

Guide to the Max Walter Commercial Art for W. & J. Sloane

GEN MSS 929



by Joanne McCarthy and Jennifer Meehan

2012

P. O. Box 208330
New Haven, CT 06520-8330
(203) 432-2977
beinecke.library@yale.edu
<http://beinecke.library.yale.edu/>

Table of Contents

Collection Overview	3
Requesting Instructions	3
Administrative Information	3
Immediate Source of Acquisition	3
Custodial History	4
Conditions Governing Access	4
Conditions Governing Use	4
Preferred Citation	4
Processing Information	4
Max Walter (1908-1988)	4
W. & J. Sloane	4
Scope and Contents	4
Arrangement	5
Collection Contents	6
Series I: Pen-and-Wash Drawings, 1934-1981	6
Series II: Sketchbooks, 1951-1952, undated	8
Series III: Advertisements, undated	9
Selected Search Terms	10

Collection Overview

REPOSITORY: Beinecke Rare Book and Manuscript Library
P. O. Box 208330
New Haven, CT 06520-8330
(203) 432-2977
beinecke.library@yale.edu
<http://beinecke.library.yale.edu/>

CALL NUMBER: GEN MSS 929

CREATOR: Walter, Max, 1908-1988

TITLE: Max Walter commercial art for W. & J. Sloane

DATES: 1934-1981

PHYSICAL DESCRIPTION: 5.33 linear feet (15 boxes)

LANGUAGE: English

SUMMARY: The collection consists primarily of pen-and-wash drawings of furniture and home accessories drawn by Max Walter for the W. & J. Sloane company. The drawings depict a range of furniture and home furnishing styles available to the public and were featured in advertisements for W. & J. Sloane printed in newspapers and magazine. The drawings document changing styles in the American commercial domestic furniture industry in the middle decades of the twentieth century. Also found are sketchbooks containing pastel, watercolor, pencil, and pen-and-wash drawings and copies of print advertisements featuring Walter's drawings.

ONLINE FINDING AID: To cite or bookmark this finding aid, please use the following link: <https://hdl.handle.net/10079/fa/beinecke.walter>

Requesting Instructions

To request items from this collection for use in the Beinecke Library reading room, please use the request links in the HTML version of this finding aid, available at <https://hdl.handle.net/10079/fa/beinecke.walter>.

To order reproductions from this collection, please send an email with the call number, box number(s), and folder number(s) to beinecke.images@yale.edu.

Key to the container abbreviations used in the PDF finding aid:

b. box

Administrative Information

Immediate Source of Acquisition

Purchased from Rachelle S. Blaxberg on the Library Associates Endowment Fund, 2012.

Custodial History

From the collection of Jack Lubiner.

Conditions Governing Access

The materials are open for research.

Conditions Governing Use

The Max Walter Commercial Art for W. & J. Sloane is the physical property of the Beinecke Rare Book and Manuscript Library, Yale University. Literary rights, including copyright, belong to the authors or their legal heirs and assigns. For further information, consult the appropriate curator.

Preferred Citation

Max Walter Commercial Art for W. & J. Sloane. General Collection, Beinecke Rare Book and Manuscript Library, Yale University.

Processing Information

Collections are processed to a variety of levels, depending on the work necessary to make them usable, their perceived research value, the availability of staff, competing priorities, and whether or not further accruals are expected. The library attempts to provide a basic level of preservation and access for all collections, and does more extensive processing of higher priority collections as time and resources permit.

This collection received a basic level of processing, including rehousing and minimal organization in 2012. Information included in this finding aid is drawn from information supplied with the collection and from an initial survey of the contents.

This finding aid may be updated periodically to account for new acquisitions to the collection and/or revisions in arrangement and description.

Max Walter (1908-1988)

Max Walter, American illustrator, studied at the Arts Students League of New York (1925-1926), and drew illustrations of furniture and home accessories for the W. & J. Sloane company for more than 35 years during the middle decades of the twentieth century.

W. & J. Sloane

W. & J. Sloane was a furniture and rug store in New York City that catered to the wealthy and operated from 1843 to 1985, reaching its peak in the late nineteenth and early twentieth centuries.

Scope and Contents

The collection consists primarily of pen-and-wash drawings of furniture and home accessories drawn by Max Walter for the W. & J. Sloane company. The drawings depict a range of furniture and home furnishing styles available to the public and were featured in advertisements for W. & J. Sloane printed in newspapers and magazines. The drawings document changing styles in the American commercial domestic furniture

industry in the middle decades of the twentieth century. Also found are sketchbooks containing pastel, watercolor, pencil, and pen-and-wash drawings and copies of print advertisements featuring Walter's drawings.

Arrangement

Organized into three series by format: I. Pen-and-Wash Drawings, 1934-1981. II. Sketchbooks, 1951-1952. III. Advertisements, undated.

Collection Contents

Series I: Pen-and-Wash Drawings, 1934-1981

Arranged by size and then by date.

Pen-and-wash drawings (8.5" x 14" or smaller)		
b. 1	Pen-and-wash drawings <i>13 Folders</i>	1934-1946
b. 2	Pen-and-wash drawings <i>8 Folders</i>	1946-1954
b. 3	Pen-and-wash drawings <i>5 Folders</i>	1955-1959
b. 4	Pen-and-wash drawings <i>16 Folders</i>	1960-1978
Pen-and-wash drawings		
b. 5	Bedding, bedroom	undated
b. 5	Chairs	undated
b. 5	Dining sets	undated
b. 5	End tables	undated
b. 5	Kitchen accessories	undated
b. 5	Law furniture	undated
b. 5	Lighting	undated
b. 5	Living room	undated
b. 5	Miscellaneous: mirror, foyer, receptacles, towels	undated
b. 5	Planters	undated
b. 5	Trays, tables	undated
b. 5	Window curtains	undated
b. 5	Writing desks	undated
Pen-and-wash drawings (14" x 18" or smaller)		
b. 6 (Oversize)	Pen-and-wash drawings <i>16 Folders</i>	1935-1949, undated
b. 7 (Oversize)	Pen-and-wash drawings <i>10 Folders</i>	1950-1956
b. 8 (Oversize)	Pen-and-wash drawings <i>9 Folders</i>	1957-1964

Pen-and-wash drawings (14" x 18" or smaller) (continued)

b. 9 (Oversize)	Pen-and-wash drawings <i>14 Folders</i>	1965-1977
Pen-and-wash drawings (16" x 20" or smaller)		
b. 10 (Oversize)	Pen-and-wash drawings <i>15 Folders</i>	1940-1959, undated
b. 11 (Oversize)	Pen-and-wash drawings <i>18 Folders</i>	1960-1981
Pen-and-wash drawings (22" x 28" or smaller)		
b. 12 (Oversize)	Pen-and-wash drawings	1968, undated

Series II: Sketchbooks, 1951-1952, undated

b. 13 (Oversize)	Pastel drawings on construction paper <i>2 Folders</i>	undated
b. 13 (Oversize)	Watercolor drawings	1951
b. 13 (Oversize)	Watercolor, pencil, and pen-and-wash drawings	December 1951- January 1952

Series III: Advertisements, undated

b. 14 (Oversize)	Advertisements (copies) <i>2 Folders</i>	undated
b. 15	Advertisements (copies) <i>31 Folders</i>	undated

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.

Subjects

Advertising -- United States
Commercial artists -- United States
Commercial art -- United States
Furniture industry and trade -- United States
Furniture -- United States
House furnishings industry and trade -- United States
House furnishings -- United States
Illustrators -- United States

Genres / Formats

Advertisements -- United States -- 20th Century
Commercial art -- United States -- 20th Century
Pen and wash drawings -- United States -- 20th Century
Sketchbooks -- United States -- 20th Century

Occupations

Commercial artists -- United States -- 20th Century
Illustrators -- United States -- 20th Century

Names

Lubiner, Jack -- Ownership
Walter, Max, 1908-1988

Corporate Body

W. & J. Sloane