Overview of the Collection
Collection Title: John and Jane Adams Trade Card Collection
Dates: 1875-1915
Identification: MS-0406
Creator: Adams Trade Card Collection
Physical Description: 0.67 linear ft
Language of Materials: English
Repository: Special Collections & University Archives
5500 Campanile Dr. MC 8050
San Diego, CA, 92182-8050
URL: http://library.sdsu.edu/scua
Email: scref@rohan.sdsu.edu
Phone: 619-594-6791

Note:
This collection has been digitized. Click the link below to access the digital collection.
Additional information may be found at http://ibase.sdsu.edu/index.php?a=ViewItem&i=531

Biographical Information:
Trade cards, also known as advertising cards, were wildly popular collectibles in the latter half of the nineteenth century as consumer culture took over America. Advertising a huge variety of manufactured goods in bright chromolithographed colors, trade cards were produced by advertisers to encourage recognition of brand names and to stimulate demand for the products advertised. Though trade cards sometimes feature rather generic Victorian images of flowers or birds, these attractive pieces of ephemera often feature comic little vignettes with punchy slogans, or instructions for catchy games to be played using the card. Some are die-cut, and some have folding or moveable pieces--features that surely made great fun for their collectors. Trade cards were often issued in series to emphasize their collectible aspect, and this collection has many representatives from various series; for example, McLaughlin’s Coffee “War Ship” series, or Arbuckle’s “States” series.

Trade cards often contain a separate advertisement for the local seller of the product, usually on the verso of the card. A huge variety of social and cultural topics are open for study using trade cards. Depictions of women and femininity, domesticity and the American home, advertising methods and consumerism, social mores, race relations, humor—all are made tangible in this type of American ephemera.

Access Terms
This collection is indexed under the following controlled access subject terms.

Genre/Form of Material:
Digital Records
Ephemera

Personal Name:
Adams, Jane Ford -- Art collections
Adams, John R., 1900-1994 -- Art collections

Topical Term:
Advertising cards -- Private collections -- California -- San Diego
Advertising cards -- Specimens
Advertising cards -- United States -- Specimens
Trade cards -- Specimens

Separated Materials:
These materials were separated from the unprocessed John and Jane Adams Ephemera Collection, Box 6 (Advertisements).

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**Conditions Governing Access:**
This collection is open for research.

**Preferred Citation:**
Identification of item, folder title, box number, John and Jane Adams Trade Card Collection, Special Collections and University Archives, Library and Information Access, San Diego State University.

**Related Materials:**
John and Jane Adams Greeting Card Collection
John and Jane Adams Autograph Album Collection
John and Jane Adams Postcard Collection

**Arrangement of Materials:**
The collection is arranged alphabetically by type of product. Within each folder, cards are arranged alphabetically by name of product advertised. There is a "Miscellaneous Products" folder found at the end of the collection which houses cards not readily categorizable. Cards that do not advertise a product, but were rather meant to serve as advertising for a business, are housed in the "Individual Businesses" folder.

When a count appears in parentheses after a product listing in the finding aid (i.e., Union Sewing Machine (10)), this denotes that there are ten different cards advertising the Union Sewing Machine. There are no duplicate cards in the collection.

**Scope and Contents**
A variety of products are advertised in the collection. All trade cards in the collection are American except two French cards which can be found in the "Miscellaneous Products" folder.

This collection has been digitized. Copy and paste this URL into your browser’s address bar to access the digital collection: http://infodome.sdsu.edu/projects/tradecards/.

<table>
<thead>
<tr>
<th>Box 1, Folder 1</th>
<th>Clothing</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Optimates Corsets</td>
</tr>
<tr>
<td></td>
<td>Smith’s Clinch Back Suspenders</td>
</tr>
<tr>
<td></td>
<td>Topsy Hosiery</td>
</tr>
<tr>
<td></td>
<td>Dr. Warner’s Coraline Corsets</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 1, Folder 1</th>
<th>Farm Implements and Supplies</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Avery Planters</td>
</tr>
<tr>
<td></td>
<td>Burchard and Oswald Harnesses</td>
</tr>
<tr>
<td></td>
<td>Gibbs’ Imperial Plows (2)</td>
</tr>
<tr>
<td></td>
<td>Studebaker Brothers Carriages and Wagons</td>
</tr>
<tr>
<td></td>
<td>Terry’s Scissors and Shears</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 1, Folder 3</th>
<th>Food</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Alden Fruit Vinegar</td>
</tr>
<tr>
<td></td>
<td>Arm and Hammer Baking Soda (2)</td>
</tr>
<tr>
<td></td>
<td>Central Milling Company Roller Process Flour</td>
</tr>
<tr>
<td></td>
<td>Dunham’s Cocoanut</td>
</tr>
<tr>
<td></td>
<td>Ghirardelli’s Milk Chocolate (2)</td>
</tr>
<tr>
<td></td>
<td>German Yeast Company</td>
</tr>
<tr>
<td></td>
<td>Heinz 57 Varieties</td>
</tr>
<tr>
<td></td>
<td>Kellogg’s Toasted Corn Flakes</td>
</tr>
</tbody>
</table>
Detailed List of Contents

Box 1, Folder 3  
Moerlein's Beer
Box 1, Folder 3  
N. K. Fairbanks Lard (10)
Box 1, Folder 3  
Old Dominion Yeast
Box 1, Folder 3  
Professor Horsford's Phosphatic Baking Powder

Individual Businesses
Box 1, Folder 4  
Samuel Chatfield, Asst. Manager, Kennedy Revolving Harrow
Box 1, Folder 4  
Continental Insurance Co. of New York
Box 1, Folder 4  
Harry Deakin's Academy of Music
Box 1, Folder 4  
Ehrich's (New York City)
Box 1, Folder 4  
W. R. Fish Spice Mills, Topeka, KS (5)
Box 1, Folder 4  
Furman's Shoe House, Topeka KS
Box 1, Folder 4  
Golden Eagle Clothing House, Topeka KS
Box 1, Folder 4  
S. Gross Dry Goods, Franklin, KY
Box 1, Folder 4  
Greenwald and Co. One Price Clothing House, Topeka, KS
Box 1, Folder 4  
James B. Hayden, Jeweler, Topeka, KS
Box 1, Folder 4  
Wm. Hall Jenkins, Notary Public, Topeka, KS
Box 1, Folder 4  
A. S. Kent Watches, Jewelry, and Silverware, Nickerson, KS (3)
Box 1, Folder 4  
A. F. Nitting and Co. Fine Clothing and Tailor, Chicago, IL
Box 1, Folder 4  
H. L. Niedringhaus, Furniture, St. Louis, MO
Box 1, Folder 4  
Reynolds Brothers Celebrated Fine Shoes, Utica, NY
Box 1, Folder 4  
John S. Rhodes, Topeka, KS
Box 1, Folder 4  
George A. Rick and Bro. Furniture
Box 1, Folder 4  
Plano Mfg. Co., Plano, IL
Box 1, Folder 4  
L. Prang and Co. Art and Education Publishers, Boston, MA
Box 1, Folder 4  
Mrs. Slosson's Fancy Goods Stand
Box 1, Folder 4  
"The Popular" Shoe Store, Omaha, NE
Box 1, Folder 4  
Topeka Parlor Furniture, Topeka, KS
Box 1, Folder 4  
The Domestic S. M. Co., A. H. Turner, Chanute, KS
Box 1, Folder 4  
Tucker's Best Groceries, Harlem, NY
Box 1, Folder 4  
Union Pacific Tea Co, Amsterdam, NY

Medicines/Tonics
Box 1, Folder 5  
Ayer's Cherry Pectoral
Box 1, Folder 5  
Ayer's Sarsaparilla
Box 1, Folder 5  
Borg's Sure Cure Pepsin and Bismuth Chewing Gum
Box 1, Folder 5  
Brown's Popular Medicines (2)
Box 1, Folder 5  
Burdock Blood Bitters
Box 1, Folder 5  
Congress Bitters
Box 1, Folder 5  
Dr. Hedges' Pulmonic Life Balsam
Box 1, Folder 5  
Dr. Jackson's Syrup of Wild Cherry and Lungwort
Box 1, Folder 5  
Dr. Jackson's Root and Herb Cordial
Box 1, Folder 5  
Dr. Jayne's Tonic Vermifuge
Box 1, Folder 5  
Dr. Jayne's Expectorant
Box 1, Folder 5  
Dr. Marshall's Lung Syrup
Box 1, Folder 5  
Dr. C. D. Warner's White Wine of Tar Syrup
Box 1, Folder 5  
Eilert's Extract of Tar and Wild Cherry
Box 1, Folder 5  
Humphrey's Witch Hazel Oil
Box 1, Folder 5  
Mennen's Borated Talcum Toilet Powder
Box 1, Folder 5  
Perry Davis' Pain-Killer
Box 1, Folder 5  
Papillon Skin Cure
Box 1, Folder 5  
Parker's Tonic
Box 1, Folder 5  
Scott's Emulsion (2)
Box 1, Folder 5  
Tarrant's Seltzer Aperient
Box 1, Folder 5  
Webb's Neuraline

Perfumes/Colognes
Box 1, Folder 6  
Austen's Forest Flower Cologne (2)
Box 1, Folder 6  
Hoyt's German Cologne (7)
Box 1, Folder 6  
Lazzell's Unrivalled Perfumes
Box 1, Folder 6  Fleming Brothers Mikado Cologne
Box 1, Folder 6  Dr. Price's Locust Buds
Box 1, Folder 6  Read's Grand Duchess Cologne
Box 1, Folder 6  Stollwerck's Cologne
Box 1, Folder 7  Sewing Machines
Box 1, Folder 7  Domestic Sewing Machine
Box 1, Folder 7  Household Sewing Machines Co.
Box 1, Folder 7  New Home Sewing Machines (5)
Box 1, Folder 7  Leader Sewing Machine
Box 1, Folder 7  New Royal Sewing Machine
Box 1, Folder 7  Union Sewing Machine (12)
Box 1, Folder 8  Sewing Threads
Box 1, Folder 8  Brook's Prize Medal Spool Cotton
Box 1, Folder 8  J. P. Coat's Six Cord Thread (10)
Box 1, Folder 8  Corticelli's Spool Silk (2)
Box 1, Folder 8  Clark's O. N. T. Spool Cotton
Box 1, Folder 8  Merrick's Thread (3)
Box 1, Folder 8  Willimantic Thread
Box 1, Folder 9  Shoes and Shoe Polish
Box 1, Folder 9  Button's Raven Gloss Shoe Dressing
Box 1, Folder 9  Diamond Black Leather Oil
Box 1, Folder 9  Gilt Edge Gloss Dressing
Box 1, Folder 9  Steinberg's Fine Boots and Shoes
Box 1, Folder 10  Soap
Box 1, Folder 10  Acme Soap
Box 1, Folder 10  Fairbank's White Star Soap
Box 1, Folder 10  Fairbank's Fine Family Soaps (2)
Box 1, Folder 10  Gowan and Stover's Pure and Healthful Soaps (2)
Box 1, Folder 10  Oberne, Hosnick and Co.'s Celebrated Soaps
Box 1, Folder 10  Packer's Cutaneous Charm
Box 1, Folder 10  Pear's Soap
Box 1, Folder 10  Pearline Washing Compound (3)
Box 1, Folder 10  Red Cross Lye (3)
Box 1, Folder 10  Sapolio (6)
Box 1, Folder 10  Scourene
Box 1, Folder 10  Soapine (8)
Box 1, Folder 10  Stimson's Sudsene
Box 1, Folder 10  "Sweet Home" Family Soap
Box 2, Folder 1  Stoves and Stove Polish
Box 2, Folder 1  Dixon's Stove Polish
Box 2, Folder 1  Gold Coin and Gold Medal Stoves and Ranges
Box 2, Folder 1  Hyer's Big Bonanza Stove Polish (2)
Box 2, Folder 1  Round Oak Stoves (3)
Box 2, Folder 2  Tea and Coffee
Box 2, Folder 2  Arbuckle's Ariosa Coffee (3)
Box 2, Folder 2  Dilworth's Coffee (2)
Box 2, Folder 2  Lion Coffee (9)
Box 2, Folder 2  McLaughlin's XXXX Coffee (8)
Box 2, Folder 2  Schnull and Krag's Coffee (2)
Box 2, Folder 2  Teller Coffee
Box 2, Folder 3  Tobacco
Box 2, Folder 3  Globe Fine Cut Tobacco
Box 2, Folder 3  Lorillard's Plowshare Chew
Box 2, Folder 3  National League Fine Cut Tobacco
Box 2, Folder 4  Miscellaneous Products
Box 2, Folder 4  Buckingham's Dye for the Whiskers
Box 2, Folder 4  Chicago and Northwestern Railway (2)
<table>
<thead>
<tr>
<th>Box 2, Folder 4</th>
<th>Godey's Lady's Book</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 2, Folder 4</td>
<td>Impervious Package Co.'s Safety Oil Can</td>
</tr>
<tr>
<td>Box 2, Folder 4</td>
<td>&quot;Koh-i-Noor&quot; Tracing Cloth</td>
</tr>
<tr>
<td>Box 2, Folder 4</td>
<td>Neal's Carriage Paints</td>
</tr>
<tr>
<td>Box 2, Folder 4</td>
<td>Patent Revolving Window Sash</td>
</tr>
<tr>
<td>Box 2, Folder 4</td>
<td>Van Stan's Stratena Cement</td>
</tr>
<tr>
<td>Box 2, Folder 4</td>
<td>French card: Chocolat d'Aiguebelle</td>
</tr>
<tr>
<td>Box 2, Folder 4</td>
<td>French card: product unknown</td>
</tr>
</tbody>
</table>