Trade cards ephemera collection, circa 1880-1900 TC EPH

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URL: http://californiahistoricalsociety.org/
Contributing Institution: California Historical Society
Title: Trade cards ephemera collection
Identifier/Call Number: TC EPH
Physical Description: 6 boxes
Date (inclusive): circa 1880-1900
Language of Material: Collection is primarily in English. A few trade cards are in Spanish.
Abstract: Consists of trade cards advertising a variety of trades, goods, and services. The bulk of the materials are color lithographs dating from 1880-1900. Some of the trades, goods and services advertised include food and beverages, household goods, furniture, clothing, shoes, pharmacies, medicines and tonics.
Access
Collection is open for research.
Publication Rights
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Preferred Citation
[Identification of item], [File name], Trade cards ephemera collection, California Historical Society.
Related Ephemera Collections
California Business Ephemera Collection
Processing Information
Processed by Jaime Henderson in 2016.
System of Arrangement
Collection is arranged alphabetically, first by type of trade depicted in the card and then by name of business or product being advertised.
Scope and Contents
The collection contains trade cards advertising various companies, products or services. The bulk of the cards are color lithographs dating from 1880 - 1900s. Significant trades represented include: clothing and dry goods; food and provisions; medicines and tonics; sewing threads; shoes; and tobacco. There is also a section of blank sample trade cards and trade cards on which a business is advertised but the type of trade is unidentified.
Subjects and Indexing Terms
Advertising cards.
California Ephemera Project.
Trade cards.

Advertising
John W. Roberts & Co.
The Whitehead & Hoag Co.
Art galleries
Cobb's Dore Gallery
Art schools
Piazzoni's Atelier d'art
Art supplies
T.J. Bass & Company
Auction and commission houses
Onstott, I.H.
Baths

Electro-magnetic Complexion and Vapor Baths
Sanitarium Hot & Cold Salt Water Baths
Bazaars

The Excelsior
Canton Bazaar
Close, O.H.
G.T. Marsh & Company
Geo. Vrachliotti's Great Western Bazaar
Guttmann's Standard Bazaar
Harris (J.F.) Bakery and Bazaar
Japanese Bazaar
Jones' Bazaar
Sing Chong Company
Beer, liquor, and wine

E.J. Baldwin's Pure Grape Brandy (Santa Anita Vineyard)
Eclipse Champagne
Falk's Milwaukee Bottled Beer
Old Jordan
Beverages

Geyser Water Company
Hires Root Beer
Roman Spa Natural Mineral Table Water
Bicycles

Varney, Thomas H.B.
Blacksmith supplies

Varney, Thomas H.B.
Booksellers

Bible House
Hardy, W.B.
Hibbard & Sommer
Hofmann, Joseph A.
J. Dewing & Co.
Kendrick & Co.
Mearns, James
Stephens & Packard
Woodward, G.P.
Camping supplies

E. Detrick & Co.'s
Candy

A. Beismann's Fine Confectionery
Bacon's Palace of Sweets
Blank, C.A.
Burton's, L.A.
George Haas & Sons
Gruenhagen's
Hall, A.
Hewitt, Fred H. (Candy Palace)
Huylers
Parkman, C.E.
Roberts’ Fine Confections
Roberts, G.F.
Schreiber's
Suchard, Ph.
Townsend's California Glace Fruits
Walter Backer & Co.'s
Canning
Fairbank Canning Company
Carpet cleaning
City Steam Carpet Beating and Renovating Works (H.L. Jones)
Pioneer Steam Carpet Beating (J. Spaulding & Co.)
Carpets
Mackay, Alex.
Carriages
Carvill Manufacturing Company
Studebaker Brothers Manufacturing
Circus
Sells Brothers Enormous Railroad Shows
Clothing and dry goods
A.F. Hill & Co.
Beamish’s
Beck Brothers
Bell, H.C.
Berman, Otto
Canfield Dress Shields (Canfield Rubber Company)
Caro, S.
Colman Brothers
Curtin, C. (Grand Dry Goods Store)
D.A. Mendenhall & Company
D.M. Moran & Co.
Doane & Henshelwood
Eagleson & Company
Eastman Bros. and Bancroft
Figel, Joseph
G.H. Gerwin & Co.
Great Beehive Auction Store
Hale Brothers & Company
The Hastings
Heiman Clothing Company
Hess & Irving, Irving & Neustadt
Hirshberg, S.
J.M. Dyer & Co.
J.W. Davidson & Co. (The White House)
John Cran & Co.
Joseph Brothers
Kahn & Sons
Kelly Brothers
L. Popper's Shirt Factory
Ludorff, A.
Clothing and dry goods

M. Hellman & Co.’s
Mack, M.F.
Madam McCabe’s Sanative Corsets (The St. Louis Corset Company)
Mrs. H. Jacobs & Co.
Oakland Clothing House (J. Letter)
O’Neill & Stuart
Pacific Shirt Co.
The Red House
Schafer and Company
Schwartz, M.
Thomson’s Patent Glove-Fitting Corsets (Freud’s Corset House)
Williams & Burdick

Coal

Asmussen, G.
Church, S.R.
Ebbets, Arthur M.
Henderson, John Jr.
Middleton, John
Pacific Coal & Wood Yard
Seattle Coal
Star Coal
Wellington Coal

Coffee and tea

A. Schilling & Co.
Acme Health Koffy Co.
Arbuckle Bros.
Cocoa Coffee
Eagle Coffee and Spice
Globe Tea Company
Great American Importing Tea Company
Great Scandinavian Tea and Grocery Company
Hills Brothers
North Star Tea Company
Olcovich Brothers
Original California Tea Company
St. Bernard Herb Tea Company
Standard Tea Co.

Costumes

Jahn & Foster

Dairies

Manchester Creamery

Oakland Cream Depot and Sweet Briar Dairy

P.J. McGovern & Co.
Costumes

Quaker Dairy

Dry cleaning

A. Bertin, Dyer and Cleaner
F. Thomas & Company, Parisian Dyeing and Cleaning
Pacific Cleaning & Dyeing Works
Spaulding's Pacific Dyeing and Cleaning Works

Dyes

Diamond Dyes

Fabric

Adams' Linings

Fancy goods, lace, embroidery & trimmings

Chester, Sharkey & Co.
E.F. Sanders & Co.
L. & A. Meyer
The Lace House
M.E. Fairweather
Mansbach, E.
Mme. D. Deppen
Mme. L.E.W. Keyzer
Mrs. E.A. DeWolfe
Newman & Freud
S. Bine
Samuel Weitz & Co.

Feathers

Balny, A.J.
The Fashion Flower & Feather Store
The Wonder, Flower and Feather Store

Florists

Duhem, A.

Food and provisions

A. Schilling & Co. Baking Powder
American Biscuit Co.
American Condensed Milk Co.
B.T. Babbitt's Best Baking Powder
Beehive Baking Powder (Washington Manufacturing Co.)
Bibo, Newman & Ikenberg Preserves, Jellies and Jams
Blanchard's Life Food
C.E. Andrews & Co.'s Pearl Pure Cream Tartar Baking Powder
California Coralline Milling Co. (Rolio)
Central Depot California Cracker Co.
Champagne Baking Powder (C.C. Burr & Co.)
Chas. Counselman & Co.'s Royal Hams
Colima Baking Powder
Columbian Evaporated Cream
G. Gilbert's Corn Starch
Gail Borden Eagle Brand Condensed Milk (N.Y. Condensed Milk Co.)
Germea
Golden Gate Compressed Yeast Co.
H.J. Heinz Co.
J.G. MacDonald's Tea and Cracker Store
Lea & Perrins' Sauce
Libby, McNeill & Libby's Cooked Corned Beef
Mellin's Food
Merry, Faull & Company Meat Products and Provisions
MJB Pure Food Rice (M.J. Brandenstein & Co.)
N.K. Fairbank & Co. (Lard and Cottolene)
Niagra Corn Starch
Pacific Coast Syrup Co. (Toboggan Brand Maple Syrup)
Pacific Cocoanut Company
Platt & Cos. Baltimore Oysters
Queen Bee Flour
Ridge's Food for Infants and Invalids
Scotch Oats
Southern Baking Powder
Standard Biscuit Co.
Union Flour Mills

Furniture

Burr Folding Bed Company

California Furniture Manufacturing Company

Gilbert & Moore

Gross, H.H.

Indianapolis Furniture Company

J.A. Munro & Co.

Pacific Spring and Mattress Co.

Robinson's Self-Adjusting Hammock Chair

Schellhaas, H.

Furrier

Lofstad, John N.

Glassware

Ackerman Brothers
Atwater, F.H.
Behrens, C.
The Famous Crockery & Fancy Goods Co.
Potter, F.A.

Gloves

Keane & Kinnane's
The Paris Glove House (Metz & Co.)
Unidentified

Grocers

Bidwell & Cook
Blue Front Cash Grocery
C.J. Hawley & Co.
Garret & Elder
German Commercial Co.
John L. Williams & Co.
Lawrence Bros.
Lehmann, C.
Newton Brothers & Co.
Norton, J.B.
Peterson & Palmer

Hair products and wigs

Ayer's Hair Vigor
Goldstein & Cohn
Hall's Vegetable Sicilian Hair Renewer

Hairdressing

Mrs. E.H. Hubbard

Hats

Adcock's Millinery
Bay City Manufacturing Co.
Butler, P.F.
Herrmann "The Hatter" (C. Herrmann)
Jones, R.
K. Meussdorffer's Hats and Caps
Leon L. Rey, French Hatter
M. Meussdorffer's Fine Hats
Mrs. Fout's French Millinery
The Opera, French Millinery
P. Fernandez Hat Bazaar

Holidays

Miscellaneous

Hosiery

Seamless Hosiery (S.B. Wilkins Company)

Household cleaners

Arm & Hammer
Bon Ami
Enoch Morgan's Sons Sapolio
Gilbert S. Graves' Mirror Gloss Starch
John Horstmann's Lavarine
Lustro Company
Merten, Moffitt & Co.
Professor Tyler's Lightning Cleansing Compound
Household goods

Adams & Westlake Oil Stoves (J.F. Myers & Co.)
Buckeye Stoves
Eclipse Wringer Co.
Empire Wringer Co.
Granite Iron Ware
Keystone Wringer Co.
The Little Giant Lemon Squeezer
Metropolitan Manufacturing Co.
Peep o' Day Alarm Clock
Universal Clothes Wringer
Universal Stoves and Ranges

Importers

Feigenbaum & Company
J.P. O'Toole & Co.
Moller & Mautz
The Paul Lau Company, The Chinese Shoppe

Insecticides

Buhach Producing and Manufacturing Company

Insurance

Brookings, C.C.
German American Insurance Co.
Liverpool & London & Globe
The Metropolitan Plate Glass Insurance Co.
Pacific Mutual Life Insurance Co.

Jewelry and watches

Boss' Patent Gold Watch Cases
Cohen, D.
Crosett & Samuel
Dueber Watch Case Manufacturing Co.
Finck, George
Keystone Watch Cases
Koch, John
Uncle Harris'

Laundry

B.T. Babbitt's Best Potash or Lye
Mikado Soap
Niagara Gloss Starch
Pyle's Pearline
Topeka Starch Company

Lithographers

Linard, B.R.
Shober & Carqueville Lith. Co.

Medicines and tonics

Ayer's medicine and tonics
Barry's Tricopherous for Skin and Hair
Brown's Iron Bitters
Burnett's Floral Hand Book
Caloric Vita Oil Co.
Clifford's Febrifuge
D.D.D. De Haven's Dyspepia Destroyer
Dr. Abbey's Great Specific for Skin Diseases
Dr. C. Mc Lane's Liver Pills
Dr. Isaac Thompson's Eye Water
Dr. Jayne's medicines and tonics
Dr. Morse's Indian Root Pills
Dr. Radcliffe's Seven Seals of Golden Wonder
Dr. Thomas' Eclectric Oil
Globe Sugar-coated Pills
Hire's Cough Cure
Horsford's Acid Phosphate
Humphrey's Witch Hazel Oil
Hunt's Remedy
Lydia E. Pinkham's Vegetable Compound
Lyon's Kathairon
Malt Bitters Company
Mason & Pollard's Anti-Malaria Pills
McClellan's Fever Remedy, McClellan's Diphtheria and Tennessee Ague Cure
Merchant's Gargling Oil
Mexican Mustang Liniment
Mother Swans Worm Syrup
Mystic Drop
One Minute Toothache Drops (Hurtzig & Schultze)
Oregon Kidney Tea
Parker's Tonic
Peruvian Bitters
Pond's Extract
Red Star Cough Cure
Redding's Russia Salve
Sanitas Grape Food
Scott's Emulsion
Slaven's California Fruit Salt
Stubbs' Big Medicine Bitters
Tarrant's Seltzer Aperient
Vegetine
White's Prairie Flower & German Elixir
Wistar's Balsam
Mirrors, pictures and frames

Dampf & Schussler
S. & G. Gump
Musical instruments

Chickering Pianos
Girard
Hallet, Davis & Co.'s Pianos
Kohler & Chase Pianos & Organs
Matthias Gray Co.
Model Music Store
S. Newman & Company
San Francisco Music & Piano Company
Steck, Estey, Bradbury & Schwechten Pianos
Stockbridge's
Tobin, E.M.
Opera

Kimball Opera-Comique Co.
Moore's Opera House
Opticians and eyeglasses

Celluloid Eyeglasses (Smith, E.F.)
Lawrence & Houseworth
West, R.

Perfume and cologne

Alfred Wright’s Perfumery Sachet Powder
Austen’s Forest Flower Cologne
Burnett’s Cologne Water
Eastman’s Fine Perfumes
Franco-American Perfumery Co.
Henry Tetlow’s Extracts
Hoyt’s German Cologne
Keil’s California Floral Extracts
Mellier’s Perfumes
Murray & Lanman’s Florida Water
Orange Flower Cologne
Peck’s Premium Perfumes
Seely’s Perfumes
Slaven’s Yosemite Cologne

Pharmacies and pharmacists

Coffin & Mayhew
Daggett, Henry
F.L. Bartlett & Co.
Fouch, John F.
Hyde, W.I.
Stockton Pharmacy
Merrill, M.C.
Wenzell, W.T.
Wollweber, Theo.

Photography

Edward Gagne’s Photo Gallery
Ehmann
George Fiske, Landscape Photographer
Lamson, J.H.
Morse, G.D.

Plumbing

Scott, Tom

Real estate agents

Palermo Land & Water Company (McAfee Brothers, Agents)
Will E. Fisher & Co.

Restaurants and cafes

Bird’s Quaker Restaurant
Neptune Gardens
Tivoli Cafe

Roller skating

Mission Skating Pavilion
Olympian Club Elite Roller Skating Rink
Will & Finck

Saloons
Eite Saloon
Sample trade cards

Animals
Children
Flowers
Miscellaneous
Saws

Wyman, J.F.
Sewing machines

Higham, E.
Household Sewing Machine Company
Light-Running Domestic
New American Sewing Machine
New Home Sewing Machine Company
Sheldon, Mark
Singer Manufacturing Company
Standard Sewing Machine Co.
Wheeler & Wilson Manufacturing Company
The White Sewing Machine
Willcox & Gibbs
Sewing thread

Belding Brothers & Company
Brooks Spool Cotton
California Silk Manufacturing Company
Clark’s Mile-End Spool Cotton
Clark’s O.N.T. Spool Cotton
Corticelli and Chadwick’s
Corticelli Spool Silk
Eureka Silk
Goff’s Braid
J. & P. Coats
John D. Cutter & Co.
Semple’s Best Six Cord
Shoe polish

Bon-Ton Polish
Frank Miller’s Crown Dressing
Shoes

A.S.T. Co.
Arcade Boot & Shoe House
Bloomfield, S.
Cahn, Nickelsburg & Co.
California Boot and Shoe Store
Cohnreich Brothers Boots and Shoes
Dunne, Edward (Queen Boot and Shoe Store)
E. Bernheim & Co.
Emerson, D.W.
Kast’s Shoes
Mauzy, S.H.
Morgan’s Boot, Shoe and Slipper House
Nolan Brothers
Nolan & Company
Nolan, M.D.
P.F. Nolan & Sons
Porter, Slessinger & Co.
Reubold, M.
Rosenthal's Fine Shoes
Russell's New Store
S. Mosgrove & Brothers (Curtis & Wheeler)
Star Shoe Store
Stuart, D. (Laird, Schober & Mitchell)
Thomas M. Harris & Co.
W.H. Nolan & Company
Wilcox, E.J.

Soaps and hygiene products

Chesebrough Manufacturing Co. (Vaseline)
Dr. Hebra's Viola Cream & Viola Skin Soap
Dr. Sheffield's Creme Angelique
Fels & Company's Toilet Soaps
Hagan's Magnolia Balm
Lautz Brothers & Company's Stearine Soap (D.L. Beck & Sons)
New England Soap Company
Pozzoni's Complexion Powder
Rachel's Enamel Bloom
Ricksecker's Dentaroma
Sozodont Teeth Cleanser
Standard Soap Company
Wisdom's Robertine

Spices and extracts

Burnett's Extracts
Giant Flavoring Extracts & Ground Spices
Liebig Company's Extract of Meat
Murphy, Adam H.
Nicholson's Flavoring Triple Extracts
Paul Rieger's Treble-Extra and Concentrated Flavoring Extracts

Sporting goods

Will & Finck

Stationery

Topsy Tablet

Tailors

Gibbs, A.
J.M. Litchfield & Co.
Lemos, Leon
Mrs. M. Herbert, Fashionable Dressmaker
Nicoll the Tailor
Poheim, Joe

Taxidermy

Blunt, W.G.

Tiles

W.W. Montague & Company
Tobacco

Drummond Tobacco Company
Duke of Durham (W. Duke Sons & Co.)
E. Sikes & Co.
The Fashion
Harris Bros.
Horse Head Tobacco (Dausman Tobacco Co.)
Jackson’s Best (C.A. Jackson & Co.)
Ligget & Myers Tobacco Company
Lorillard’s ‘49 Cut Plug
New Vanity Fair Cigarettes
Newsboy Plug Tobacco
Pet Cigarettes (Allen & Ginter)
Pressed Cigarettes (Allen & Ginter)
Sam. Lewis & Co.
Sanderson & Horn

Scope and Contents
An article titled “Avenues for White Labor” is printed on the trade cards. The article discusses how Sanderson and Horn’s tobacco company has eschewed Chinese labor in favor of white labor.

Sutliff (Duke of Durham)
Sweet Golden Seal Cigarettes
Tansill’s Punch 5c. Cigar
Unidentified
William S. Kimball & Co.’s Cigarettes

Toys

F.M.L. Peters & Company
Feigenbaum & Company

Trunks

Stockton Trunk Factory

Typewriters

Smith Premier Typewriter Co.

Unidentified trades

Booth & Co.
C.J. Stevens & Co.
Champlin & Williamson
John A. Lowell & Co.
Loucks & McKendrick
M. Levy & Bro.
Messersmith, M.J.
O.A. Hale & Co.
O. Lawton & Co.
Raphael’s, Inc.
Rathjen Bros.
S. Rosenthal & Co.
Shepard Norwell & Co.
Steinhart & Koch
Thompson & Beard

Wallpaper & window coverings

Anderson, A.H.
Corliss, W.B.
Edwards, Frank G.
G.W. Clark & Co.
Hartshorn & McPhun
Wilson, S.H.