

Collected by
Ed Centeno

Walt Whitman

PPT by John McCormick for the
Historical Society of Riverton

Walt Whitman

A VIRTUAL SCRAPBOOK

Mr. Ed Centeno



[https://www.facebook.com/
ed.centeno.58](https://www.facebook.com/ed.centeno.58)

Over the past 25 years collector Ed Centeno has amassed a considerable collection of Whitman memorabilia, focusing primarily on the commercialization of Whitman's image and words.



Walt Whitman

A VIRTUAL SCRAPBOOK

Mr. Ed Centeno



<https://www.facebook.com/ed.centeno.58>

His interest in Walt Whitman began with his exploration of poets depicted on philatelic and ephemeral materials such as stamps, covers, cancellations, postcards and the like.



Mrs R. C. Garrick,
165 South Lincoln Street,
Keene, N. H.



Walt Whitman

A VIRTUAL SCRAPBOOK

Mr. Ed Centeno



<https://www.facebook.com/ed.centeno.58>

The image of Walt Whitman was frequently used commercially and often implied habits or practices that the poet himself did not embrace—Whitman did not smoke or drink, yet his image was often attached to such products.



Walt Whitman

A VIRTUAL SCRAPBOOK

Mr. Ed Centeno



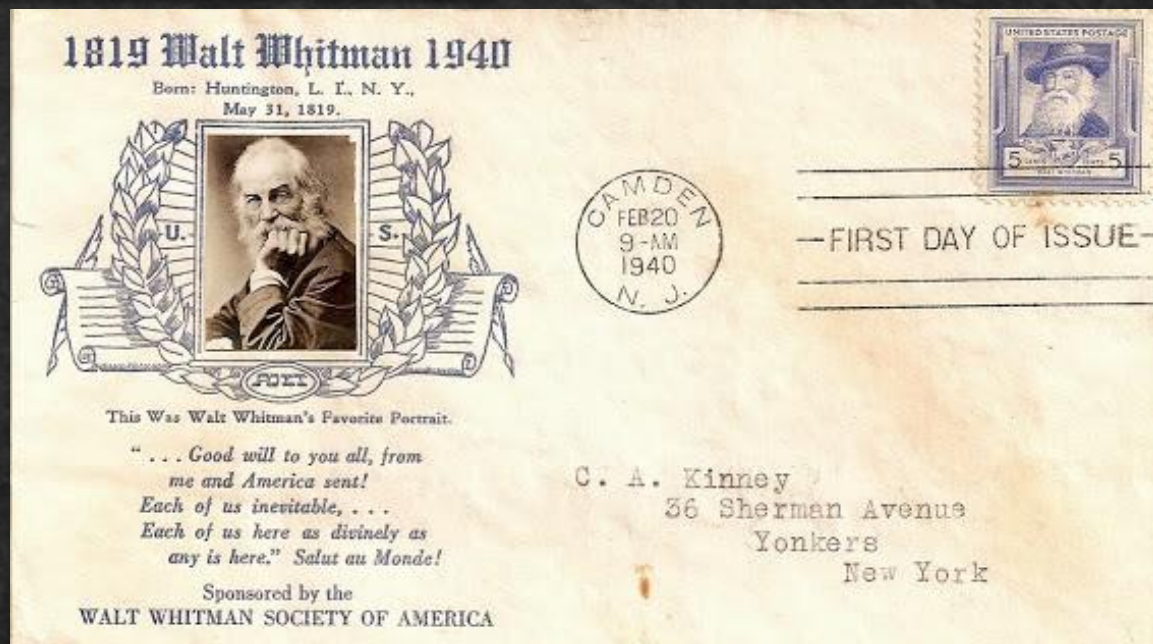
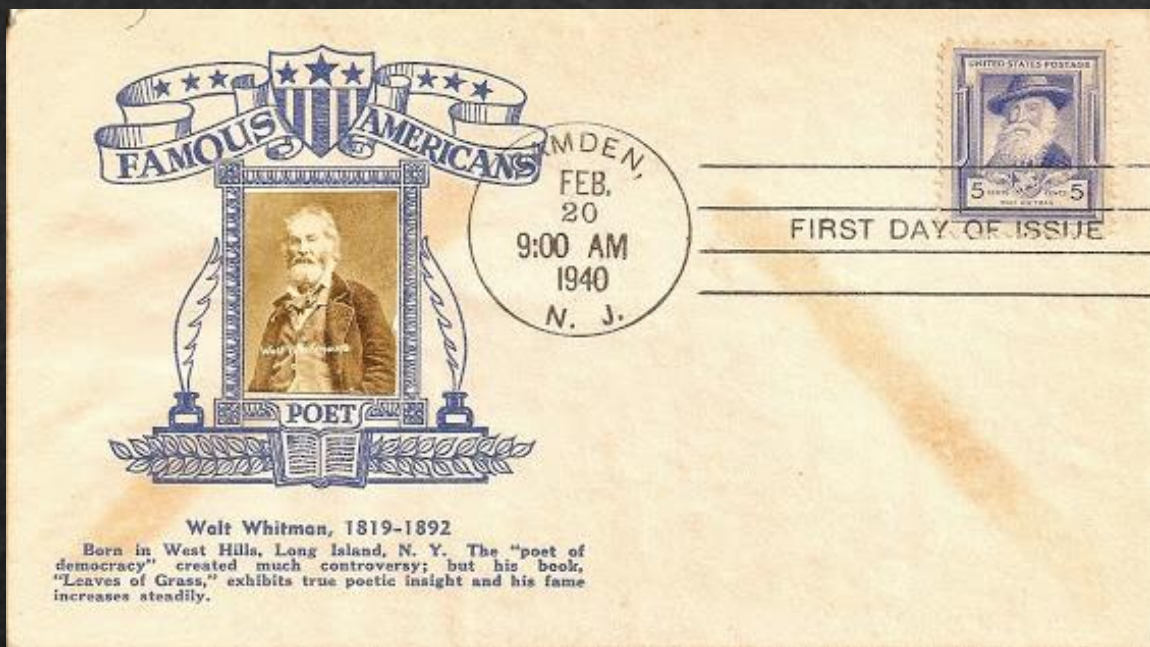
<https://www.facebook.com/ed.centeno.58>

Centeno writes: "My objective in collecting and specializing in the commercialization of Walt Whitman is to enrich my experience with the past, acquaint myself with the phenomenon of Whitman's popularity, and to preserve this aspect of the Whitman experience for future generations."



More of Mr. Centeno's collection follows.

Walt Whitman first day covers



February 20, 1940
FIRST DAY OF ISSUE
Walt Whitman Stamp
Camden, N. J.



From WHITMAN'S HOME
330 Mickle St.



FIRST DAY OF ISSUE

Walt Whitman first day covers

*Click below for more
philatelic information from
USPS.com*

[US Postal Service Commemorates
150th Civil War Anniv...](#)

[The Civil War: 1862 Press Sheet](#)

*Current Ebay search for ["Walt
Whitman" stamps](#)*

*Current search of American
Philatelic Society for ["Walt
Whitman"](#)*

RÉPUBLIQUE DU DAHOMÉY



PREMIER JOUR D'ÉMISSION



Walt Whitman brand grocery products

7



alcoholic beverages

8



<http://philadelphiabrewing.com/projects/walt-wit/>

THE OLD CROW DISTILLERY COMPANY, FRANKFORT, KY, KENTUCKY STRAIGHT BOURBON WHISKEY 86 PROOF

Walt Whitman receives a gift of Old Crow from an admirer

In 1891, Francis Wilson, first president of Actors Equity, sent a bottle of Old Crow to the great American poet. In his note, Mr. Wilson wrote, "I am assured that it is the best of its kind and the very best of anything is not too good for Walt Whitman."

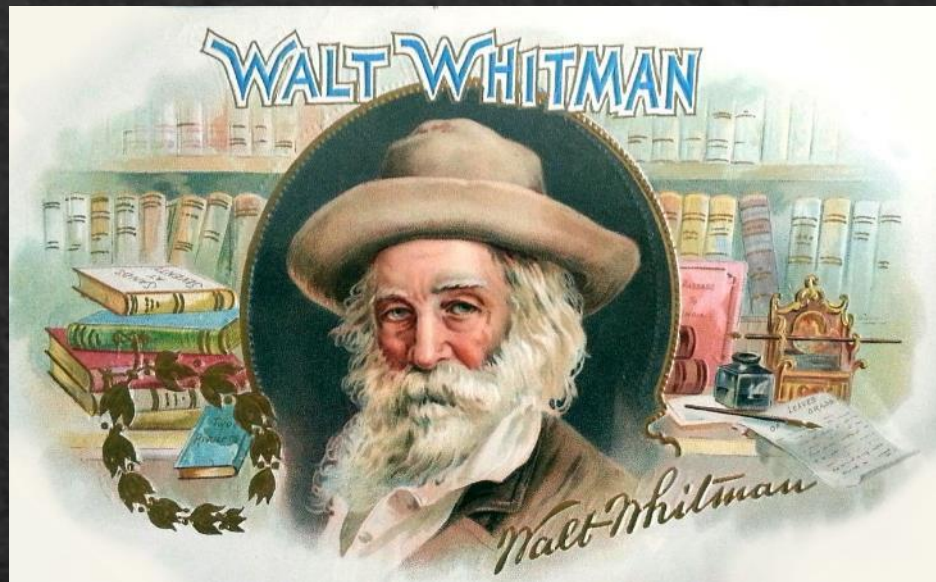
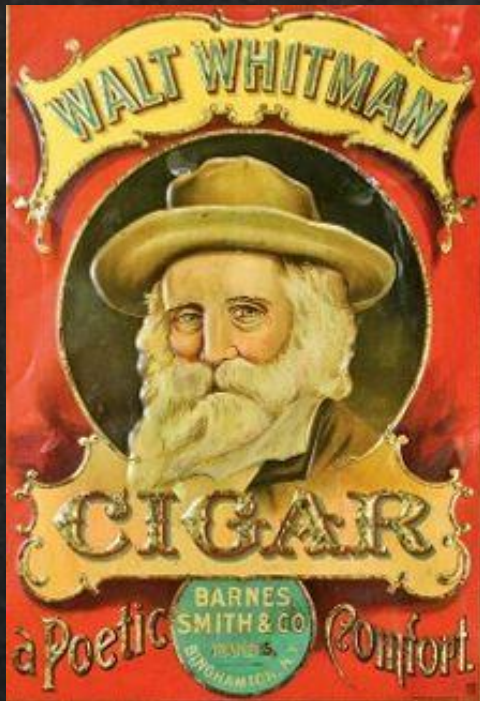
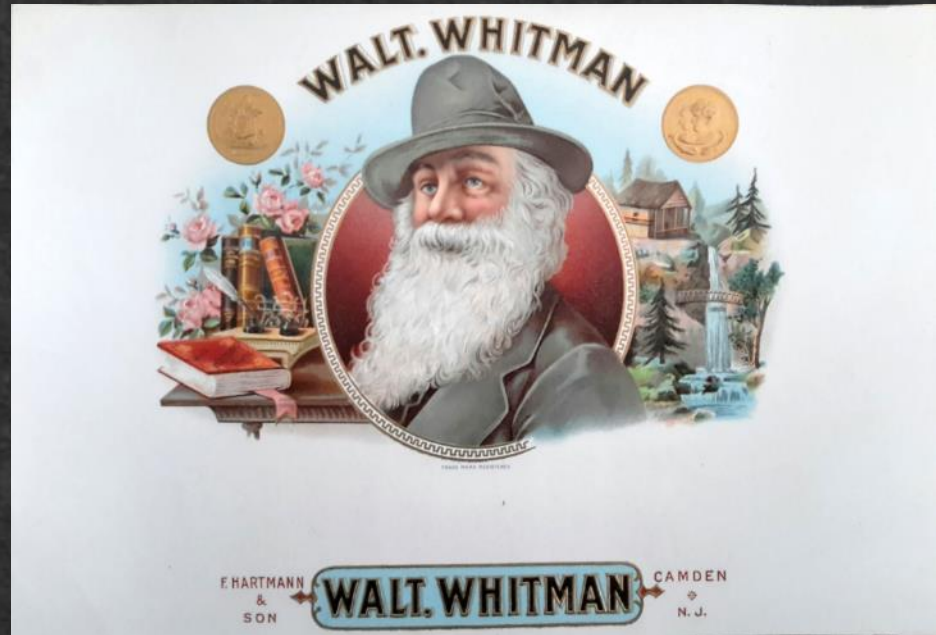
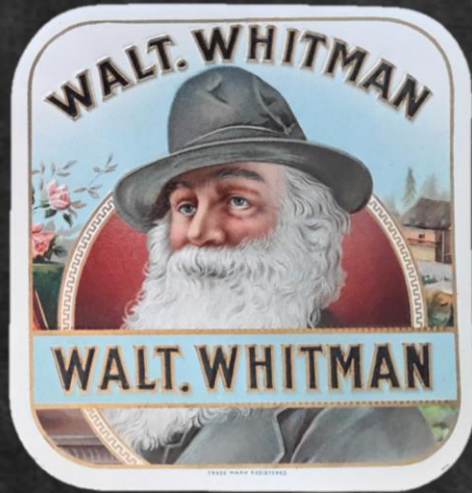
Taste the
Greatness
of historic
OLD CROW
today - lighter, milder 86 Proof

Bourbon is America's own whiskey. It was first perfected in 1835 by James Crow. And for 127 years, Old Crow has been the most praised of all bourbons. This lighter, milder, magnificently matured Kentucky bourbon is bought by more people than any other. Try it tonight. You can taste its greatness.

©2010 Old Crow Distillery Company. All rights reserved. \$250 Reward is paid for documented information relating prominent 19th Century Americans and Old Crow.

Walt Whitman cigarettes & cigars

9



Whitman's Camden home - postcards

10



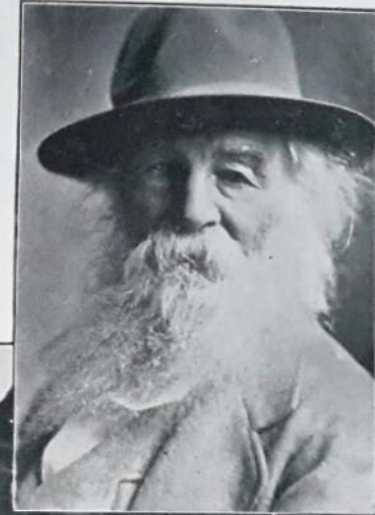
Camden, N. J. — Walt. Whitman's Home,

330 Mickle St.



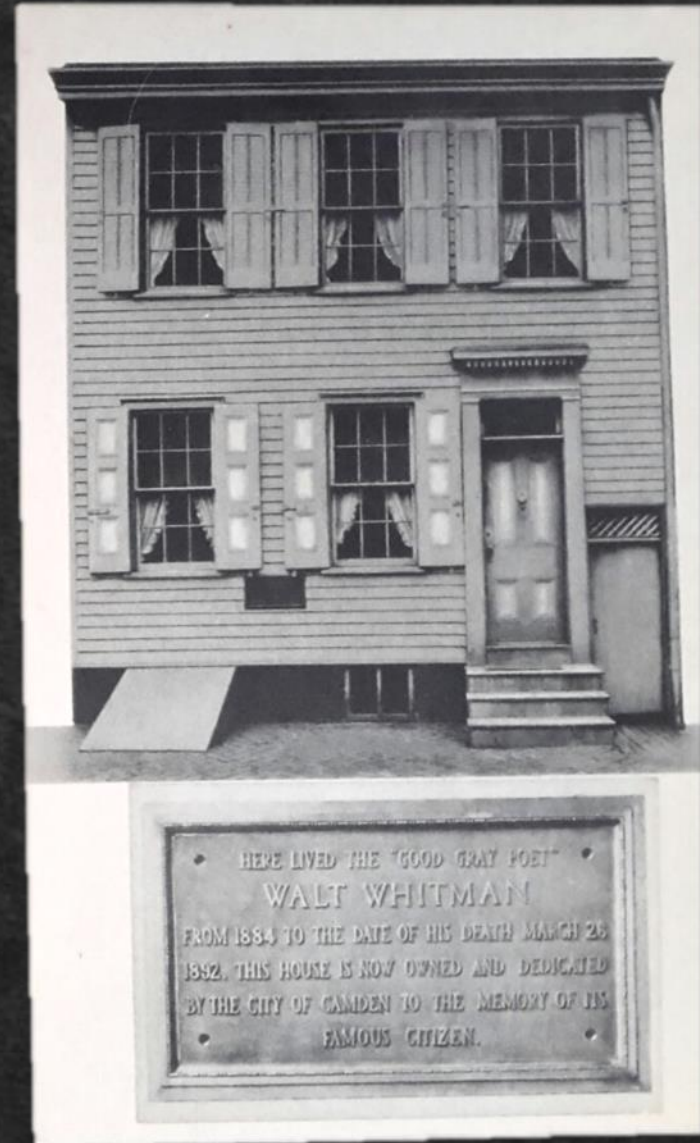
WALT WHITMAN HOUSE, MICKLE STREET, CAMDEN

E. W. HUMPHREYS, PUBLISHER, WOODSTOWN, N. J.



Whitman's Camden home - postcards

11



Whitman's Camden home - postcards

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Whitman's Camden home - postcards

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THE WALT WHITMAN MEMORIAL HOME,
330 MICKLE ST., CAMDEN, NEW JERSEY, U. S. A.



Walt Whitman's Home, Camden, N. J.

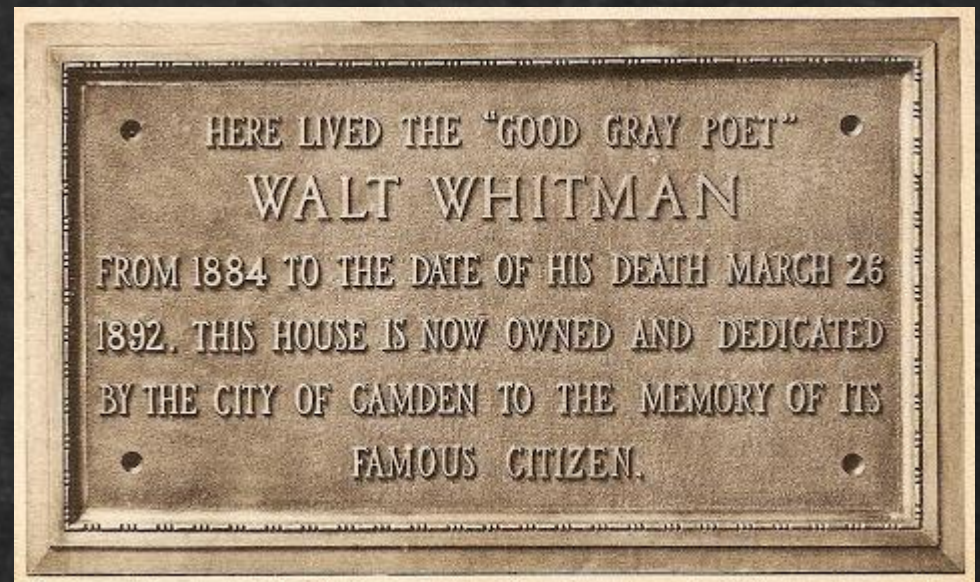
Whitman's Camden home - postcards

14

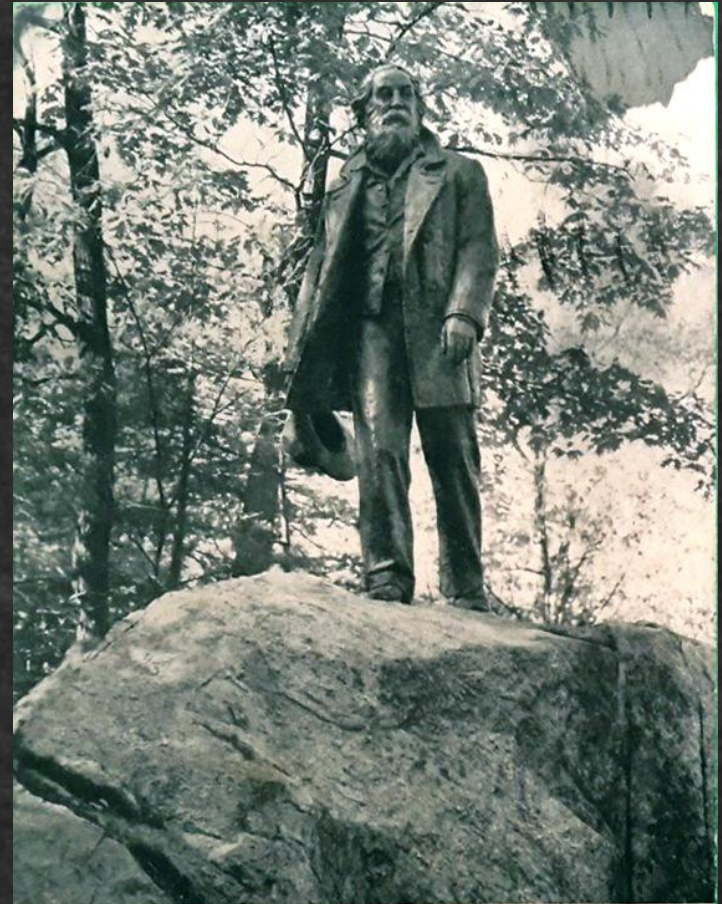


Whitman's Camden home

15



Centeno commissioned Whitman Home facade

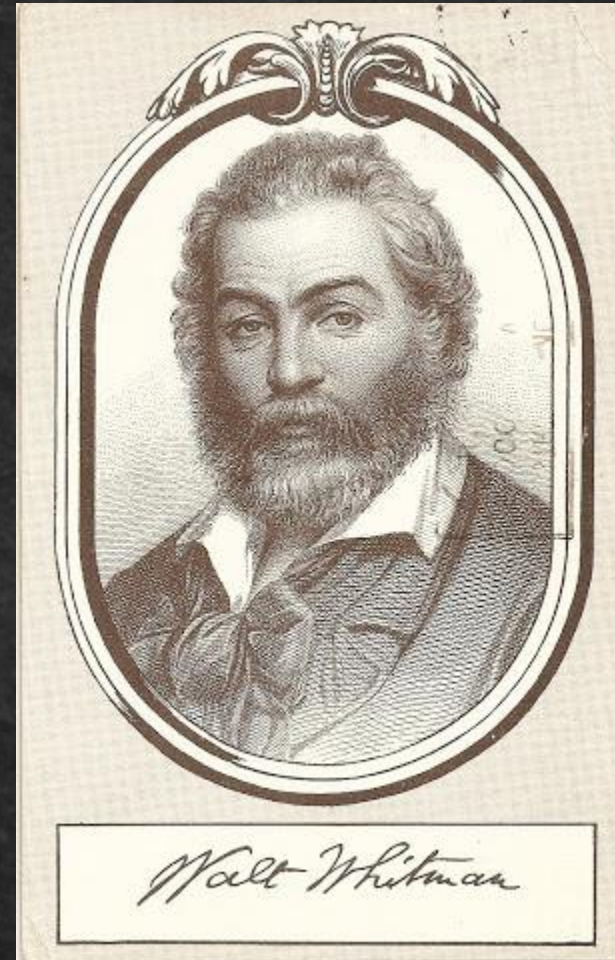


WALT WHITMAN · THE APPALACHIAN TRAIL
BEAR MOUNTAIN-HARRIMAN STATE PARK · NEW YORK
JO DAVIDSON, SCULPTOR, 1939



April 21-23, 2005
Rutgers University, Camden

Click here for more about
[Walt Whitman and Place](#)



postcards

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"Spirit of the Jerseys: A Centennial Fair"



Walt Whitman Homestead, West Hills.

Huntington, L. I.

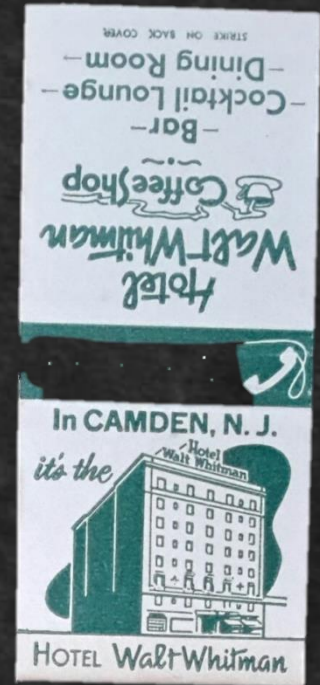
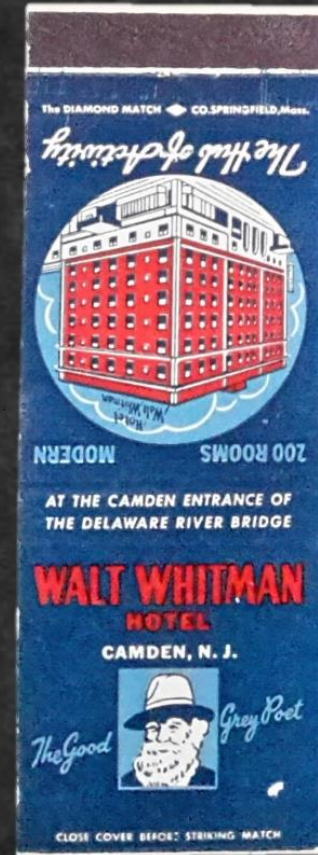


74W

Statue of Walt Whitman, "The Open Road," New York World's Fair



© 1963



Walt Whitman Hotel - postcards

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Walt Whitman Hotel - postcards

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C-15—Broadway from Delaware River Bridge Entrance, Camden, N. J.



3A-H957



Walt Whitman Hotel - receipt

22

418-KEY CHARLES W
4 50 IND AE 10/1

WALT WHITMAN HOTEL
CAMDEN, N. J.

Nº 68348

MEMO.		DATE	EXPLANATION	AMT. CHARGED	AMT. CREDITED	BAL. DUE
	1	OCT-1-51	ROOM ● ● ● ●	★ 4.50		★ 4.50
	2	OCT-2-51	ROOM ● ● ● ●	★ 4.50		★ 9.00
	3	OCT-3-51	ROOM ● ● ● ●	★ 4.50		★ 13.50
	4	OCT-4-51	ROOM ● ● ● ●	★ 4.50		★ 18.00
	5					
	6					
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	23					
	24					

PAID
OCT 5 1951
THE WALT WHITMAN
B

PRESS OF THE NATIONAL CASH REGISTER CO., DAYTON, OHIO

WE TRUST THAT YOUR STAY HAS BEEN A
PLEASANT ONE AND THAT WE WILL AGAIN
HAVE THE PLEASURE OF SERVING YOU.

LAST BALANCE IS AMOUNT DUE
unless otherwise indicated
BILLS ARE PAYABLE WHEN PRESENTED
RETAIN THIS RECEIPT



Walt Whitman Hotel – lobby mural

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"In a dream
I saw a city
invincible."

—Whitman

Mural by
ROBERT E.
JOHNSTON,
Main Lobby
THE WALT
WHITMAN
HOTEL, AT
Camden, N.J.

Operated under
direction of
A m e r i c a n
H o t e l s C o r p ' n .
J. LESLIE
KINCAID,
President

Welcome



Legionnaires

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COFFEE SHOP DINNER MENU

HOTEL WALT WHITMAN

Camden, New Jersey

Joseph E. Mears, Manager

Walt Whitman Hotel Coffee Shop Menu

Walt Whitman Hotel Coffee Shop Menu

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Just Delicious

DUBONNET COCKTAIL 25c
(Dubonnet Wine, Gin)

A New Taste Treat

WALT WHITMAN SALAD BOWL
with our Chef's Special
Roquefort Cheese Dressing
Roll and Butter
50c

Our Chef Suggests a Palate Delight

SOFT SHELL CRABS Fried in Butter
Long Branch Potatoes Cole Slaw
Rolls Butter Coffee
80c

Special Platters

FRESH SHRIMP & MUSHROOMS Newburg 75
New Peas Parslied New Potato

SHIRRED EGGS with CHICKEN LIVERS 65
Asparagus Tips French Fried Potatoes

LOBSTER THERMIDOR 1.00
Julienne Potatoes New Peas

COMBINATION MIXED GRILL Whitman 90
Baked Potato Baked Tomato

NOW at the SAVAR THEATRE

"Maryland"

with Brenda Joyce and John Payne

DINNER

Chilled Melon Ball Cup Shrimp or Clam Cocktail 10 extra
Chilled Tomato Juice Pineapple Juice Grapefruit Juice
Potato & Leeks Soup Consomme Julienne Jellied Chicken Broth

PLATE
DINNER
PRICE

COMPLETE
DINNER
PRICE

65 Pan Fried Sea Bass, Meuniere 85
Cole Slaw New String Beans
75 Prime Rib of Beef au Jus 95
Corn on Cob Steamed Parslied Potato
70 Breaded Milk Fed Veal Cutlet, Tomato Sauce 90
French Fried Potatoes New String Beans
70 Old Fashioned Chicken Pot Pie, with Dumplings 90
Carrots and Peas Cole Slaw
70 Broiled English Lamb Chop with Bacon, Mushrooms 90
Baked Potato New String Beans
75 Broiled Half Spring Chicken on Toast 95
Carrots Steamed Parslied Potato
70 Chilled Tomato filled with Chicken Salad 90
Cole Slaw
85 Broiled Sirloin Steak 1.00
French Fried Potatoes Corn on Cob

PLATE DINNERS INCLUDE ONLY ROLL and BUTTER BEVERAGE

Green Apple Pie Fresh Peach Pie Stewed Figs
Apple Pan Dowdy, Lemon Sauce Moka Layer Cake
Ice Cream Vanilla Chocolate Rum Raisin Butter Pecan
Fresh Peach Orange Ice

Tea Iced Tea Coffee Iced Coffee Milk

Thursday, August 22, 1940

Try our own make Fresh Peach Ice Cream 15c

Appetizers

6 Cherrystone Clams with Cocktail Sauce 30
Little Neck Clams with Cocktail Sauce 25
Campbell's Tomato Juice 10
Tomato Juice Cocktail 10 Lobster Cocktail 75
Clam Juice Cocktail 25 Crabmeat Cocktail 50

Soups

Leeks & Potato Soup 10
Consomme Julienne 10
Jellied Chicken Broth 10

Salads and Relishes

Combination Salad 35 Hearts of Celery 25
Herring Salad 25 Queen Olives 20
Hearts of Lettuce 15 Chicken Salad 75
Vegetable Salad 40 Lobster Salad 1.15
Flake Crabmeat 75 Tomato and Lettuce 25
Fresh Fruit Salad 50 with Whipped Cream 60

Desserts and Fruits

Green Apple Pie 15 Fresh Peach Pie 15
Apple Pan Dowdy Lemon Sauce 15
Moka Layer Cake 15 Stewed Peaches 15
Chocolate Parfait 20 Peach Melba 20
Ice Cream 15 Vanilla Chocolate
Rum Raisin Butter Pecan Orange Ice 15

Walt Whitman Hotel brochure

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The Walt Whitman

CAMDEN, N. J.

STOP AT RECOGNIZED HOTELS

CHAS. F. KNAPP,
MANAGING DIRECTOR

Walt Whitman Hotel brochure

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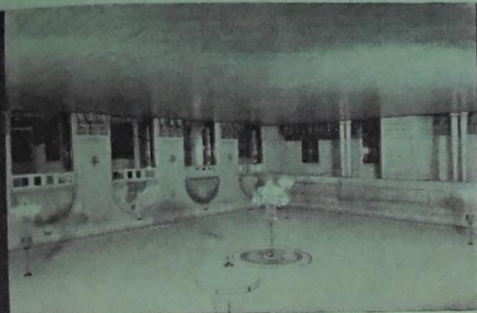
HOTEL WALT WHITMAN, CAMDEN, N. J.

(OVER)

Walt Whitman Hotel brochure

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BALL ROOM



MAIN DINING ROOM



The Walt Whitman

CAMDEN, N. J.

STOP AT RECOGNIZED HOTELS

CHAS. F. KNAPP,
MANAGING DIRECTOR



A Good Hotel Awaits You

THE traveller today is satisfied with nothing less than a *Good Hotel*. At the WALT WHITMAN, located in Camden at the entrance to the great Delaware River Bridge, one will find such a hostelry. Of modern fireproof construction and furnished to meet the requirements of comfort and good taste, it takes rank with the best of the recognized hotels of the East, and is under the direction of the American Hotels Corporation.

Its 200 immaculate rooms, with private baths, showers, or hot and cold running water, offer instant refreshment and quiet rest to the tourist. Inviting lobbies, delicious food in the main Dining Room or Coffee Shop, and congenial guests combine to make a stay at the WALT WHITMAN so satisfying and enjoyable that you will want to come back again.

Situated as it is, at the junction of two of Camden's principal thoroughfares, the hotel is in the very centre of the shopping district, and close to the leading motion picture theatres.

Its location is also convenient to the Philadelphia theatre district, only ten minutes away, yet far enough from the bustle and noise of a big city to insure quietude for its patrons. The hotel is close to the main highways leading from New York or western points to New Jersey's famous seashore resorts. Buses to all these places stop at its doors. Those who travel by air will find the Central Airport not more than a few minutes distant by motor from the WALT WHITMAN.

It is equally easy of access to railroad passengers arriving at the terminals of the Pennsylvania or Reading systems.

RATES

Single rooms with lavatory and running water	\$2.50
Single rooms with bath	\$3.50, \$4.00, \$5.00
Double rooms with lavatory and running water	\$4.00
Single rooms with shower	\$3.00, \$3.50
Double rooms with shower	\$4.50, \$5.00
Double rooms with bath (double bed) ...	\$5.00, \$6.00, \$7.00
Double rooms with bath (twin beds)	\$6.00, \$7.00, \$8.00
Suites: Living-Room, Bed Room and Bath	\$15.00
Monthly rates quoted on application.	

CAMDEN, NEW JERSEY

The city, in which is made practically everything from a steel pen to a battleship, is the home of this modern hotel. Here are the great plants of Campbell's Soup Co., New York Shipbuilding Corporation, RCA-Victor Company, Esterbrook Pen Company and scores of others widely known. In the city is the home of the "good gray poet," Walt Whitman, for whom this hotel was named.

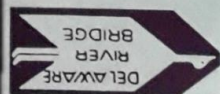
Civic pride made the WALT WHITMAN possible, and this pride, coupled with good management, is sustaining the high reputation which the hotel enjoys.



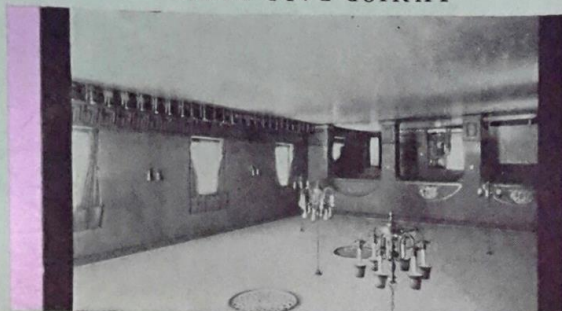
Walt Whitman Hotel brochure

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THE
HOTEL
AT THE
CAMDEN
ENTRANCE
TO THE
BRIDGE



JUNIOR BALL ROOM



COFFEE SHOP



THE AMERICAN HOTELS CORPORATION

J. LESLIE KINCAID, *President*

The LexingtonNew York City
The MartiniqueNew York City
The LycomingWilliamsport, Pa.
The ParkWilliamsport, Pa.
The AnnexWilliamsport, Pa.
The HarrisburgerHarrisburg, Pa.
The Van CurlerSchenectady, N. Y.
The Walt WhitmanCamden, N. J.
The YorktowneYork, Pa.
The Daniel BooneCharleston, W. Va.
The QueensburyGlens Falls, N. Y.
The Governor ClintonKingston, N. Y.
The BarnumBridgeport, Conn.
The HawthorneSalem, Mass.
The Hendrick HudsonTroy, New York

The TroyTroy, New York
The CastletonNew Castle, Pa.
The Necho AllenPottsville, Pa.
The Penn LincolnWilkesburg, Pa.
The VikingNewport, R. I.
The Stevens HouseLancaster, Pa.
The ShenandoahMartinsburg, W. Va.
The ColonialGardner, Mass.
The PontiacOswego, N. Y.
The George MasonAlexandria, Va.
The Nathan HaleWillimantic, Conn.
The Penn BeaverRochester, Pa.
The Anthony WayneHamilton, Ohio
The Baron SteubenCorning, N. Y.

RESERVATIONS

Made here for other units in the American or United Hotels
Systems or for the U. N. I. T. I. Hotels abroad.

Walt Whitman's tomb postcards



TOMB OF THE "GOOD GREY POET", HARLEIGH CEMETERY, CAMDEN, N. J.



1683 Tomb of Walt Whitman, Harleigh Cemetery, Camden, N. J. Lee & Co., Camden, N. J.

And is the Ringers
 I expect to hear from -
 Schumann - Heine's next
 Saturday with the Phil. 9.
 Symphony I heard Volanda
 Mero - pianist, last Sat. & sincerely
 Alma J. B.

Walt Whitman's tomb postcards



1683 Tomb of Walt Whitman, Harleigh Cemetery, Camden, N. J. Lee & Co., Camden, N. J.



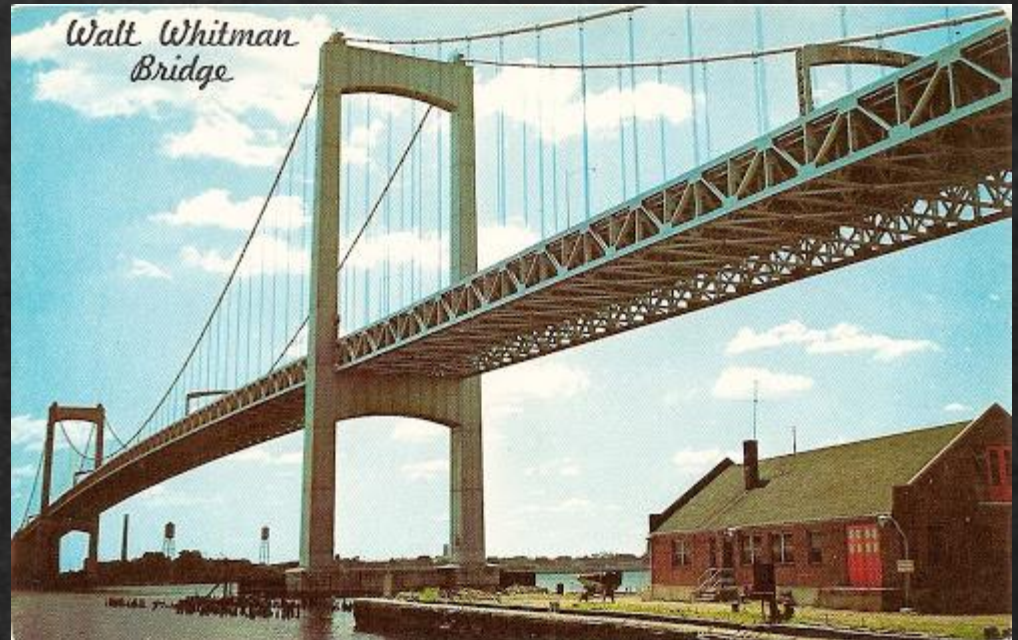
Tomb of Walt Whitman, Harleigh Cemetery, Camden, N. J.

*A happy birthday
9/21/00
Lelen*



The Philadelphia-Camden Port

Walt Whitman Bridge postcards



Walt Whitman Theater postcard



WALT WHITMAN THEATRE, PENSUKEN, N. J.



... sail thy best, ship of Democracy! Of value is thy freight ... 'tis not the present only, the Past is also stored in thee! Thou holdest not the venture of thyself alone ... with thee Time voyages in trust ... the antecedent nations sink or swim with thee...

—Walt Whitman

More Airplanes for our Airmen! That's *Grumman's* Goal



Commercial use of Walt Whitman's words in advertising



Courage yet! . . . Keep on! Liberty is to be subserv'd, whatever occurs; . . . What we believe in waits latent forever through all the continents, and all the islands and archipelagos of the sea; What we believe in invites no one, promises nothing, sits in calmness and light, is positive and composed, knows no discouragement. Waiting patiently, waiting its time.

—Walt Whitman



Airplanes for our Airmen! The Goal of



**NOTHING EXTERIOR
SHALL EVER TAKE
COMMAND OF ME.**

Walt Whitman-

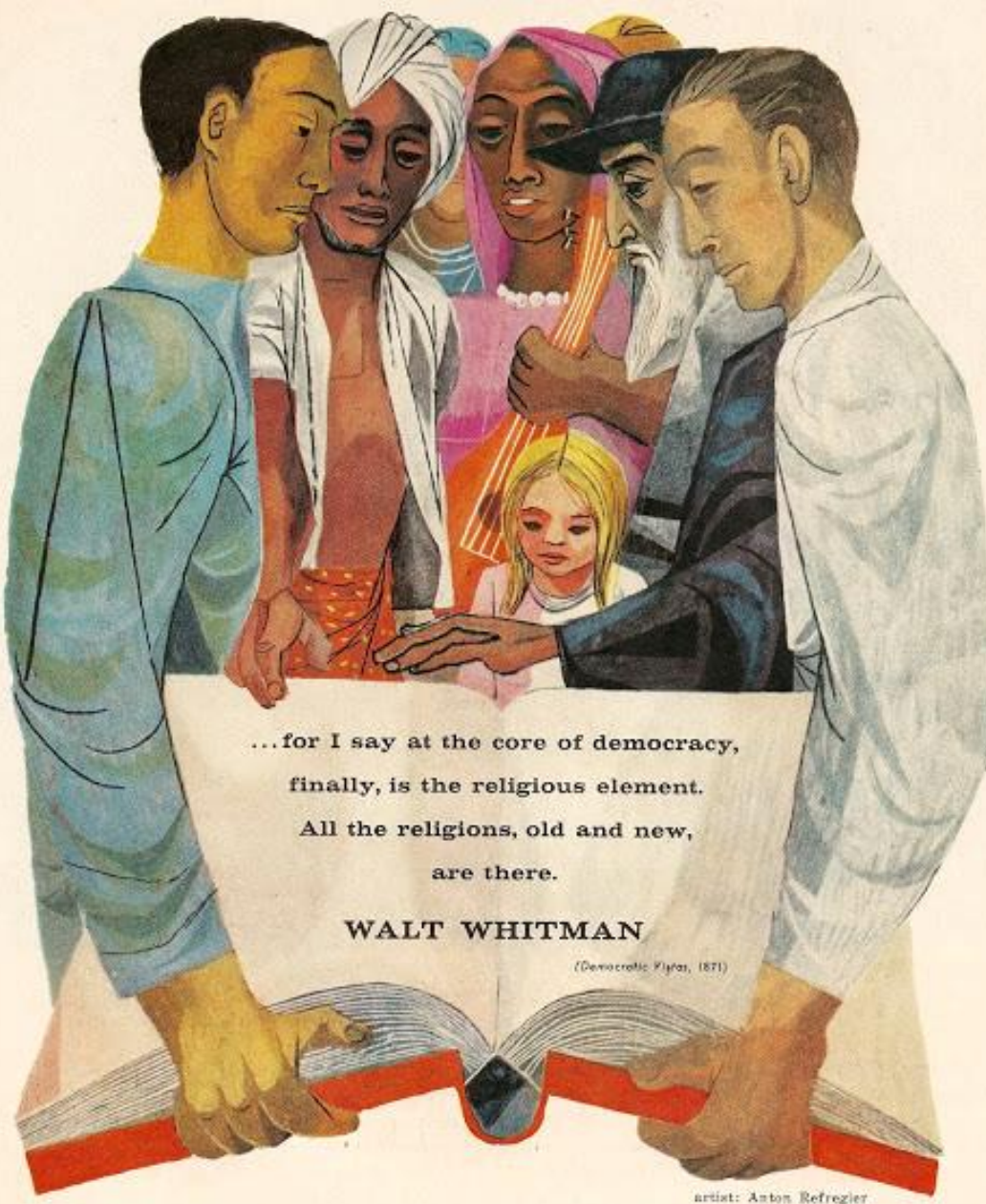
Commercial use of Walt Whitman's words in advertising

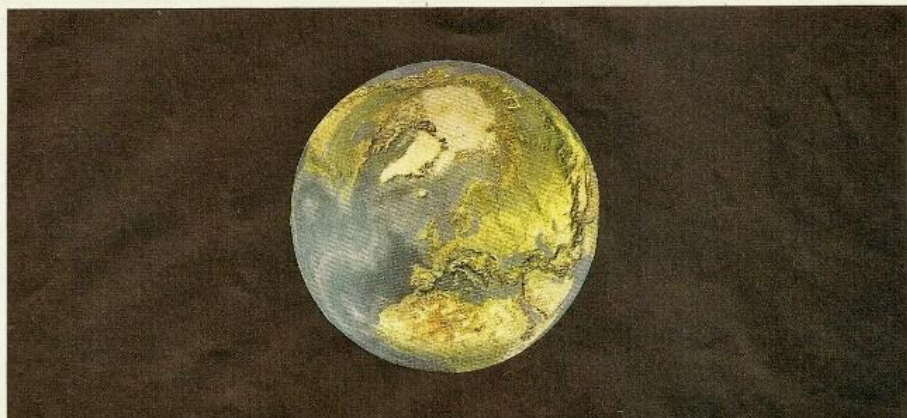
**The Art of Art, The Glory
of Expression and The Sun-
shine of The Light of Letters,
is Simplicity.**

Walt Whitman

ALFRED F. GOLDSMITH
FIRST EDITIONS - GOOD BOOKS - FINE BINDINGS
42 LEXINGTON AVENUE - NEW YORK CITY

Commercial use of Walt Whitman's words in advertising





SALUT AU MONDE! by Walt Whitman

I see distant lands, as real and near to the inhabitants of them as my land is to me.
 I see plenteous waters,
 I see mountain peaks, I see the sierras of Andes where they range,
 I see plainly the Himalayas, Chian Shahs, Altays, Ghauts,
 I see the giant pinnacles of Elbruz, Kazbek, Bazardjusi,
 I see the Styrian Alps, and the Karnac Alps,
 I see the Pyrenees, Balks, Carpathians, and to the north the Dofrafields,
 and off at sea mount Hecla,
 I see Vesuvius and Etna, the mountains of the Moon, and the Red mountains
 of Madagascar,
 I see the Lybian, Arabian, and Asiatic deserts,
 I see huge dreadful Arctic and Antarctic icebergs,
 I see the superior oceans and the inferior ones, the Atlantic and Pacific,
 the sea of Mexico, the Brazilian sea, and the sea of Peru,
 The waters of Hindustan, the China Sea, and the gulf of Guinea,
 The Japan waters, the beautiful bay of Nagasaki land-lock'd in its mountains,
 The spread of the Baltic, Caspian, Bothnia, the British shores, and the bay of Biscay,
 The clear-sunn'd Mediterranean, and from one to another of its islands,
 The White sea, and the sea around Greenland.

Distant lands are near to Rand McNally. Shown above is a photograph of the giant Rand McNally Geo-Physical Relief 75-inch Globe—the most accurate reproduction in existence of the face of the earth.

RAND McNALLY



PUBLISHERS • PRINTERS • MAP MAKERS • ESTABLISHED 1856 • CHICAGO • NEW YORK • NASHVILLE • SAN FRANCISCO • WASHINGTON

Commercial use of Walt Whitman's words in advertising

*Click below for more
quotations by
or about*

walt whitman

brainyquote.com

wikiquote.org

goodreads.com

Commemorative plaques



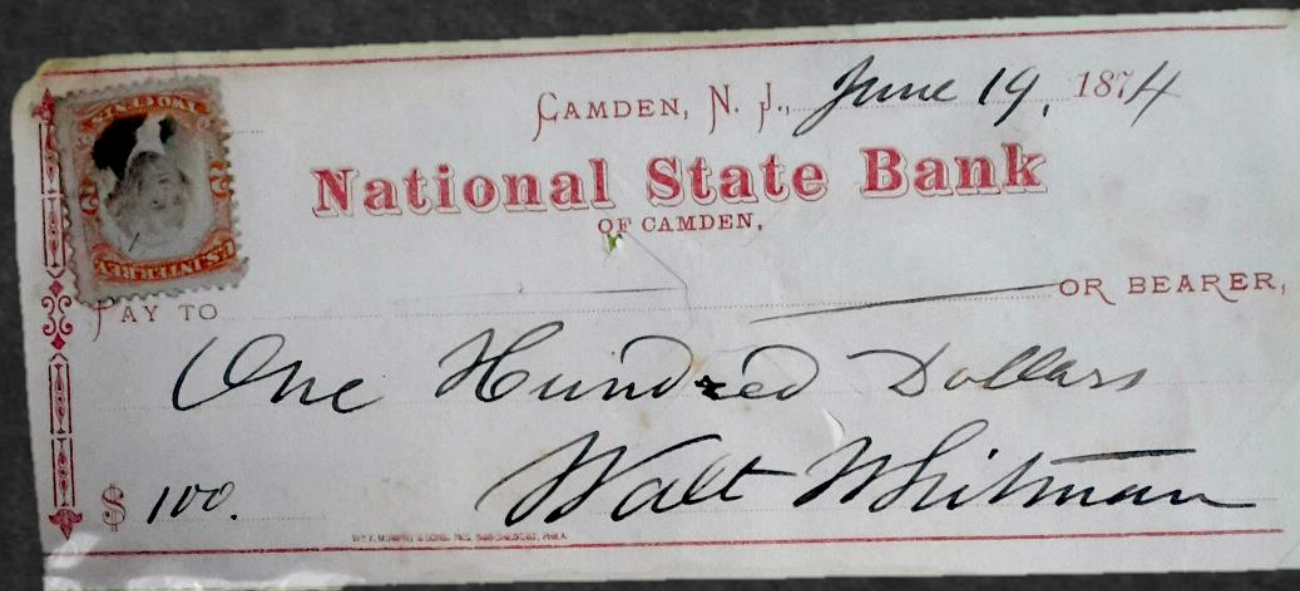
pinback buttons

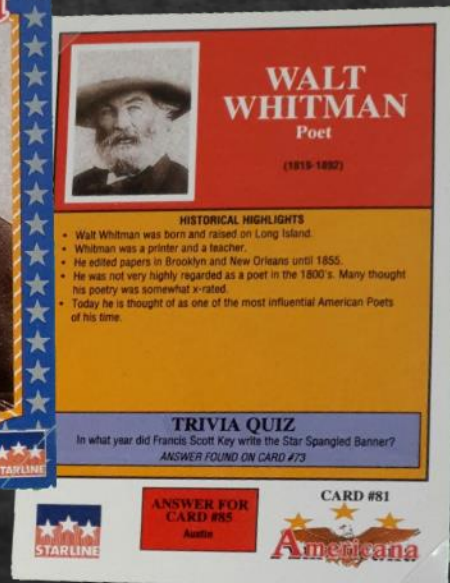
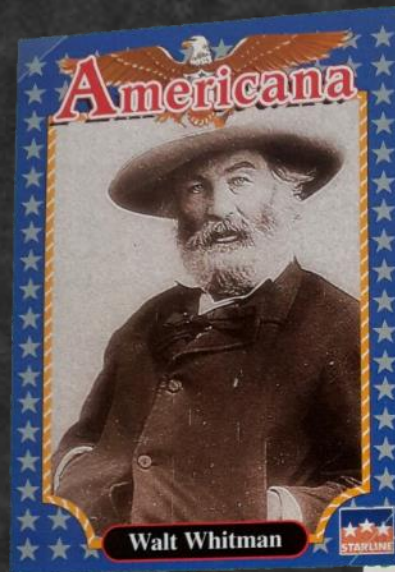
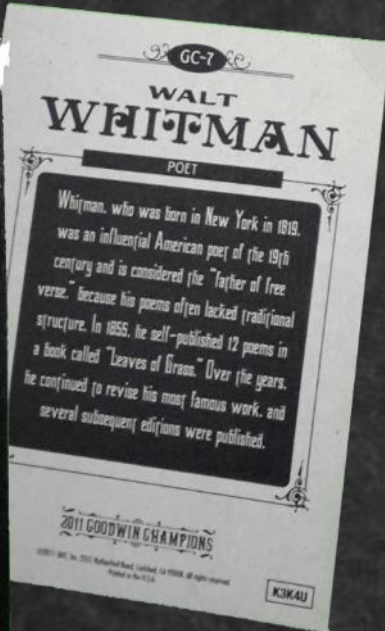
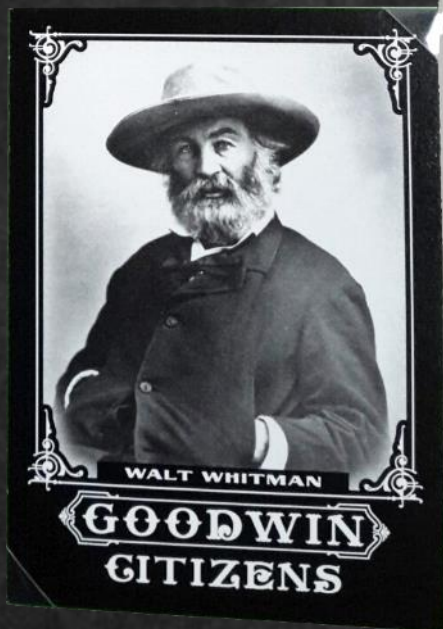


Centeno commissioned art plates

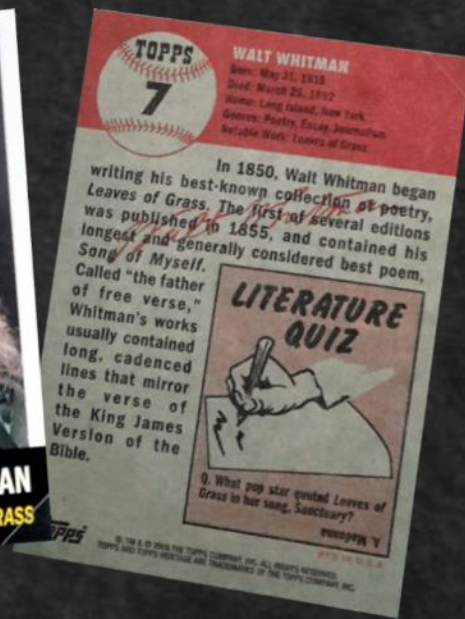
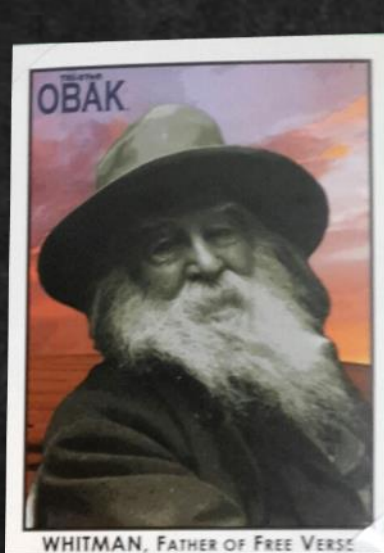


a Walt Whitman artifact





collector cards

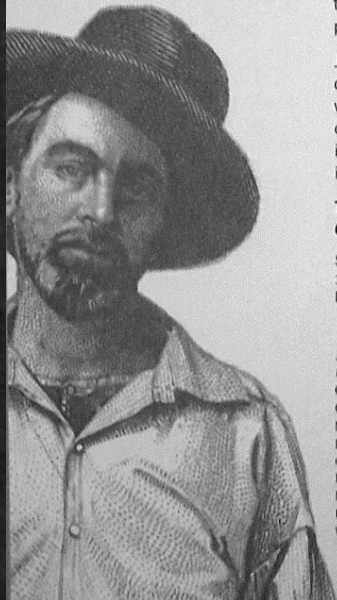


Previous Walt Whitman exhibitions by Ed Centeno

The Board of Trustees of
South Street Seaport Museum
cordially invite you
to a reception for

Walt Whitman and the Promise of America

1855-2005



An exhibition commemorating
the 150th Anniversary of the
publication of *Leaves of Grass*

Join us for a special tour with
curator Dr. Karen Karbiener
who will address the exhibition's
central question, "Does America
in 2005 still embody Whitman's
image of democracy in 1855?"

Thursday, July 28, 2005
6pm to 8pm

Schermerhorn Row
12 Fulton Street
New York City

South Street Seaport Museum
thanks these generous supporters:
CB Richard Ellis
General Growth Properties, Inc
MAC Cosmetics
New York City Department
of Cultural Affairs
New York State Council on the Arts
NYSE Foundation, Inc.
Unilever
WABC-TV

Listen to Ed Centeno,
part of a July 4, 2014
edition of [NPR Radio](#)

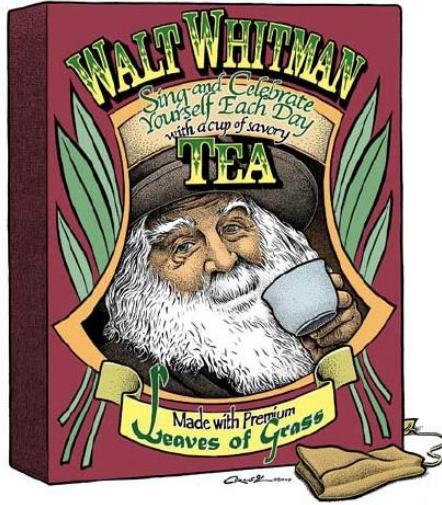
*South Street Seaport Museum, New York City,
Whitman and the Promise of America, December
2005*

*Central Connecticut
State University in
New Britain, CT,
Images of Walt
Whitman: The
Commercialization
of an American
Original, 2005*

*Walt Whitman
Birthplace West
Hills, NY, Walt
Whitman: The
Commercialization
of an American
Original, 2009*

Walt Whitman

The Commercialization of An American Original



An exhibition of colorful and graphics embodying the use of
Whitman's name, poetry, and images in commercial advertisements.

Exhibit: May 24 - August 31, 2009
From the collection of **Ed Centeno**

Walt Whitman Birthplace
State Historic Site & Interpretive Center
246 Old Walt Whitman Road
West Hills, New York
(631) 427-5240 • www.wwbirthplace.org

Inaugural Reception: Sunday, May 24, 2009

Ed Centeno's next Walt Whitman exhibit



The Commercialization of
Walt Whitman
An American Original

A Lecture & Exhibit
 By Collector Ed Centeno



The Wood Memorial Library & Museum
A library where history, nature, and the arts come alive
 783 Main Street ♦ South Windsor, CT 06074
April 18, 2015
 Lecture 3-4 p.m., Reception 4-5:30 p.m.

In honor of National Poetry Month, The Wood is teaming up this April with one collector and many local poets to celebrate the life and work of Walt Whitman.

For the past 25 years, collector Ed Centeno has assembled a considerable compilation of Whitman memorabilia. He says, "My objective in collecting and specializing in the commercialization of Walt Whitman is to enrich my experience with the past, acquaint myself with the phenomenon of Whitman's popularity, and preserve this aspect of the Whitman experience for future generations. I stress that it is not my intention to make a critical appraisal of his writing, but rather to generate curiosity among those not familiar with Whitman's work."

The exhibit features first editions, art works, philatelic ephemera, advertisements, buttons, and much more. The eclectic

collection shows how ubiquitous Walt Whitman is in our daily lives, infiltrating every aspect of popular culture and day-to-day activities.

Our spring exhibition will celebrate this incomparable poet through Centeno's objects, texts, and best of all poetry contributions from the South Windsor community!

Poets of all levels of experience are invited to submit original poems inspired by Whitman's work. These submissions will become part of the exhibition and on view at The Wood all spring. For more information about submitting a poem contact us at director@woodmemoriallibrary.org.

Join us for a lecture and reception celebrating the exhibition on Saturday, April 18th from 3-5:30 p.m. For more information, please call 860-289-1783.



Click below for more information about Walt Whitman

Text and video on Walt Whitman's life at biography.com

The Walt Whitman Archive at whitmanarchive.org

The Walt Whitman House on Mickle Street in Camden, NJ is the only house Whitman ever owned, and a National Historic Landmark

<http://www.state.nj.us/dep/parksandforests/historic/whitman/index.html>

[Walt Whitman: Twentieth-century Mass Media Appearances](#), a paper by Andrew Jewell, University of Nebraska - Lincoln, and Kenneth M. Price, University of Nebraska - Lincoln, 2006

Check your attic and basement!

[Walt Whitman book sells for \\$305,000](#)

Find lush Walt Whitman images and typography on pinterest.com

Walt Whitman's Birthplace, in Huntington, Long Island, NY is a State Historic Site listed on the National Register of Historic Places
waltwhitman.org

Search for "Walt Whitman" in the Library of Congress results in over 1200 hits at loc.gov

Incredibly, Walt Whitman is on [twitter](https://twitter.com) and [facebook](https://facebook.com)

Find out more about Walt Whitman on Camden's encyclopedic local history website at dvrb.com

