Jay T. Last Collection of Horticulture Prints and Ephemera: Finding Aid

Finding aid prepared by Charla DelaCuadra.
The Huntington Library, Art Collections, and Botanical Gardens.
Prints and Ephemera
The Huntington Library
1151 Oxford Road
San Marino, California 91108
Phone: (626) 405-2191
Email: reference@huntington.org
URL: http://www.huntington.org
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Overview of the Collection

Title: Jay T. Last Collection of Horticulture Prints and Ephemera

Dates (inclusive): 1840-1933

Bulk dates: 1865-1920

Collection Number: priJLC_HORT

Collector: Last, Jay T.

Extent: approximately 1,425 items

Repository: The Huntington Library, Art Collections, and Botanical Gardens. Prints and Ephemera
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Abstract: The Jay T. Last Collection of Horticulture Prints and Ephemera contains approximately 1,425 printed items from 1840 to 1933, with the majority of material dating from 1865 to 1920. The collection consists of advertising prints and ephemera promoting businesses whose products and services relate to growing flowers, fruits, and vegetables. This includes the tools, equipment, and supplies used for planting and cultivating gardens, orchards, and lawns for commercial and noncommercial purposes by nurseries, florists, fruit growers, and home gardeners. Seed companies are most prominently represented.

Language: English.

Note:
Finding aid last updated on August 9, 2016.

Access
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Preferred Citation

Provenance
This collection forms part of the Jay T. Last Collection of Graphic Arts and Social History, which was donated to the Huntington Library by Jay T. Last in 2005 as a gift in progress. The bulk of the horticulture prints and ephemera was transferred to the Library between 2010 and 2013.

Background
The Jay T. Last Collection is an unparalleled archive of printed paper artifacts that documents American lithographic, social, and business history. The collection began in the early 1970s when physicist and Silicon Valley pioneer Jay Last moved to Southern California and started collecting citrus box labels he found at local flea markets and rummage sales. As his collection grew, Last realized that these labels conveyed important information about commercial printing, graphic design, and social history, and he expanded his collection to include other forms of American visual culture. Today this collection contains more than 200,000 lithographic prints, posters, and ephemera of mostly nineteenth- and early twentieth-century
American origin and represents works by more than five hundred lithographic companies.

**Scope and Content**

The Jay T. Last Collection of Horticulture Prints and Ephemera contains approximately 1,425 printed items from 1840 to 1933, with the majority of material dating from 1865 to 1920. The collection consists of advertising prints and ephemera promoting businesses whose products and services relate to growing flowers, fruits, and vegetables. This includes the tools, equipment, and supplies used for planting and cultivating gardens, orchards, and lawns for commercial and noncommercial purposes by nurseries, florists, fruit growers, and home gardeners. Seed companies are most prominently represented.

Materials are arranged in two series: small-size items (11 x 14 inches or less) and large-size items (bigger than 11 x 14 inches). Small-size items are described broadly at the series level; large-size items and selected small-size items between 8 x 10 inches and 11 x 14 inches are fully inventoried, and all printers, artists, and publishers are indexed by name. The collection has more than 50 large-size items comprised mainly of lithographs and engravings, including seed advertisements, decorative floral prints, and promotional materials related to fruit, vegetable, and floral products. Small-size items in the collection number almost 1,400 items and are comprised mainly of trade cards, stationery, handbills, and seed packets from various businesses. Approximately 285 ephemeral items featuring images of anthropomorphic fruit, vegetables, flowers, and other plants are also contained here, even though the products they promote do not always relate to horticulture.

The collection's prints and ephemera are primarily promotional in nature and provide information about American fruit, vegetable, seed, and flower-related industries, as well as the evolution of advertising strategies employed by these businesses in the 19th and early 20th centuries. Materials in this collection also provide a perspective on American aesthetic sensibilities during this period, as many of these prints were offered as decorative items as well as advertisements. As graphic materials, the items offer evidence of printmaking techniques and trends, as well as information about the artists, engravers, lithographers, printers, and publishers involved in the creative process.

**Alternative Form of Materials Available**

Visit the [Huntington Digital Library: Jay T. Last Collection](#) to view digitized items from this collection.

**Arrangement**

The collection is arranged in the following series and subseries:

- **Series I. Horticulture Prints and Ephemera (small size)**
- **Series II. Horticulture Prints and Ephemera (large size)**

Items are arranged numerically by call number and described in the following format:

- **Title of print.** Date
- **Artist(s) (when known).** Printer(s). Publisher(s)

**Indexing Terms**

The following terms have been used to index the description of this collection in the [Huntington Library's Online Catalog](#).

**Genres**

Billheads.
Business cards.
Chromolithographs.
Contracts.
Ephemera.
Ephemera -- United States -- 19th century.
Ephemera -- United States -- 20th century.
Engravings.
Handbills.
Intaglio prints.
Leaflets (printed works).
Letterheads.
Lithographs.
Postcards.
Printed ephemera.
Promotional materials.
Relief prints.
Stationery.
Tickets.
Trade cards.

**Subjects**
Advertising -- Agriculture.
Advertising -- Floral products.
Advertising -- Seeds.
Flowers -- Pictorial works.
Fruit -- Pictorial works.
Gardens -- Pictorial works.
Girls -- Pictorial works.
Men -- Pictorial works.
Trees -- Pictorial works.
Vases -- Pictorial works.
Vegetables -- Pictorial works.
Women -- Pictorial works.

**Printer, Publisher, Artist Index**
The following is a complete list of printers, publishers, and artists represented in the individually cataloged items in this collection.
Adolph Nolte & Co.
American Lithographic Co.
Baudot, L.
Beatty & Co., Lith.
Brett Lithographing Co.
C.F. Muntz & Co.
Calvert Lithographing Co. (Detroit, Mich.)
Clay & Richmond.
Clay, Cosack & Co.
Coffin, Haskell, 1878-1941.
Cosack & Clark.
Cosack & Co.
Crump Label Co.
Currier & Ives.
Editorial Seix Barral.
Ensigns & Thayer.
Forbes Lithograph Manufacturing Company.
Frauenberger, George F.
Goffart, J. L.
Hirschberg, Alice, 1856-1930.
J. Ottman Lithographic Company.
Kellogg & Comstock.
Kratzer, E.
Krebs Lithographing Company.
Lehman & Bolton.
Lith. & Chromo Co.
Lockhart, W. (William J.)
Lunzer, A.
Mensing & Stecher.
Peters, G. W.
Rahn, Anton.
Richmond & Co.
Stecher Litho. Co.
Strobridge & Co. Lith.
W.F. Humphrey Press.
Wall, H. M.
Walton, J. (Artist)

Series I. Horticulture Prints and Ephemera (small size) 1840-1933 (bulk 1870-1910)

Physical Description: approximately 1,375 items in 9 binders and 1 flat-top box

Scope and Content
This series contains approximately 1,375 small-size printed items that pertain to or portray imagery of horticulture in the United States from 1840 to 1933. The materials consist of advertising and promotional ephemera, illustrations, and business records related to horticultural industries. The horticulture-affiliated entities represented in this series include nurseries, florists, seed companies and lawn mower manufacturers. Item types include trade cards, catalogs, catalog covers, booklets, seed packets, price lists, and printed billheads and letterheads with and without manuscript text. The materials in this series either promote or are connected to horticulture-related products, services, or sponsoring businesses. Binder 1 is the exception, containing promotional ephemera featuring images of anthropomorphic fruits, vegetables, flowers, and other plants promoting horticulture-affiliated businesses as well as companies in unrelated industries.

Arrangement
Items smaller than 8 x 10 inches are housed in binders. These items are grouped by business type and/or subject as indicated by the binder names, and are generally arranged alphabetically by merchant.

Items that are between 8 x 10 inches and 11 x 14 inches in size are individually sleeved and arranged numerically by call number in one box, and select items have been fully cataloged. These items are described in the following format:

Title of print. Date
Artist(s) (when known). Printer(s). Publisher(s).

Binder 1  Anthropomorphic Images (8 x 10 inches or smaller in size)
Physical Description: approximately 285 items

Binder 2  Mowers and Implements, A-Z by company (8 x 10 inches or smaller in size)
Physical Description: approximately 120 items

Binder 3  Seeds, Nurseries, and Florists, A-B by company (8 x 10 inches or smaller in size)
Physical Description: approximately 130 items

Binder 4  Seeds, Nurseries, and Florists, C by company (8 x 10 inches or smaller in size)
Physical Description: approximately 160 items

Binder 5  Seeds, Nurseries, and Florists, D-G by company (8 x 10 inches or smaller in size)
Physical Description: approximately 150 items
### Binder 6
**Seeds, Nurseries, and Florists, H-J by company (8 x 10 inches or smaller in size)**
Physical Description: approximately 125 items

### Binder 7
**Seeds, Nurseries, and Florists, K-O by company (8 x 10 inches or smaller in size)**
Physical Description: approximately 140 items

### Binder 8
**Seeds, Nurseries, and Florists, P-S by company (8 x 10 inches or smaller in size)**
Physical Description: approximately 135 items

### Binder 9
**Seeds, Nurseries, and Florists, T-Z by company (8 x 10 inches or smaller in size)**
Physical Description: approximately 110 items

### Box 1
**Horticulture Prints and Ephemera (between 8 x 10 inches and 11 x 14 inches in size)**
Physical Description: approximately 20 items

**Note**
Select items in this box have been fully cataloged and are listed below.

- **priJLC_HORT_001767** *Shakers’ dried green sweet corn.* 1879-1882
  **Printers:** Crump Label Co.

- **priJLC_HORT_002471** *Roses hare bell and sweet pea.* 1848-1850
  **Printers:** Kellogg & Comstock  **Publishers:** Ensigns & Thayer

- **priJLC_HORT_003546** *The specimen book of fruits, flowers and ornamental trees.* 1870s
  **Publishers:** Dewey, D. M. (Dellon Marcus), 1819-1889

- **priJLC_HORT_003547** *Choice flower seeds from D. M. Ferry & Co, Detroit, Mich.* after 1867
  **Printers:** Calvert Lithographing Co. (Detroit, Mich.)

- **priJLC_HORT_003549** *J. Leverone & Co. wholesale fruit dealers Cincinnati, O.* approximately 1880s
  **Printers:** Richmond & Co.

- **priJLC_HORT_003550** *Wm. Henry Maule, Philadelphia, U.S.A. : A hard times fruit tree offer... after 1877

- **priJLC_HORT_003557** *Men wanted by Sears, Henry & Co., nurserymen, Geneva, N.Y.* after 1869
  **Printers:** W.F. Humphrey Press
Series II. Horticulture Prints and Ephemera (large size) approximately 1846-1921 (bulk 1865-1910)

Physical Description: 56 items

Scope and Content
This series contains over 50 large-size printed items related to horticulture in the United States from approximately 1846 to 1921, with the majority of items dating from 1865 to 1910. The series is comprised mainly of lithographed advertising and documentary prints depicting flowers, fruits, vegetables, and trees offered by various seed suppliers. These materials consist of color-printed, hand-colored, and uncolored images that range in size from approximately 11 x 14 inches to 25 x 35 inches. Notable holdings include prints from seed merchants Briggs & Bro., Crosman Bros., and James Vick of Rochester, New York; D.M. Ferry & Co. of Detroit, Michigan; and Jerome B. Rice & Co. of Cambridge, New York.

Arrangement
Items are arranged numerically by call number and described in the following format:
Title of print. Date
Artist(s) (when known). Printer(s). Publisher(s).

priJLC_HORT_002420 For 1891 Rice's novelties in vegetables. Marblehead mammoth cabbage. 1891
priJLC_HORT_002421 From A. M. Purdy editor of the Fruit Recorder & Cottage Gardener Rochester, N.Y. ©1876
priJLC_HORT_002422 The vase of flowers. ©1870
PriJLC_HORT_002423 Bouquet of flowers from Briggs & Brother, seedsmen. Rochester, N.Y. 1871. 1871
priJLC_HORT_002424 Briggs & Bro, seedsmen and florists. Rochester, N.Y. 1872. 1872
priJLC_HORT_002425 Crosman Bro’s. choice flower seeds Rochester, N.Y. 1879-1886
Printers: Clay & Richmond
priJLC_HORT_002426 Crosman Bro’s. Rochester N.Y. Choice flower seeds. after 1867
Printers: Calvert Lithographing Co. (Detroit, Mich.)
priJLC_HORT_002427 Crosman Bros. “Sowing the seed.” Seeds new crop Rochester, N.Y. after 1876
Printers: Forbes Lithograph Manufacturing Company
priJLC_HORT_002428 Crosman Bros’ southern fodder corn of superior quality. after 1887
Printers: Stecher Litho. Co.
<table>
<thead>
<tr>
<th>Date Range</th>
<th>Title</th>
<th>Printers</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1886-1906</td>
<td>Dunlap’s new flower seeds.</td>
<td>J. Ottman Lithographic Company</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dunlap’s Seeds : Good harvest from good seed.</td>
<td>J. Ottman Lithographic Company</td>
<td></td>
</tr>
<tr>
<td>after 1867</td>
<td>D. M. Ferry &amp; Co’s early snowball cauliflower.</td>
<td>Calvert Lithographing Co. (Detroit, Mich.)</td>
<td></td>
</tr>
<tr>
<td>1874-1889</td>
<td>Landreths’ handy cabinets.</td>
<td>Krebs Lithographing Company</td>
<td></td>
</tr>
<tr>
<td>1891</td>
<td>Rice’s novelties in vegetables for 1891.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1875</td>
<td>Briggs &amp; Bro’s chromo for 1875.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>©1883</td>
<td>Burpee’s welcome oats.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>after 1867</td>
<td>D. M. Ferry and Co’s celebrated seeds for sale here. after 1867</td>
<td>Calvert Lithographing Co. (Detroit, Mich.)</td>
<td></td>
</tr>
<tr>
<td>after 1867</td>
<td>D. M. Ferry &amp; Co’s standard seeds. after 1867</td>
<td>Calvert Lithographing Co. (Detroit, Mich.)</td>
<td></td>
</tr>
<tr>
<td>©1894</td>
<td>D. M. Ferry &amp; Co’s standard seeds for sale here. ©1894</td>
<td>Calvert Lithographing Co. (Detroit, Mich.)</td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Description</td>
<td>Artists/Printers</td>
<td></td>
</tr>
<tr>
<td>------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>1880-1881</td>
<td><em>Reid's celebrated and popular flower seeds.</em></td>
<td>Printers: Cosack &amp; Clark</td>
<td></td>
</tr>
<tr>
<td>1846-1865</td>
<td><em>The people's collection, as selected by, grown by, W. &amp; T. Smith.</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1893-1900</td>
<td><em>Gladiolus childsi.</em></td>
<td>Artists: Kratzer, E. Printers: Wall, H. M.</td>
<td></td>
</tr>
<tr>
<td>1879-1886</td>
<td><em>Crosman Bros. seeds Rochester, N.Y.</em></td>
<td>Printers: Clay &amp; Richmond</td>
<td></td>
</tr>
<tr>
<td>1880-1890</td>
<td><em>D. M. Ferry &amp; Co's turnip seeds.</em></td>
<td>Printers: Calvert Lithographing Co. (Detroit, Mich.)</td>
<td></td>
</tr>
<tr>
<td>1900-1910</td>
<td><em>D. M. Ferry &amp; Co.‘s standard seeds always reliable for sale here.</em></td>
<td>Printers: Calvert Lithographing Co. (Detroit, Mich.)</td>
<td></td>
</tr>
<tr>
<td>1901</td>
<td>&quot;Nail this fact&quot;: Ferry's seeds succeed.*</td>
<td>Printers: American Lithographic Co.</td>
<td></td>
</tr>
</tbody>
</table>
D. M. Ferry & Co's standard onion seeds. ©1911

Ferry's seeds mean good things on the table. ©1912
Artists: Peters, G. W.

Ferry's seeds. ©1916

Ferry's seeds for sale here. ©1917

Plant Ferry's seeds. ©1917
Artists: Coffin, Haskell, 1878-1941

Tomatoes! From Ferry's seeds. ©1917

Try Rice's seeds contended for, by all quarters of the globe: Cambridge Washington, Co. N. Y. 1880-1881
Printers: Cosack & Clark

Try Rice's seeds 99 in 100 warranted to head. 1878-1891
Printers: Cosack & Co.

Good news Rice's flower seeds just received! 1889-1895
Printers: Brett Lithographing Co.

"Make no mistake" buy Rice's popular flower seeds. 1886-1906
Printers: J. Ottman Lithographic Company

Rice's popular flower seeds are the best. 1886-1906
Printers: J. Ottman Lithographic Company

Rice's popular flower seeds. ©1895
Artists: Hirschberg, Alice, 1856-1930 Printers: J. Ottman Lithographic Company

Rice's seeds bring forth the bounty of the earth. ©1921

Famous Rochester seeds the best in the world. 1877-1887
Printers: Mensing & Stecher
<table>
<thead>
<tr>
<th>Record ID</th>
<th>Title</th>
<th>Date</th>
<th>Printers</th>
<th>Authors</th>
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<tbody>
<tr>
<td>prijLC_HORT_002469</td>
<td>Sachets illustrés en couleur. approximately 1900-1910</td>
<td></td>
<td>Goffart, J. L.</td>
<td>Publishers: Baudot, L.</td>
</tr>
<tr>
<td>prijLC_HORT_002470</td>
<td>Semillas seleccionadas : Hijos de Nonell Barcelona. after 1911</td>
<td></td>
<td>Editor Seix Barral</td>
<td></td>
</tr>
<tr>
<td>prijLC_HORT_003538</td>
<td>Rochester seed store catalogue---1841. 1841</td>
<td></td>
<td>Strobridge &amp; Co. Lith.</td>
<td></td>
</tr>
<tr>
<td>prijLC_HORT_003539</td>
<td>Compliments of A. M. Purdy, editor of Fruit Recorder &amp; Cottage Gardener, Rochester, N.Y. ©1876</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>prijLC_HORT_003540</td>
<td>Dunlap's seeds : Nashua, N.H. : Good harvest from good seed. 1886-1906</td>
<td></td>
<td>J. Ottman Lithographic Company</td>
<td></td>
</tr>
<tr>
<td>prijLC_HORT_003558</td>
<td>Buist's warranted garden seeds. Philadelphia. after 1872</td>
<td></td>
<td>Lehman &amp; Bolton</td>
<td></td>
</tr>
</tbody>
</table>