

The Pennsylvania Folklife Society Collection @ Ursinus College

Finding Aid

Advertisement Cards and Ephemera

1 box; 184 trading cards

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There are 184 trade cards in this collection. The cards were published during the Victorian Era (1837-1901). A majority of the cards were published during the mid to late 1800s. During this time trade cards became an extremely popular form of advertising. Many people would collect the cards and mount them in scrap books. Most of the cards contain detailed, colored illustrations that appealed to the masses. Also contained in this collection are calling cards, small cards that people would give to each other which contained a signature and an illustration. Overall, this collection contains some unique cards.

American Road Machine Company (Item #'s 1-2) (2 cards)

Duplicate cards. In Kennett Square, PA, Samuel and Moses Pennock invented the first four-wheel road machine (1877). Their business, S & M Pennock & Sons, eventually evolved into the American Road Machinery Company, which encountered financial difficulties in 1929. The company was sold in 1932 to a firm in Detroit, Michigan, and renamed The Good Roads Machinery Company. The plant was closed in 1945. These two cards illustrate the road machine. Circa: Late 1880s. Information gathered from <http://archives.hcea.net/?p=core/search&creatorid=221>

<http://www.kennett-square.pa.us/aboutkennett/history.htm>

BIRTHDAY (Item #'s 3-5) (3 cards)

Two duplicate cards. All cards contain illustrations of flower arrangements. This was a common illustration for birthday cards during the mid to late 1800s.

BLANK CARDS (Item #'s 6-17) (12 cards)

Many of the cards contain illustrations of children and flowers. Romantic themes dealing with nature and youth were common among cards during the 1800s. Two small cards contain silhouettes of people tending to their work with tools.

CHRISTMAS (Item #'s 18-21) (4 cards)

Cards contain illustrations of flowers, a common theme for Christmas cards. Card #21 contains an illustration of Santa Claus with a young child. On the rear of the card, someone wrote "Dear Little Betty, I wish you a Merry Christmas. Lovingly, Jennie." Circa: late 1800s.

Clarence Brooks & Co. Fine Coach Varnishes (Item #'s 22-29) (8 cards)

Cards #22-24: Clarence Brooks & Co. Fine Coach and Varnishes were located in New York City. Little information is available regarding the company. These three cards seem to be part of a series. All three cards contain images of famous cathedrals. Card #22 features the St. Peter's Cathedral in Rome. Card #23 features a Cathedral & the Leaning Tower of Pisa. Card #24 features a Cathedral at Antwerp. These cards were published around the late 1800s.

Cards #25-29: In 1881, Clarence Brooks & Co., Manufacturers of Fine Coach, Railway & Piano Forte Varnishes released a 12 month calendar which features racist stereotypes of African Americans. Each month contains a humorous image and caption. They also contain the Clarence and Brooks logo in right hand corner. The following pages have been carefully torn from their original calendar base. They were printed in high quality lithography by the American Bank Note Co, Broadway, NYC.

- Card #25 is a calendar page for March 1881. The upper half of the page contains an illustration of African Americans on horseback. The scene is hectic and some of the African Americans are having trouble staying on their horses. The caption below reads: "Fox-Hunting in Blackville—Mrs. Johnson is Entitled to the Brush."
- Card #26 is a calendar page for August 1881. It features a crude illustration of African Americans at the beach. The racist stereotypes are highly prevalent in that the African Americans in the illustration are having a lot of trouble swimming and seem clumsy or afraid. The caption below the illustration reads: "The Smallbreed family at the Sea Side."
- Card #27 is a calendar page for September 1881. The upper half of the page contains an illustration of a group of African Americans, some with shot guns, gathered around a chicken on a fence. A young boy is on the ground and is aiming his shot gun at the chicken. The caption below the illustration reads: "Jist Watch De Captain of Dis Team Knock De Bull's-Eye Black and Blue!"
- Card #28 is a calendar page for November 1881. It features an illustration of an audience of African Americans and a stage with an African American at a table and four others surrounding him. It is somewhat unclear what is going on here. The caption below the illustration reads "The Scornor in the Corner will Reply."
- Card #29 is a calendar page for December 1881. The upper half of the page features an illustration of African Americans at what looks to be a Christmas pageant. There is a

stage with two lovers embracing and a Christmas tree. The caption below the illustration reads: "I Hang Upon De Honey Ob Doze Lips."

The above information was gathered from the following site:

<http://www.worthpoint.com/worthopedia/1881-black-america-12-month-calendar-base>

COFFEE (Item #'s 30-63) (34 Cards)

(Item #'s 30-47) Arbuckle Bros Ariosa Coffee (18 cards): In the beginning of the mid 1880s Arbuckle Bros Coffee Company began to include trade cards in their packages of coffee. During the 1880s Arbuckle Bros Coffee Company was the largest coffee importer in the world. However, following the death of the brothers themselves, John and Charles Arbuckle, the company faded. Today, Arbuckle Bros Coffee has been reborn as gourmet coffee and is distributed by Arbuckle Coffee Roasters.

- Cards #30 and #31: Two unnumbered cards from the English Scenery Series.
- Card #32: One unnumbered card from the Flowers Series. Ornate flower design on front.
- Card #33 and #34: Two duplicate unnumbered cards from the Home and Family Series. Both cards contain ornate illustrations of a grandmother and her grandchildren.
- Card #35 and #36: Two unnumbered cards from the Religion Series. Card #35 contains an illustration of a man praising a cross. Card #36 contains an illustration that reflects the following passage written near the bottom of the card: "And Joseph dreamed a dream and he told it to his brethren and they hated him yet the more."
- Cards #37-39: Card #37 is number seven in the Satire Series and is titled "No Grounds for Complaint." The racist illustration which features an African American fishing was originally published in *Texas Siftings*: Vol. 9, No. 20—September. 15, 1888. Card #38 is number thirteen in the Satire Series and is titled "Domestic Amenities" and also features a racist caricature which was originally published in *Texas Siftings*: Vol. 8, No. 18—March 3, 1888. Card #39 is number forty-four in the Satire Series and is titled "The Boundless Boy." The card's illustration seems to poke fun at homosexuality and was originally published in *Puck*: Vol. XXII, No. 552—October 5, 1887.
- Cards #40-47: Cards are from U.S. Pictorial History Series. #40 is number ten in the series and is titled "Rhode Island." #41 is number sixteen in the series and is titled "California." #42 is number twenty-one in the series and is titled "Arizona." #43 is number twenty-three in the series and is titled "West Virginia." #44 and #45 are number thirty in series and are titled "Louisiana." #46 is number forty-five in the series and is titled "South Dakota." #47 is number forty-six in the series and is titled "Arkansas."

Note: The cards from the U.S. Pictorial History series were all published in 1892.

The above information concerning Arbuckle Bros. Coffee Company was gathered from the following sites: <http://home.att.net/~arbucards/arbmain.htm> and http://coffee.suite101.com/article.cfm/arbuckles_ariosa_bean_coffee.

(Item #'s 48-52) Lion Coffee (5 cards)

The Lion Coffee website <http://www.lioncoffee.com/about.shtml> touts “America's oldest major coffee company, LION Coffee has reigned as the ‘King of Coffees’ since 1864. Today's LION is Hawaii's favorite gourmet coffee. LION's regal standards demand the finest beans, fancy roasting, and an abundance of cheer.” Four out of the five cards were published in 1894. Card #48 features a simple winter scene while Card #49 contains a more elaborate design of a garden and a profile of a woman. The rear of this card offers “picture books given free to the children who drink Lion Coffee.” Cards #50-52 contain ornate illustrations of children and fairy tales. The rears of these cards contain a short story matching the one illustrated on the front of the card. All of the above cards were offered in packages of Lion Coffee during the late 1880s.

(Item #'s 53-63) Reeves, Parvin & Co's (11 cards)

There is little to no information available pertaining to Reeves Parvin and Co. We can assume that these cards were published during the late 1800's due to the immense popularity of trade cards during that time. Card #53 features an image of a group of young girls participating in a tea-party with their dolls. In the right-hand corner there is an African American servant holding a pot of hot coffee. In the lower left hand corner are the following words: “‘Missus here is de best flavored coffee in the world.’ That family uses none but Reeves Parvin and Co's Brands.” Card #54 contains two images. One image features some flower pots and the other image is an illustration of a town's main street. Card #55 features an ornate landscape. Card #'s 56-63 all contain the same illustration of a well-dressed woman with a cup of coffee. The rears are blank. Circa: late 1800s.

DYES (Item #'s 64-65) (2 cards)

- **(#64) Poor Man's Dyes—Jonas Garman** There is little to no information pertaining to “Poor Man's Dyes.” From the card we can gather that it was sold by Jonas Garman in Elizabethville, Pennsylvania. The date of this card is unknown although we may assume that it's from the late 1800's due to the fact that trade cards were popular during this time. The illustration on the front of the card features a little boy standing on top of an old woman and sweeping her up.
- **(#65) V.H.S. & Co.'s Dyes:** There is little to no information pertaining to “V.H.S. & Co.'s Dyes.” From the card we can gather that it was sold by Fred Weaver in Elizabethville, Pennsylvania. The card was published in 1883 and features a young girl standing in the rain with an umbrella.

EASTER (Item #'s 66-69) (4 cards)

These cards contain images of eggs and spring flowers. Images such as these were common among Easter Victorian era cards. The cards are not dated. However we can assume that they were published during the late 1800's.

Fred Weaver: General Merchant (Item #'s 70-71) (2 cards)

From the cards we can gather that they were published in 1885. They advertise Fred Weaver's general store which was located in Elizabethville, PA. Card #70 contains an illustration of two small children climbing into a large envelope. The rear of this card is labeled Spring 1885 and contains some information pertaining to Fred Weaver's general store. The card claims that the store is "the largest in town." Card #71 has a similar illustration on the front and on the rear contains the words: "Easter Greeting! A Joyful Easter! Compliments of Fred Weaver, General Merchant, Elizabethville, Pa."

Fred W. Yingst Carpets and Oil Cloths (Item #'s 72-73) (2 cards)

There is little to no information concerning Fred W. Yingst, Carpets and Oil Cloths. However, the cards state that the shop was located "on Market St. at the River Bridge" in Harrisburg, PA. The rear of card #72 states that shop was established in 1866. Card #72 features a pleasant, colorful illustration of couple admiring a floral rug in the shop. This card was probably published around the late 1800s. Card #73 was published in 1887 and features a winter scene framed with flowers.

MEDICATIONS (Items #'s 74-81) (8 Cards)

(#74) Dr. J.C. Ayer & Co. (1 card): Dr. J.C. Ayer & Co. was founded in 1855 in Lowell, MA by James C. Ayer and his brother Frederick. James C. Ayer died on July 3, 1878. Soon after his death trade cards became an extremely popular form of advertising. J.C. Ayer & Co. took advantage of this new marketing method and produced copious amounts of trade cards. The company continued to produce medicines well after Frederick Ayer's death. The Company finally left Lowell in 1943. Card #74 was published in 1886 and features anthropomorphic medicine bottles holding hands around the world.

The above information was gathered from the following sites:

http://choyt48.home.comcast.net/~choyt48/jcayer_run.htm and

<http://query.nytimes.com/gst/abstract.html?res=9C02E2DF103BEE3ABC4D52DFB5668383609EDE>

(#75-76) Dr. Morse's Indian Root Pills: William Henry Comstock's father, Edwin P. Comstock, founded a drug company in New York City in 1833. The Comstock Company developed numerous successful patent medicines including Kline's Tooth Ache Drops and

Judson's Worm Tea. The Indian Root Pills were first formulated and manufactured in 1854 by Andrew B. Moore. Ownership of Dr. Morse's Indian Root Pills occurred in 1867 when it settled solely in the hands of William Henry Comstock. Soon after, the business was carried out under the name W.H. Comstock Co. Ltd. Dr. Morse's Indian Root Pills claimed to be a cure-all medicine. The advertisements touted that the pills would "absolutely remove all dyspepsia, giddiness, headache, and are most useful in female disorders." The company closed in 1961. Card #75 is an interactive fold-out card. The first image seen is a sick Native American. The words surrounding this image are "Dr. Morse's Indian Root Pills: Before Using. The image seen after unfolding the card is of a happy Native American riding a horse and the words near the bottom of the card say "After Using." #76 is also a fold-out trade card with the "Before Using" image as an upset mother with her child. When the card is unfolded the "After Using" image is of the mother smiling and her child playing with a small dog.

The above information was gathered from the following sites:

<http://www.hagley.lib.de.us/library/exhibits/patentmed/items/drmorse.html> and

http://en.wikipedia.org/wiki/Dr._Morse's_Indian_Root_Pills

(#77-78) Malena: Little information is available concerning Malena. However, some facts can be gathered from the trade cards themselves. On the backside of each card is a typed explanation describing the many uses of Malena: "The Best Remedy on Earth." Malena was used as an ointment that could take care of warts, boils, corns and sore lips. Card #77 contains a pleasant countryside illustration while card #78 features two young girls riding an egg-shell carriage. These cards were probably published around the late 1800s.

(#79) Maltine: The Maltine Manufacturing Company was established in 1875 in New York City. Card #79 features a cherub in a wheat field holding up a bottle of Maltine. The rear of the card explains that "Maltine Plain" is a pure extract of malted barley, wheat and oats. It is a food, rich in bone-producing, fat-making and strengthening elements, and is invaluable in securing sound and healthy digestion."

The above information was found on the following site:

http://jn.nutrition.org/cgi/issue_pdf/advertising_pdf/5/1.pdf

(#80) Mishler's Herb Bitters: Little information is available concerning Mishler's Herb Bitters. However, we can gather some information from the trade card. The front of card #81 features an illustration of a young girl with a shovel and pail. The rear of the card features some written information pertaining to Mishler's Herb Bitters. The card states that it "has been tested daily ever since 1855." The card also states that Mishler's Herb Bitters prevents, checks, and cures disease. Everybody ought to use it for Indigestion, Dyspepsia, Fever and Ague and Bilious Complaints, Kidney Diseases, Liver Complaints, etc. We can assume that this card was

published in the late 1800s. Mishler Herb Bitters Co, was located on 525 Commerce St. in Philadelphia, as stated on the rear of the card.

(#81) Parker's Tonic: Card #81 features an illustration of an old, sick man and a younger man sitting at a table with a meal in front of him. The words next to the old man say "Oh! That I had your health and appetite." The words next to the younger man say "I was miserable as you until Parker's Tonic cured me. An occasional dose before eating keeps me well." The front of the card also says "Parker's Tonic: The Great Health and Strength Restorer, Cures Coughs, Consumption. Asthma By Rejuvenating The Blood, Everybody Says Parker's Tonic is the Best Cough Medicine." The rear of the card features further testimonials. This card was published around 1884.

The above information was gathered from the following site:

<http://www.antiquebottles.com/rl/tc/parker.html>

MISCELLANEOUS (Item #'s 82-105) (24 cards)

- #82 and 83: Trade cards advertising "Attractive Stationery—Crazy Quilt Series." The rear of each card contains a price-list and a company name, J.C. Blair, Mfg Stat'r, Huntingdon, Pa. Circa late 1800s.
- #84: Small pamphlet entitled "Health, Pleasure, Comfortable Homes Very Cheap, and Profitable Investments within a Few Hours' Ride of the Principal Northern Cities. Piedmont and Western North Carolina." The pamphlet was published in Raleigh, NC by Edwards, Broughton & Co., Printers & Binders. Date: 1885
- #85: "Youth's Companion" advertisement. The front of the card features a small calendar for the month of November and an illustration of a lady seated in front of a fireplace. Words above the illustration state: "Rhymes and Simple Stories. The price of the Companion is \$1.75 a year, postage paid." The Youth's Companion was an American children's magazine which started in 1827 and existed for over one hundred years until it finally merged with *The American Boy* in 1929 (http://en.wikipedia.org/wiki/The_Youth's_Companion). Circa late 1800s.
- #86 and 87: Duplicates. However, both contain different signatures on the rears. These cards seem to be business cards. They say "Borah, Harmon & Co. Publishers, Booksellers and General Agents: 1132 Arch Street, Philadelphia." Circa late 1800s.
- #88-91: Multiples. The cards contain an illustrated portrait of James Donald Cameron and state "On the other side of this card will be found an extract from a speech, made in the United States Senate, by Pennsylvania's Senior Senator. It presents, briefly, the question of the day—the question more important than all others: Why go to Europe for what we can get at home. Read it and hand to your neighbor." James Donald Cameron

(May 14, 1833 – August 30, 1918) was an American politician from Pennsylvania who served as Secretary of War under Ulysses S. Grant and in the United States Senate for twenty years (http://en.wikipedia.org/wiki/James_Donald_Cameron).

- #92: Trade card for B.F. Smith. The front contains an illustration of two people falling over due to the smoke coming out of the stove. The caption reads: “Most to Much Draw.” The rear states: “Look Here! B.F. Smith the ‘Cheap John Man’ Has Opened Out Permanently on High Love St, and is Selling Goods Away Below Regular Prices such as Yankee Notions, Everybody can be Suited. Remember the sign of the ‘Whitewashed Tree,” in front of the house. Millersburgh, PA. Date: 1882.
- #93: Trade card for Williams, Clark & Co’s High Grade Bone Fertilizers. The front illustration features two Native Americans with ears of corn for bodies. The rear is blank. Date: 1885.
- #94: Trade card for Candee Boots. The front features an illustration of two farmers. One is wearing Candee Boots while the other is dumping water out of his worn and torn boots. The fence in the background reads “Candee Boots Wear Best.” The rear of the card contain some testimonials. Candee Boots is not the same company as Candie’s Shoes, a company which started in the nineteen eighties. Circa late 1800s.
- #95: Trade card advertising Gen. Edward F. Jones’ 5-ton wagon scales. The front of the card reads: “Gen. Edward F. Jones, known as Jones of Binghamton, the world over. Peculiar in name, and odd in his manner of doing business—see---Jones of Binghamton, makes more and better scales than any other man in the world—sells them on trial at lower prices, and asks no pay till seen and tried—Try to recollect that Jones, he pays the freight, as all this is true, what more do you want.” The rear contains a calendar for 1886.
- #96: Postcard advertising a public sale. The front features a photograph of a large house with people milling about in the front lawn. The caption reads “Dear Friends: I am having a public sale on-----, 1908, and I want you to come and invite all your neighbors and friends. All our farm stock and farming implements, some household and miscellaneous goods will be sold. Come and have a great good time and get some of the bargains. Very cordially yours, John Smith, near Lititz, Warwick Twp., Lancaster Co., PA.” Date: 1908
- #97: A business card for “Jacob Weaver, Fine Custom Tailoring, Main Street Elizabethville, PA. The front of the card states: “I have now open for inspection a full line samples of fall & winter woolens of foreign & domestic manufacturers to which I invite the attention of my patrons and the public in general. I guarantee the best work at the most reasonable prices.” The rear of the card features a list of impolite things such as “loud and boisterous laughter” and “Gazing rudely at strangers.” Circa late 1800s.

- #98: Calling cards were a social custom that were essential in developing friendships. The custom of calling cards developed in France in the early 1800's. Calling cards then became very popular in America from 1840-1900 (<http://www.daysofelegance.com/callingcards.html>). This calling card contains an illustration of an ornate floral arrangement. It also contains the written initials "M.A.W."
- #99: This card is a small acquaintance card which states, "Fair (picture of a bell), May I have the pleasure of seeing you home this evening? If so, keep this card, if not, please return it." It also states, "If I can't see you home, may I sit on the fence and see you go by?" The rear of the card has the following printed words: "40 Escort Cards, 35 designs for 10 cts." It is obvious that cards such as these were used by men in order to meet women. Circa mid to late 1800s.
- #100: Card advertising PH. J. Lauber's Restaurant which was located on the Centennial Grounds near Horticultural Hall. This German restaurant was part of what looks to be a World's Fair (<https://libwww.freelibrary.org/CenCol/exh-food.htm>).
- #101: The front of this card features an aerial view of a factory. Above the factory are two young girls holding bundles of wheat. It is difficult to decipher what exactly this card is advertising due to the fact that the card has been cut around the edges. The rear contains some words concerning farming machines such as reapers and mowers. Circa late 1800s.
- #102: Advertisement for "Gilbert and Sullivan's Latest Opera, The 'Mikado.'" The front of the card features a photograph of Courtice Pounds as Nan-Ki-Poo. The rear of the card contains some information concerning the play. Circa late 1800s.
- #103: This small card is most likely a tobacco card but we do not know for sure. The front of the card contains an ornate illustration of two birds and some flowers. The caption below the illustration reads "Assorted Pack No. 2, 40 for 10 cts." Circa late 1800s.
- #104: Card advertising "a series of Lectures & Entertainments will be given under the auspices of the Lyceum of Memorial Lutheran Church of Phila." The front of the card features a still life of various artifacts. Date: 1886.
- #105: Advertisement for farm machinery. The front features a man using one of the machines advertised on the rear of the card. The caption below the card reads: "The Deering All-Steel Binder at Work." Circa late 1800s.

RELIGIOUS (Item #'s 106-126) (20 cards)

All of the religious cards contain similar visual qualities. For example, nearly all of the cards contain illustrations of floral arrangements. Also, most of the cards contain bible passages. The majority of the cards contain blank rears. Some of the rears have signatures on them. We can assume that these cards were published around the late 1880's, due to the popularity of trade cards at this time.

SEWING MACHINES (Item #'s 127-133) (7 cards)

(# 127-129) B.W. Wanbaugh with American Sewing Machine Co.: Little information is available regarding cards #127-129. However, we can surmise that they were published around the late 1800s. From the cards we can presume that B.W. Wanbaugh was probably a sewing machine retailer located on 14 S. Market Square in Harrisburg, PA. Each card says "B.W. Wanbaugh, with American Sewing Machine Co." Card #127 features a small boy walking over the water with wooden stilts. Card #128 and #129 are duplicates and each feature a small boy walking on wooden stilts in what looks like to be a natural setting.

(#130-131) Jonathan Weaver: Dealer in Sewing Machines: Cards #130 and #131 are duplicates in that they both contain the same illustrations. Each contains an illustration of an elegant lady dressed in an ornate gown with a dog and a parrot. The words above and below the illustration read: "The White is the Sewing Machine of the Day: This is the Girl of the Period." The back of each card contains a stamp which states: "Jonatan Weaver: Dealer in Sewing Machines Killinger, Dauphin Co., Pa." These cards were probably published around the late 1800s.

(#132-133) New Home Sewing Machine Co.: #132 and #133 are duplicates. Each contains an illustration of "Putnam's Meadow, vicinity of Orange, Mass." Below the illustration are the following words: Compliments of New Home Sewing Machine Co, Orange, Mass. The rear of the cards are stamped with the following: "Geo. H. Rice, Agt. For Light Running New Home Sewing Machine, Needles for all Machines, Oil, & Repairing Promptly Done, also Agent State Capital Dye Works Office, cer. Third & North St. Harrisburg." Little information is available concerning the company history of New Home Sewing Machine Co. However, we can assume that the cards were published around the late 1800s.

SOAP (Item #'s 134-141) (8 cards)

(#134) Arm & Hammer Brand: This detailed fold-out trade card was published in the late 1860s. The front of the card features three monkeys. One of the monkeys is hanging from a tree and is pouring baking soda into a basin. The caption below the illustration reads: "Here's man's progenitor you see with Soda Box in hand Dealing a generous portion of the Arm & Hammer Brand." When one folds out the first page they see another illustration, only this time the monkeys are shocked by the amount of foam present in the basin. The caption below the

illustration reads: “And here we have presented to our gaze the large allowance, slightly on the raise. To check its rise, see how they use their strength the final page shows what it reached at length.” The final fold-out features numerous monkeys covered in baking soda foam and the caption below reads: “To check this Soda’s mighty power we see the vain & useless task. As vain as not to see its worth: as useless as’t would be to ask. If any other baking soda or saleratus in the land will ever equal or approach the Famous Arm & Hammer Brand.” The rear of the card features further information pertaining to the effectiveness of Arm & Hammer Brand Soda. In 1846 Dr. Austin Church and John Dwight formed John Dwight & Co. in 1867 Austin Church retired and his two sons formed Church & Co. They introduced the hammer- wielding arm of Vulcan, god of fire, on their packages. Arm & Hammer Brand Baking Soda is still extremely popular today.

The above information concerning company history was gathered from

<http://www.armhammer.com/history/ourhistory.asp>

(#135) Day’s Soap: Little information is available regarding the company background of Day’s Soap. The back of card # 135 states that Day’s Soap (Day & Frick) was located in Philadelphia. This trade card features an ornate illustration of a bouquet of flowers surrounded by a gold border. The caption below the flowers states “Use Day’s Soap. We can assume that this card was published during the boom of trade cards, mid to late 1800s.

(#136) Dingman’s Soap: This clever trade card was probably published around the late 1800’s. The front of card #136 features a sleeping woman holding a rose. Above this illustration are the words: “Hold this card to the light.” When one holds the card to the light the woman pictured opens her eyes. Below the illustration is a small poem that reads: “Notice well those eyes—Mute eyes! Now make them open wise? Cute Wise! What makes them gleam with hope? Fair hope! ‘Tis naught but Dingman’s Soap—Rare Soap!” The rear of the card features a pair of eyes and another poem that reads “Life has a charm for this maid, Of its duties she’s never afraid; Dingman’s Soap helps her through and her work she can do—In dainty white garments arrayed.” There is no company information present on the card.

(#137 – 140) Gowans & Stover’s Absolutely Pure & Healthful Soaps: Little information is available concerning Gowan’s & Stover’s Soaps. However from the cards we can gather that the company was located in Buffalo, N.Y. Card #137 and card #138 each feature a child peeking out from a torn hole to smell a flower. Below each illustration is a caption which states “Use Gowans & Stover’s Absolutely Pure and Healthful Soaps.” The rear of the card states “Use Mystic White Soap...for sale by J.F. Reinoehl, Dealer in Dry Goods, Notions, Groceries... Williamstown, PA. Card #139 features a young boy fishing. Above this illustration are the words “Use Gowan’s & Stover’s Guaranteed Absolutely Pure and Healthy Soaps.” The rear of this cards states “Use Miners’ Soap: The Housekeepers’ Delight.” Card #140 features a boy washing his face with

soap. The card reads “Gowans & Stover’s Soap: The Purest & Best.” All of the above cards are presumed to be from the late 1800s.

(#141) Miner’s Soap: Miner’s Soap may in fact be associated with Gowan’s & Stover’s Soap which sold a soap by the same name. However there is no indication of this on card #141. This card features a bouquet of bright flowers. Below the bouquet is a caption which states that “Miners Soap. Best in the World for General Family Use.” Circa late 1800s.

STOVES (Item #'s 142-145) (4 cards)

(#142) Radiant Home Stove: Card #142 depicts a family fleeing from the intense heat of the Radiant Home Stove. Even the anthropomorphic thermometer pictured in the card is running away from the hot stove. This ornate trade card is successful in illustrating the stove’s effectiveness. This card was printed by The Hayes Litho. Co., Buffalo, N.Y. The rear of the card features a typed testimonial. Card published during the late 1800s.

The above information was gathered from the following site

<http://www.tradecards.org/articles/history/ex.stoves.html>

(#143-145) Rising Sun Stove Polish: Cards #143-145 contain the same design. The cards have a fold-out. The front of the card features two young lovers about to kiss. However the mother in the background can see this act in the reflection of the stove. The captions read “A Tell Tale Stove Polished with the ‘Rising Sun’ Stove Polish. The rear features the two lovers very embarrassed that the mother caught them and the mother looks disappointed. The caption reads “And What Came of It: Illustrating That the Course of True Love Never Did Run Smooth.” When one opens the card they find an acrostic and an illustration of the Stove Polish package. These cards were probably published around the late 1800s.

THREAD (Item #'s 146-149) (4 cards)

(#146-148) Merrick Thread Co.’s

- #146: This card features a girl on a swing made from Merrick Thread. Circa: late 1800s.
- #147 and #148 are duplicates. Each contains a racist illustration of African Americans pulling a whale to shore with thread. The caption reads “If dat ar fish knownd dis wor Merrick’s thread, he wouldn’t ha bit. Circa: Late 1800s.

(#149) Williamantic Thread: Card #149 features a girl and a dog in a winter scene. The caption reads “The Favorite for 1885: Willimantic Thread.”

TOBACCO (Item #'s 150-184) (35 cards)

During the late 1800s tobacco companies used trade cards as a way of advertising their products. These trade cards were also used to stiffen cigarette boxes (<http://www.wisconsinhistory.org/whi/feature/cigarette/>).

(#150-151) Admiral Cigarettes: Admiral Cigarettes has some interesting history. For example, it is argued that one of the first commercials was for Admiral Cigarettes. The advertisement was filmed in 1897. It was made by the Edison Manufacturing Company, Thomas Edison's company (<http://www.imdb.com/title/tt0217234/trivia>). However, little information is available concerning the company history. Card #150 is a coupon that was found in packages of Admiral Cigarettes. The rear of the coupon states that "on receipt of one hundred of these coupons, one of which is packed in each package of Admiral Cigarettes we will mail you postage paid either the sterling silver pen knife in scroll or satin finish or the sterling silver pocket comb as illustrated on the other side, or on receipt of fifty of these coupons any one of the following elegantly cloth bound books." Card #151 is a small trade card with a photograph of Marie Louise Day on the front. These cards were published in the late 1800s.

(#152 - 158) G.W. Gail & Ax's Navy Tobacco: Little information is available concerning company information. Cards #152 and 158 are part of a series of cards containing photographs of actresses. "The World Tobacco Index cites the existence of approximately 10 cards in this series of tobacco cards issued in the 1880's by G. W. Gail and Ax. There are no captions identifying the actresses in this real photo series" (<http://www.the-forum.com/ephemera/N150B.HTM>).

Cards #153-157 seem to be part of a series entitled "Industries of the States," as advertised on the rear of each card. There are twenty-five cards in the series. Each card represents a particular state.

- #153: This card features a color illustration of a woman holding a spear and standing next to a shield. "Mississippi" is written on the shield along with an illustration of an eagle. Below the shield are the words: "Cotton & Sugar."
- #154: This card features a color illustration of a woman wearing little clothing. She is sitting next to a shield and is holding a sash that says "Georgia" on it. Below the shield are the words: "Cotton, Rice & Other Products." In the background we can a plantation and people working in cotton fields.
- #155: This card features another illustration of a goddess-like woman wearing little to no clothing. She is next to a shield which says "Hope" and "Rhode Island" on it. Below the shield and the woman are the words: "Cotton Manufacturers."

- #156: This card features a woman holding a shield which says “Michigan.” There are woods in the background. Below the shield are the following words: “Farming and Fishing.”
- #157: This card features a woman leaning against a shield which says “Maine.” She is in a snowy area. Below the shield are the following words: “Lumber, Ship Building, Fisheries.”

(#159) Sweet Caporal Cigarette: “Sweet Caporal is one of the oldest names in cigarette brands, one which survives in Canada to this very day. The brand was originally produced in the United States by the Kinney Bros. Tobacco Company, New York, beginning in 1878, and became very popular. Kinney Bros., which was merged into the pre-1911 giant American Tobacco Company, expanded into Montréal; the Sweet Caporal trade mark was registered in Canada in 1887” (http://www.cigarettespedia.com/index.php/BrandSweet_Caporal). Card #159 features a photograph of a woman with what looks to be a chair. Circa: late 1800s.

(#160-162) W. Duke, Sons & Co.

Cards #160-162 are from a series entitled “Battle Scenes,” published by W. Duke, Sons & Company. Little information is available concerning the history of this company.

- #160: “Monitor and Merrimac”
- #161: “Thomas Reinforced by Granger at Chickamauga”
- #162: “Merrimac Ramming the Cumberland”

(#163 – 183) Yum Yum Tobacco

- #163-168: State Seal Series. Each card contains a particular state seal. Below the seal are the words: “Smoke or Chew Yum Yum Tobacco.”
 - #163 and 165: Delaware.
 - #164: Indiana.
 - #166: New York.
 - #167: Michigan.
 - #168: Rhode Island.
- #169-175: Presidential Series (each card contains a portrait of a president)
 - #169: Abraham Lincoln

- #170: William Henry Harrison
- #171 and 172: Rutherford B. Hayes
- #173: Millard Fillmore
- #174: Zachary Taylor
- #175: James Madison
- #176-184: Presidential series (each card contains a colored portrait of a president)
 - #176: Andrew Jackson
 - #177: James K. Polk
 - #178: Andrew Johnson
 - #179 and 184: James Madison
 - #180: Thomas Jefferson
 - #181: Franklin Pierce
 - #182: Ulysses S. Grant
 - #183: James Monroe

On the rear of each card are the words: “Smoke and Chew ‘Yum Yum.’ Upon the return of 100 of these cards we will send you by mail either one of the following articles: 1 folding lunch box, 1 briar pipe, 1 doz. Corn cob pipes, 1 pocket knife, 1 ladies or gents’ pocket book.” Circa: late 1800s.