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## MS-226: Nineteenth Century Pennsylvania Trade Cards

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## MS-226: Nineteenth Century Pennsylvania Trade Cards

### Description

This collection contains 80 nineteenth century trade cards from businesses primarily in Philadelphia (six are from other Pennsylvania location) as well as two decorative images and one three-dimensional square map of Central Europe in German. The cards advertise for a variety of goods and services, including clothing, groceries, beauty and health products, printers, plumbers, jewelers, florists, and more. Many of the cards depict cherubic children, fashionable men and women, prudent consumers using the products advertised, fine art, and include poems, promotions, and manufacturer guarantees. These cards may be of interest to anyone studying methods of advertisement and marketing, graphic design, business history, pharmaceutical history, consumer habits, 19<sup>th</sup> century fashion and customs, as well as other aspects of Pennsylvania or American social and cultural history.

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### Keywords

Advertising and Marketing History, Graphic Design, Pennsylvania Business History, Trade Cards

### Disciplines

Cultural History | History | Labor History | Marketing | Social History | United States History

**Guide to the  
MS-226: Nineteenth Century Pennsylvania Trade  
Cards**



**Olivia R. Simmet '18**  
**June 2018**

**MS – 226: 19<sup>th</sup> Century Pennsylvania Trade Cards**

(1 box, .18 cubic feet)

Inclusive Dates: 1870s-1890s

Bulk Dates: 1870s-1890s

*Processed by: Olivia R. Simmet '18, Diane Werley Smith Intern, June 2018*

**Provenance**

Gift from the collection of Gary B. Thompson '69, acquired January 24, 2018.

**Historical Note**

During the last quarter of the nineteenth century, the trade card was one of the most popular and effective ways for business and tradesmen to inform and advertise the growing consumer market of their products. First displayed by commercial lithographers at the 1876 Centennial Exhibition in Philadelphia, trade cards advertised a variety of household goods, including cloth goods, groceries, pharmaceuticals, stores, and services.<sup>1</sup> Cards often included testimonials, special promotions, and trademarked slogans. New color printing technologies allowed for bright and beautiful images that appealed to the public. The cards were collected by and traded between consumers until they waned in popularity as other forms of advertising, such as mass-circulation magazines, replaced the trade card.

**Scope and Content Notes**

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<sup>1</sup> Margaret Hale, "A New and Wonderful Invention: The Nineteenth- Century American Trade Card," Harvard Business School, September 5, 2000, <https://hbswk.hbs.edu/archive/a-new-and-wonderful-invention-the-nineteenth-century-american-trade-card>.

## Subjects

Advertising and Marketing History, Graphic Design, Pennsylvania Business History, Trade Cards, Consumer Behavior, American Social and Cultural History 1870-1900, John Wanamaker, Drug Advertising, Commercial Food Industry, Cleaning Products, Cloth Goods, Victorian Fashion.

## Series Description

This collection is divided into five series, sorted according to product or service advertised, then listed alphabetically within the sub category. **Series 1:** Apparel, **Series 2:** Grocery Goods, **Series 3:** Apothecaries and Pharmaceuticals, **Series 4:** Craft and Trade services, **and Series 5:** Miscellaneous.

## Box List

### Box 1

Finding Aid

### Series 1 Apparel

Clothing

- 001\_001, 002: Sol. **Levi**, Clothier. Cat on a roof.
- 001\_003: **Mackey, Johnson, Turner & Co.** New Philadelphia Clothing House. Plants and a bird.
- 001\_004: **Myers & Heim** Clothing. P.T. Barnum riding a toy train.
- 001\_005: **Wanamaker & Brown** Clothing House. Couple dressed in European fashion.
- 001\_006: John **Wanamaker & Co.** Boy playing cricket
- 001\_007, 008, 009, 010: John **Wanamaker & Co.** Boy riding a tortoise, playing in a river.
- 001\_011, 012: John **Wanamaker Grand Depot** (2). Birds.
- 001\_013, 014, 015, 016: **West End** Clothing House (2). Boy with a dog, woman with a baby.
- 001\_017, 018: A.C. **Yates & Co.** (2). Baby with dogs.

Footwear

- 001\_019, 020: H. **Gardiner & Co.'s** Standard Fine Shoes. Boy playing cricket, handwritten note on back.
- 001\_021, 022, 023, 024: J.B. **Musselman Candee Rubbers** (2). Medieval couple in winter and springtime, with poems.
- 001\_025, 026, 027, 028: **Solar Tip Shoes** (2). Children parading in Solar Tip shoes.

Trimmings

- 001\_029, 030: Wm. **Mencke & Bro.** Dress Trimmings. Fashionable young girl.
- 001\_031: **Partridge & Richardson** Bee Dress Trimmings. Well-dressed girls ice skating

## Series 2 Grocery Goods

### Foods and Stores

- 001\_032, 033: Wm. P. **Allen Groceries**- Dobbins' Starch Polish and Electric Scouring Polish. Front: caricature of black man. Back: white woman and black woman holding laundry, girl looking at her reflection.
- 001\_034, 035: A. **Barthmaier** Groceries. Children by a river.
- 001\_036, 037 : **Brancard** Candies. Shepherd boy and girl in nature.
- 001\_038, 039: R.G. **DeGinther Flour**. Working class boy counting change.
- 001\_040, 041: **Excelsior** Candy Kitchen Ice Cream. Dog running with a container of ice cream.
- 001\_042, 043: Frank **Harold**, Wines, Liquors, and Cigars. Boy with tray tripping over a cat.
- 001\_044, 045, 046, 047: C.B. **Metzger**, Confectioner (2). Princely boys with candy.
- 001\_048: M.A. **McMullan** Fine Family Groceries. Floral embellishment.
- 001\_049: **Warner & Merritt** Noix de Coco. White woman lounging in tropics with black servants.
- 001\_050, 051: **Weikel & Smith** Spice Co. Choice Bohseem Spices. Medieval couple in a lush garden.

### Beverages

- 001\_052, 053, 054, 055: **Hires** Improved Root Beer (2). Small boy holding root beer, painting of Ruth and Naomi available for patron.
- 001\_056, 057: Fred'k A. Rex & Co. **Peerless Coffee**. Boy and girl playing with snails.
- 001\_058, 059: **Union Tea Co.** Gentlewoman's hand holding daisies.

### Home Goods

- 001\_060, 061: **Brainerd & Armstrong's** Spool Silk. Anthropomorphic silk worms.
- 001\_062, 063: **Day's** Soap, Philadelphia Steam Soap Works. White roses.
- 001\_064, 065: **Dobbins' Electric Soap**. Old man in a clownish outfit.
- 001\_066, 067: **Eavenson's** Soaps. Scene of sailing ships.
- 001\_068, 069, 070, 071: **Eavenson & Sons'** High Grade Pure Soaps (2). Bulb shaped cards, featuring a cabin in the mountains and a house by the beach.
- 001\_072, 073, 074, 075: Robert C. **Geddes** Rubber Goods (2). Young girl, child playing in a river.
- 001\_076, 077: **Jones'** Magic Roach Powder. Fairies riding a bird and an insect.
- 001\_078, 079: **Louise Bouquet Perfume** (2). Children on a gondola, children decorating paper lamp in oriental style.
- 001\_080, 081: **Rice & Robinson** Soap Co. Petrolene Soap. Large man roller skating around smaller seated man.

- 001\_082, 083: **Ryan's** Gold Medal Blue soap. Children doing laundry.
- 001\_084, 085: **Van Haagen's** Toilet Soap. Well-dressed couple with a small dog.

### Series 3 Apothecaries and Pharmaceuticals

#### Apothecaries

- 001\_086, 087, 088: Thomas J. **Brown** Apothecary (2). Card scented with Floreston perfume, advertising various tonics, and depicting a girl holding flowers, cat wearing ribbon.
- 001\_089, 090, 091, 092: Albert S. **Ernest** Physician and Druggist (3). Child in medieval clothing playing the lute, girl in a garden, bunch of flowers.
- 001\_093, 094: **Helmbold's** Temple of Pharmacy. Tryptic featuring a turtle, a swan, and a chapel.<sup>2</sup>
- 001\_095, 096: Dr. J. H. **Schenck** & Son's Family Medicines. Bunch of roses.

#### Pharmaceuticals

- 001\_097, 098: **Inland** Chemical Co. Tea-Berry Elixir. Children walking in snow
- 001\_099, 100: Drs. **Starkey & Pale** Compound Oxygen. Old women taking medicine.

### Series 4 Craft and Trade Services

#### Crafts and Tradesmen

- 001\_101, 102: Fitzpatrick's **Arch Street China** Hall (2). Girl holding letter among flowers, teapot shaped card decorated with flowers.
- 001\_103, 104, 105, 106: William B. **Dixey** Plumber, Gas, & Steam Fitter (4). Various scenes depicting a toad, a duck, and an egg.
- 001\_107, 108: **Faust & Crawford**, Florists (2). Girl wearing flowers with birds.
- 001\_109, 110, 111: **Forney's** New Dining Rooms (3). Gold cards with floral embellishments.
- 001\_112, 113: **Klautscheck & Stewart** Window and Plate Glass. Women and men traveling in a stagecoach, advertisement for Beymer, Bauman & Cos' White Lead.
- 001\_114: **Lancaster Watch**. Skeleton riding watch mechanism.
- 001\_115: **Neppel & Lhulier** Watchmakers, Jewelers, and Diamond Dealers. Lucky horseshoe.
- 001\_116: Jacob **Reed's** Sons Finest Furnishing Goods. Colonial boy carrying a large envelope on his shoulders.

#### Printers

- 001\_117: **Bavis & Pennypacker** Printers. Pale pink card with red type.
- 001\_118: J.A. **Camp**, Printer. Portrait of William Penn for State Bicentennial.
- 001\_119, 120, 121: **Eagle Printing House** (3). Animals in a tree, young men boating, woman, child, and cat at the zoo.
- 001\_122, 123: **Public Ledger Job Printing Office**. Children around an easel.

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<sup>2</sup> "Who was Henry Helbold?" <http://www.bottlebooks.com/helmboldstory/helmbold.htm>

### Series 5 Miscellaneous

- 001\_124, 125: Horseshoe with flowers, compliments of E.M. **Bruce & Co.**
- 001\_126: **Girl** with flowers
- 001\_127: **K&B** plate with poem.
- 001\_128, 129: Square three-dimensional **map** of Central Europe in German.
- 001\_130: Fan shaped and designed card for the tenth anniversary of the Knights Templar **Mary Commandery.**

### For more information about MS-226

Hale, Margaret. "A New and Wonderful Invention: The Nineteenth- Century American Trade Card." Harvard Business School. September 5, 2000.

<https://hbswk.hbs.edu/archive/a-new-and-wonderful-invention-the-nineteenth-century-american-trade-card>.

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