



The New York Public Library
Music Division

Guide to the

Song Slides Illustrating Early 20th Century Popular Songs

circa 1900-1914

JPB 00-13

Processed by Emily P. Dunne in 2022.

Summary

Title: Song Slides Illustrating Early 20th Century Popular Songs

Date: circa 1900-1914

Size: 0.42 linear feet (2 boxes)

Source: Source of acquisition is unknown.

Abstract: The Song Slides Illustrating Early 20th Century Popular Songs collection dates approximately from 1900 through 1914. The ten glass slides were created as promotional materials for music companies and provide illustrations and lyrics for seven popular songs.

Preferred citation: Song Slides Illustrating Early 20th Century Popular Songs, JPB 00-13. Music Division, The New York Public Library for the Performing Arts

Language of the Material: English

Processing note: Processed by Emily P. Dunne in 2022.

Creator History

Glass lantern slides were commercially created positive transparencies on glass that were viewed through a magic lantern, an early type of image projector.

Slides were a popular medium for promotional materials from the late 1800s through the 1920s. They were commonly used to advertise new music releases, and typically screened at movie theaters before or between films. The images on these slides illustrated the songs' themes through hand-tinted photographs or transcriptions of the lyrics. Many illustrations depicted men and women enacting romantic scenes described in the music.

The Kansas City Slide Company was established in 1910, and produced many glass slide advertisements for local businesses. Due to the rapidly evolving film and advertising landscape, the company changed its name to the Kansas City Film Ad Service. It stopped creating still image slides to focus on the popularity of moving-image advertising.

Several other companies, including the New York-based A.L. Simpson Incorporated and Saint Louis Calcium and Light company, also produced slide advertisements.

Waterson, Berlin and Snyder, Incorporated was one of the largest music publishers of its time, and also created slides to promote their new releases. The firm published many artists associated with Tin Pan Alley, and was one of the first to support Black composers.

DeWitt C. Wheeler was a photographer based in New York, active from the late 1800s through his death in 1928. Companies used his landscape work in many commercial glass lantern slides.

Scope and Content Note

This collection is comprised of ten glass slides illustrating seven popular songs from the early 20th century. This collection is arranged by song title, in alphabetical order.

The songs in this collection include "Beautiful Dixie Rose," "Blaze of Glory," "Honey You Were Made for Me," "I'm Afraid to Come Home in the Dark," "Love Me," "You Will Have to Sing an Irish Song (Where The Little Shamrock Grows)," and "You're The Fairest Little Daisy That Grows in the Garden."

Many of the slides have labels as well as information within the illustration. This can include the song's title, composer, lyricist, publishing company, and/or manufacturer. This information is noted in the container list when known. Credited composers include L. Wolfe Gilbert, Abe Holzmänn, and Kerry Mills. Some slides also attributed to a Publishing company or firm. Among the named companies are Saint Louis Calcium Light Company; A.L. Simpson, Incorporated; and Waterson, Berlin and Snyder Company. In addition to the illustrated title, there are slides containing the songs' lyrics and often the chorus.

Key Terms

Subjects

Advertising
Couples
Courtship
Music publishing
Popular music -- 1901-1910 -- Illustrations

Genre/Physical Characteristic

Lantern slides

Names

A.L. Simpson, Inc.
Saint Louis Calcium Light Co.
Waterson, Berlin & Snyder Co.

Container List

- b. 1 **Beautiful Dixie Rose 1912**
Produced by the music publisher Waterson, Berlin and Snyder, Incorporated.
- b. 1 **Blaze of Glory 1910**
Song by Abe Holzmann. Includes two slides, the song title with an illustration by Scott and Van Altena, and the lyrics to the song's chorus.
- b. 1 **Honey You Were Made for Me**
Illustration by Scott and Van Altena.
- b. 1-2 **I'm Afraid to Come Home in the Dark**
Manufactured by A.L. Simpson. Includes three slides, the song title, an illustration of two men outside a house, and lyrics to the chorus.
- b. 2 **Love Me**
Illustration by DeWitt C. Wheeler.
- b. 2 **You Will Have to Sing an Irish Song (Where The Little Shamrock Grows)**
Manufactured by the Saint Louis Calcium Light Company.
- b. 2 **You're The Fairest Little Daisy That Grows in the Garden**
Manufactured by the Saint Louis Calcium Light Company. Lyrics by L. Wolfe Gilbert. Music by Kerry Mills.