.K Curtis, c.a. 1900- c.a. 1920; documents on glass mosaic; Booklet on the Life and Times of Cyrus H.K Curtis, 1850- 1933; A Short History of Saturday Evening Post, 1937; Pictures of Edward Bok; Picture of Benjamin Franklin (picture of bust)
Volume 1	Ladies Home Journal, 1913- 1917
Volume 2	Ledger, 1891-1897
Volume 3	Country Life- American Home Corporation Preferred Stock, Nov. 1932- Sep. 1935
Volume 4	Country Life- American Home Corporation Common Stock, ca. 1932