

## Toledo History and Promotion Collection Scope and Contents Notes

Toledo History and Promotion Collection is a composite collection of brochures and pamphlets printed to publicize Toledo's advantages as a place to live and develop businesses. The earliest item is 1865 and the latest item is circa 1970. The grouping of items is somewhat arbitrary, although most items are arranged by publisher. Additional items may be added to the collection at future dates. Even the promotional items give a glimpse at Toledo's history and development.

## Toledo History and Promotion Collection Inventory

- Folder 1      Miscellaneous Histories
1. "Annual Meteorological Synopsis for the Year 1865: Observations Taken Three Times a Day" by J. B. Trembley, M.D., Toledo, Ohio. Toledo: Spear, Johnson & Co.'s Steam Presses, ca. 1867 (9 leaves, photocopy)
  2. "Toledo; Its Past, Present and Future." By Irwin I. Millard. ca. 1868
  3. "Brief History of Points of Interest Around Toledo, Ohio: Especially Prepared for Delegates and Guests of 3<sup>d</sup> District Convention of Ohio Kiwanis Clubs, September 27, 28 and 29, 1920" by Martin S. Dodd. (2 copies)
  4. "Historical Facts About Toledo" ca. 1922-1925 (13 leaves)
  5. "Notes of the History of Toledo and Maumee Valley" Copied from TAS records, April 18, 1951 (3 leaves typed on verso of Travelers Aid Service letterhead)
  6. "Notes on the History of Toledo and Maumee Valley" (Handwritten note: Prepared by Toledo Chamber of Commerce 1960)
  7. "4<sup>th</sup> Grade Reading Material Supplementing Study of Toledo: Early History of Toledo" by E. Hill, n.d. (4 leaves with map)
- Folder 2      Magazine and Encyclopedia Articles
1. *Americana*, "History of Toledo" by Carl Vitz, pp. 671-674 (Reprint printed by De Forest Hart, Chicago, Illinois for private distribution)
  2. *Barron's*, "The Rise of Toledo" by W. F. Stalder. July 6, 1939 (photocopy)
  3. *B & O Magazine*, "Toledo: Glass Capital of the World and One of America's Greatest Ports" June 1953, pp. 22-27 (2 copies)
  4. *Commerce Club News*, "Toledo The Town Triumphant: The City with a Sixth Civic Sense" July 29, 1916
  5. *The Exchangite*, "Toledo: Site of the 1961 National Exchange Club Convention September 9 through 14" February 1961, pp. 4-5, 20
  6. *Museum Echoes*, "Toledo" by Randolph C. Downes, October 1953, pp. 75-78
  7. *Our Sun*, "Toledo: A 125<sup>th</sup> Anniversary Portrait" (Reprint from Autumn 1962 issue)
  8. *People's Voice*, "The First 75 Years" [1962], pp. 8-11
  9. *People's Voice*, "80<sup>th</sup> Anniversary Issue"
  10. *Saturday Evening Post*, "The Cities of America: Toledo" by Mark Murphy, January 10, 1948, pp. 28-29, 61, 63-64
  11. *Toledo City Journal*, "Toledo: Key to the Sea ... Consider the Advantages" Supplement, April 30, 1955
  12. *Toledo City Journal*, "Our Future – It's Here Today" Supplement, October 29, 1955
  13. *Toledo Trust News*, "Toledo – Once a Bloody Battleground Now a Great Port City" September 1955

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- Folder 2 Magazine and Encyclopedia Articles (continued)
14. Unidentified, "Toledo: The City in Which We Live and Work" ca. 1945
  15. Unidentified, "1917 – Toledo – 1945: The City in Which We Live and Work" ca. 1945
- Folder 3 Songs and Symbols
1. "Toledo Songs" (List includes Toledo and Ohio references)
    - A. No. 4 "My Ohio"
    - B. No. 6 "Battle Hymn of the Republic" with additional verse re Ohio
    - C. No. 7 "Aloha Oe"
    - D. No. 8 "There's a Quaker Down in Quaker Town"
    - E. No. 9 "When You Wore a Tulip"
    - F. No. 10 "Pretty Baby"
    - G. No. 11 "We're Strong for Toledo"
  2. "Toledo Songs"
    - A. No. 2 "We're Strong for Toledo"
    - B. No. 3 "Toledo Will Shine Tonight"
    - C. No. 4 "Toledo Song"
    - D. No. 5 Untitled
    - E. No. 6 "T-O-L-E-D-O"
  3. Off to France Day, Swayne Field, Saturday, August 18, 1917
    - A. We're Strong for Toledo
    - B. My Ohio
  4. Postcard, The Toledo Frog, No. 8
  5. Envelope, J. Pressley Lyle, M. D. (Picture of Frog on lotus leaf)
- Folder 4 Businesses
1. Connecticut Mutual Life, ca. 1965
  2. Luetke Advertising-Publishing Services, Inc., *Toledo-Gram*, December 1966; January 1967
  3. Port Lawrence Title, "The Port Lawrence Report: 50<sup>th</sup> Anniversary Edition," 1981
  4. Bob Reese Motors, Inc., "The Best Things in Toledo Life is Free," ca. 1950
  5. Smith's Restaurants, "Welcome to Toledo," ca. 1956
  6. Toledo Savings Bank & Trust Co., "Historic Toledo," 1921
  7. Oil Businesses, "Toledo's Indispensable Link to Progress," ca. 1950s

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- Folder 5      Commission of Publicity and Efficiency
1. "The Character of a Modern City or Modern Toledo," reprint 1951 (2 copies)
  2. Brochure, "Toledo's Penny Tax," ca. 1956
- Folder 6      International Association of Printing House Craftsmen
1. Pamphlet, "Toledo: City of Industry and Beauty," 1950
- Folder 7      Official Guide of Toledo
1. April 1907
  2. May 1927
- Folder 8      Ohio Bell
1. *The Ohio Bell*, "The Toledo Story," February-March 1950 (2 copies)
- Folder 9      Parade Magazine
1. Brochure, "The Toledo Market," ca. 1947
- Folder 10     Realtors
1. Melle Real Estate Company, "Welcome to Toledo, Ohio," 1972 (2 copies)
  2. Louis Michael Realty, "Toledo Invites You: Expressway Industrial Park," ca. 1955
- Folder 11     Toledo Area Chamber of Commerce
1. "Toledo: Factual Report," 1948-1959
- Folder 12     Toledo Area Chamber of Commerce
1. "This is Toledo," ca. 1954, ca. 1955, 1962, ca. 1964
  2. "Toledo: The Gateway to the Great Lakes," 1924 (2 copies)
  3. "Statistically Speaking: Transportation," ca. 1960-61, ca. 1962
  4. "Statistically Speaking: Geography and Climate," 1964
  5. Speech, "Realism is the Way to Progress," by Stanley Grove, ca. 1946
  6. "An Address: Toledo 1965" by Ralph A. Lucke (2 copies)
  7. "An Address" by John D. Biggers, 1959
  8. "Toledo: Pivot City of the Great Lakes," 1943
  9. "As a Manufacturing and Distributing Center Toledo Offers Profitable Opportunities," 1946 (2 copies)
  10. "They're Betting \$100,000,000 on Toledo... and that's still important money!," 1947
  11. "Facts in Brief about Toledo," 1950
  12. "Toledo Portrait," ca. 1958
  13. "Steve Roper Discovers Toledo Means Business!" 1959
  14. "Toledo Means Business," 1959

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- Folder 12 Toledo Area Chamber of Commerce (continued)
15. "The Tale of Susie Toledo: ...and About Our Average Citizens and Their Birth-to-Death Relationships with City of Toledo Government and Agencies," 1959, 11 leaves
  16. "Toledo Enters the Golden Circle of the Nation's Top 50 Markets," 1963
  17. "Up...Up...Up Go the Business Barometers as Greater Toledo Grows," 1965
  18. "A Market on the Move...Toledo!" 1967
  19. "10-Year Report, 1957-1967: A Factual Analysis and Compilation of Statistical Growth Indicators for the Toledo, Ohio Metropolitan Market," 1967
  20. "Toledo, Ohio: A Strong Industrial Center, Transportation Hub and Growing World Port," 1969
  21. "Focus on Toledo," ca. 1970
  22. "Toledo Alive," ca. 1982
  23. "Toledo: Uptown Ohio, Exciting Beyond Convention," ca. 1986
  24. "Toledo and the Maumee Valley: Where Wayne Won the West" ca. 1987 (2 copies)
- Folder 13 Toledo Area Development Corp.
1. "Toledo...a Fertile Area for Plants to Grow," ca. 1962
- Folder 14 Toledo Blade
1. "100 Years of Progress: 1836-1936"
  2. "The Toledo Market," ca. 1946
  3. "This Is Toledo: The Story of its Museum of Art," 1949
  4. "Telling the Toledo Story," ca. 1955
  5. "Toledo Today: Facts at a Glance about the Nation's 45<sup>th</sup> Market," 1964
  6. "Welcome," Special Libraries Association Toledo Day, June 17, 1955
  7. "Welcome to Toledo," 9<sup>th</sup> Annual Ohio Institute Local and State History, October 28, 1961
  8. "Welcome to Toledo," October 13-15, Ohio Library Association, ca. 1966
  9. "Welcome to Toledo," May 1-3, Delta Kappa Gamma Sorority, ca. 1969
- Folder 15 Toledo Chapter, National Industrial Advertisers Association
1. Pamphlet, "We're Strong for Toledo," ca. 1940

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- Folder 16 Toledo Convention Bureau
1. "Toledo: First city of Ohio in Transportation: The Ideal Convention City," ca. 1925 (3 copies)
  2. "Toledo: The Gateway to the Great Lakes," ca. 1929 (2 copies)
  3. "Toledo: The Gateway to the Great Lakes," ca. 1930
  4. "Bringing Conventions to Toledo and What It Means to You," 1936
  5. "Historic Toledo: A Few of the Interesting Historic Spots to be Enjoyed by Toledo Visitors," 1937
  6. "Come to Toledo," n.d.
- Folder 17 Toledo Edison
1. "Toledo and Northwestern Ohio...Land of Every Business Advantage!" ca. 1955
- Folder 18 Toledo-Lucas County Port Authority
1. "Cargo Moves thru the Port of Toledo, Ohio, U.S.A.," 1963
  2. "Port of Toledo, Ohio, U.S.A. ...the Most Aggressive Port on The Great Lakes," ca. 1966
  3. "Pocket Guide to the Port of Toledo," ca. 1968
- Folder 19 Miscellaneous
1. Leaflet, "Music by the Toledo Town Band", ca. 1900
  2. Flyer, [Statistics for Toledo's Trade Area], ca. 1958
  3. Pamphlet, "A Bit of History of Northwestern Ohio," 1910
- Folder 20 Greater Toledo Office of Tourism and Conventions, Inc.
1. Pamphlet, "Toledo: Lasting Impressions, a Visitors Guide," 1990
- Folder 21 Celebrate Toledo Circle Route
1. Pamphlet, "Round and Round Toledo" ca. 1994
  2. Script, 1993 (16 pages)
- Folder 22 Greater Toledo Convention & Visitors Bureau
1. Pamphlet, "Toledo Visitors Guide," ca. 1992
  2. Pamphlet, "Stay & Play & Save!" ca. 1998
  3. Pamphlet, "Dining Guide," ca. 2001
  4. Pamphlet, "Official Visitors Guide, 2001
- Folder 23 New Neighbors League
1. Pamphlet, "Greetings to our new Neighbor," 1954
- Folder 24 Toledo Area Convention and Visitors Bureau
1. Pamphlet, "Discover Toledo Restaurant / Guide," ca. 1982

## Toledo History and Promotion Collection Inventory

- Folder 25    It's Reigning Frogs  
              1. Pamphlet, Park Smart Frog Finder, 2001
- Folder 26    Discover Downtown Toledo  
              1. Pamphlet, Walking Tour, 1994  
              2. Pamphlet, Walking Tour, 2004