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## **Finding Aid for the Collection of Commercial Catalogs, 1923-**

Processed by UCLA Library Special Collections staff; machine-readable finding aid created by Caroline Cubé

UCLA Library Special Collections

UCLA Library Special Collections staff

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URL: <http://www.library.ucla.edu/libraries/special/scweb/>

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## Finding Aid for the Collection of Commercial Catalogs, 1923-

### Collection number: 2059

UCLA Library Special Collections  
UCLA Library Special Collections staff

Los Angeles, CA

#### Contact Information

UCLA Library Special Collections staff  
UCLA Library Special Collections  
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Processed by:

UCLA Library Special Collections staff, 1994

Encoded by:

Caroline Cubé

Online finding aid edited by:

Josh Fiala, June 2002

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#### Descriptive Summary

**Title:** Collection of Commercial Catalogs,

**Date (inclusive):** 1923-

**Collection number:** 2059

**Extent:** 7 boxes (3.5 linear ft.) 9 cartons (9 linear ft.)

**Repository:** University of California, Los Angeles. Library Special Collections.

Los Angeles, California 90095-1575

**Physical location:** Stored off-site at SRLF. Advance notice is required for access to the collection. Please contact the UCLA Library Special Collections Reference Desk for paging information.

**Language:** English.

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#### Restrictions on Access

COLLECTION STORED OFF-SITE AT SRLF: Advance notice required for access.

#### Additional Physical Form Available

A copy of the original version of this online finding aid is available at the UCLA Library Special Collections for in-house consultation and may be obtained for a fee. Please contact:

Public Services Division  
UCLA Library Special Collections  
Room A1713, Charles E. Young Research Library  
Box 951575  
Los Angeles, CA 90095-1575

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Telephone: 310/825-4988 (10:00 a.m. - 4:45 p.m., Pacific Time)

Email: [spec-coll@library.ucla.edu](mailto:spec-coll@library.ucla.edu)

### Preferred Citation

[Identification of item], Collection of Commercial Catalogs (Collection 2059). UCLA Library Special Collections, Charles E. Young Research Library.

### UCLA Catalog Record ID

UCLA Catalog Record ID: [4232722](#)

### Scope and Content

Collection consists of brochures and catalogs of commercial products, mostly from California, including clothing, toys, hardware, furniture and interior decorating, electronics, automobiles, art, gardening, food and drink, jewelry, musical instruments, perfume, saddles, sporting goods, and travel merchandise. Stores include Broadway, Bullock's, Robinsons, Williams-Sonoma, Cable Car Clothiers, Frederick's of Hollywood, Greenpeace, Gump's, Hammacher Schlemmer, Neiman-Marcus, Nordstrom, The Nature Company, Talbots, the Sierra Club, and Victoria's Secret.

### Indexing Terms

The following terms have been used to index the description of this collection in the library's online public access catalog. Trade catalogues--United States.

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### Department Stores

Box 1	<b>Bloomingdale's.</b>
Box 1	<b>Bowdit Teller.</b>
Box 1	<b>Broadway.</b>
Box 1	<b>Bullock's.</b>
Box 1	<b>Fed Company.</b>
Box 1	<b>Geary's.</b>
Box 1	<b>Gump's.</b>
Box 1	<b>I. Magnin.</b>
Box 1	<b>Joseph Magnin.</b>
Box 1	<b>Macy's.</b>
Box 1	<b>May Company.</b>
Box 1	<b>Neiman-Marcus.</b>
Box 1	<b>Robinson's.</b>

### Museums

Box 1	<b>Boston. Museum of Fine Arts.</b>
Box 1	<b>Chicago--Art Institute.</b>
Box 1	<b>Los Angeles--County Museum of Arts.</b>
Box 1	<b>New York--Metropolitan Museum of Arts.</b>
Box 1	<b>New York--Metropolitan Opera.</b>
Box 1	<b>New York--Museum of Modern Art.</b>
Box 1	<b>Philadelphia--Museum of Art.</b>
Box 1	<b>Seattle--Art Museum.</b>
Box 1	<b>Washington, D.C. Smithsonian Institute.</b>

### Specialty

Box 2	<b>Adam York.</b>
Box 2	<b>American Express.</b>
Box 2	<b>Caswell &amp; Massey.</b>
Box 2	<b>Collector's Guild.</b>
Box 2	<b>Horchow Collection.</b>
Box 2	<b>Kaleidoscope.</b>
Box 2	<b>Paragon.</b>
Box 2	<b>Prestige Gifts.</b>
Box 2	<b>Propinquity.</b>

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Box 2	<b>Shannon Airport (Ireland).</b>
Box 2	<b>Trifles.</b>
Box 2	<b>U.N.I.C.E.F.</b>
Box 2	<b>United States Purchasing Exchange.</b>
Box 2	<b>Williams-Sonoma.</b>
Box 3	<b>Animals, pets, etc.</b>
Box 3	<b>Art: ceramics, glass, etc.</b>
Box 3	<b>Automobiles.</b>
Box 3	<b>Books.</b>
Box 3	<b>Children.</b>
Box 3	<b>Crafts, games, etc.</b>
Box 3	<b>Electronics.</b>
Box 4	<b>Food and drink.</b>
Box 4	<b>Gardening, etc.</b>
Box 4	<b>Hardware supplies.</b>
Box 5	<b>Imported/Foreign.</b>
Box 5	<b>Jewelry.</b>
Box 5	<b>Make-up.</b>
Box 5	<b>Musical instruments.</b>
Box 5	<b>Office equipment/supplies.</b>
Box 5	<b>Perfume.</b>
Box 5	<b>Records.</b>
Box 5	<b>Saddles.</b>
Box 6	<b>Sporting goods.</b>
Box 6	<b>Tools.</b>
Box 6	<b>Trading stamps.</b>
Box 6	<b>Travel merchandise.</b>

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**Specialty: Miscellaneous**

Box 7	<b>A - N unsorted.</b>
Box 7	<b>Furniture, interior design, hardware.</b>
Box 8	<b>N - Z unsorted.</b>
Box 9	
	<b>Furniture.</b>
Box 9	
	<b>Hardware supplies.</b>
Box 9	
	<b>Interior decorating.</b>
Box 10	
	<b>Austin Street Market.</b>
Box 10	
	<b>Birkenstock.</b>
Box 10	
	<b>B.N. Genius.</b>
Box 10	
	<b>Brookstone.</b>

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Box 10

**Bullock's.**

Box 10

**Cable car Clothiers.**

Box 10

**California Cuisine.**

Box 10

**Calyx & Corolla.**

Box 10

**Catalogue Revue.**

Box 10

**Chambers.**

Box 10

**Circuit City.**

Box 10

**Conran's.**

Box 10

**Cottura.**

Box 10

**Crescent Jewlers.**

Box 10

**DAK Industries.**

Box 10

**Earth Tools.**

Box 10

**Fedco.**

Box 10

**Fortune's Almanac.**

Box 10

**Fredrick's of Hollywood.**

Box 10

**Friedlander's.**

Box 10

**Fuller Brush.**

Box 10

**Gardener's Eden.**

Box 10

**Gateways Institute.**

Box 10

**Geary's.**

Box 11

**Greenpeace.**

Box 11

**Gump's.**

Box 11

**Hammecher-Schlemmer.**

Box 11

**Haverhills.**

Box 11

**Hearth Song.**

Box 11

**Hold Everything.**

Box 11

**Hold Everything.**

Box 11

**Home Book.**

Box 11

**International Male.**

Box 11

**Jensen's.**

Box 11

**Ken Nolan Incorporated.**

Box 11

**Laura Ashley.**

Box 11

**Lotus Fortune Cookies.**

Box 11

**Matinique.**

Box 11

**May Company.**

Box 11

**Mellow Mail.**

Box 11

**Metropolitan Museum of Art.**

Box 11

**Miss Grace Lemon Cake Company.**

Box 11

**National Cowboy Hall of Fame Collection.**

Box 11

**Nieman-Marcus.**

Box 11

**Nordstrom.**

Box 12

**Abercrombie & Fitch.**

Box 12

**A-2-Z.**

Box 12

**AT & T.**

Box 12

**Bloomingdale's.**

Box 12

**Bronson Pharmeceuticals.**

Box 12

**Brooks Brothers.**

Box 12

**Builder's Emporium.**

Box 12

**Bullock & Jones.**

Box 12

**Coach Leatherware Company.**

Box 12

**Eddie Bauer.**

Box 12

**Gucci.**

Box 12

**Hammacher Schlemmer.**

Box 12

**House of Almonds.**

Box 12

**International Wildlife Coalition.**

Box 12

**Laura Ashley.**

Box 12

**Music+Plus.**

Box 12

**The Nature Company.**

Box 12

**Renovator's Supply.**

Box 12

**Sharper Image.**

Box 12

**Singer Style.**

Box 12

**Talbot's.**

Box 12

**Tiffany & Company.**

Box 12

**Walt Disney.**

Box 13

**Point Loma Publishers.**

Box 13

**Pottery Barn.**



Box 13

**Phelan's.**

Box 13

**G.B. Ratto & Company.**

Box 13

**Road Runner Sports.**

Box 13

**Real Goods Trading Company.**

Box 13

**Red Rose.**

Box 13

**REI.**

Box 13

**Rogersound Labs.**

Box 13

**Sam's Town Western Emporium.**

Box 13

**Sav-on Drugs.**

Box 13

**Script City.**

Box 13

**Selfcare.**

Box 13

**Seventh Generation.**

Box 13

**Sierra Club.**

Box 13

**Smith & Hawken.**

Box 14

**Sweats & Surf.**

Box 14

**Stor.**

Box 14

**Tasch Company.**

Box 14

**Trader Joe's.**

Box 14

**Travel Company.**

Box 14

**Victoria's Secret.**

Box 14

**Wiener's.**

Box 14

**Williams-Sonoma.**

Box 14

**Wine List.**

Box 7, Folders 1-8

**Fine gifts [miscellaneous catalogs: H]. [v.p.] c. 1975-1988.**

Box 8, Folders 1-6

**Fine gifts [miscellaneous catalogs: K - N]. [v.p.] v.d.**

Box 9, Folders 1-9

**Furniture, interior decorating... [various]. [v.p.] c. 1923-1986.**

Box 10, Folder 1

**Austin Street Market. Ukiah, California. 1991.**

Box 10, Folder 2

**Birkenstock. Los Angeles (Westwood), California. 1991.**

Box 10, Folder 3

**B.N. Genius. Bothell, Washington. 1989.**

Box 10, Folder 4

**Bookstone. New Hampshire. 1989.**

Box 10, Folder 5

**Bullock's. Pasadena, California. c. 1987.**

Box 10, Folder 6

**Cable Car Clothiers. San Francisco, California. 1991-1992.**

Box 10, Folder 7

**California Cuisine. Ukiah. 1991.**

Box 10, Folder 8

**Calyx & Corolla. San Francisco, California. 1990.**

Box 10, Folder 9

**Catalogue Revue. Burbank, California. n.d.**

Box 10, Folder 10

**Chambers. San Francisco, California. 1991.**

Box 10, Folder 11

**Circuit City. v.p. 1990.**

Box 10, Folder 12

**Conran's Habitat. Los Angeles, California. 1990.**

Box 10, Folder 13

**Cottura. Los Angeles, California. 1990.**

Box 10, Folder 14

**Crescent Jewelers. Los Angeles (Westwood), California. n.d.**

Box 10, Folder 15

**Dak Industries. Canoga Park, California. 1988-1991.**

Box 10, Folder 16

**Earth Tools. Shadow Hills, California. 1991.**

Box 10, Folder 17

**Fedco. Los Angeles, California. 1989-1990.**

Box 10, Folder 18

**Fortune's Almanac. San Francisco, California. 1990-1991.**

Box 10, Folder 19

**Frederick's of Hollywood. Hollywood, California. 1990-1991.**

Box 10, Folder 20

**Friedlander's. Los Angeles, California. 1990.**

Box 10, Folder 21

**Fuller Brush. Rural Hall, North Carolina. 1988.**

Box 10, Folder 22

**Gardener's Eden. San Francisco, California. 1990-1991.**

Box 10, Folder 23

**Gateway's Institute. Ojai, California. 1990.**

Box 10, Folder 24

**Geary's. Beverly Hills, California. 1990-1991.**

Box 11, Folder 1

**Greenpeace. San Francisco, California. 1989-1992.**

Box 11, Folder 2

**Gump's. San Francisco, California. 1990.**

Box 11, Folder 3

**Hammacher Schlemmer. Fairfield, Ohio. 1988-1989.**

Box 11, Folder 4

**Haverhills. San Francisco, California. 1989.**

Box 11, Folder 5

**Hearth Song. Sebastopol, California. 1990.**

Box 11, Folders 6-7

**Hold Everything. San Francisco, California. 1988-1991.**

Box 11, Folder 8

**Home Book. San Francisco, California. 1991.**

Box 11, Folder 9

**International Male. San Diego, California. 1989-1990.**

Box 11, Folder 10

**Jensen's. Indio, California. n.d.**

Box 11, Folder 11

**Ken Nolan, Incorporated. Irvine, California. 1990.**

Box 11, Folder 12

**Laura Ashley. Mahwah, New Jersey. 1987.**

Box 11, Folder 13

**Lotus Fortune Cookies. San Francisco, California. n.d.**

Box 11, Folder 14

**Matinique. Los Angeles, California. 1990.**

Box 11, Folder 15

**May Company. North Hollywood, California. n.d.**

Box 11, Folder 16

**Mellow Mail. San Rafael, California. n.d.**

Box 11, Folder 17

**Metropolitan Museum of Art. New York, New York. 1990.**

Box 11, Folder 18

**Miss Grace Lemon Cake Company. Beverly Hills, California. 1991.**

Box 11, Folder 19

**National Cowboy Hall of Fame. Oklahoma City, Oklahoma. 1990-1992.**

Box 11, Folder 20

**Neiman - Marcus. Dallas, Texas. c. 1990.**

Box 11, Folder 21

**Nordstrom. Seattle, Washington. c. 1987-1989.**

Box 12, Folder 1

**Abercrombie & Fitch. Huston, Texas. n.d.**

Box 12, Folder 2

**A2Z. Somers Point, New Jersey. 1988.**

Box 12, Folder 3

**AT&T. n.p. 1987-1988.**

Box 12, Folder 4

**Bloomingdale's. Salem, Virginia. 1987.**

Box 12, Folder 5

**Bronson Pharmaceuticals. La Canada, California. 1988.**

Box 12, Folder 6

**Brooks Brothers. San Francisco, California. 1937-1988.**

Box 12, Folder 7

**Builder's Emporium. v.p. 1988.**

Box 12, Folder 8

**Bullock & Jones. San Francisco, California. 1987.**

Box 12, Folder 9

**Coast Leatherware. New York, New York. 1988-1990.**

Box 12, Folder 10

**Eddie Bauer. Seattle, Washington. 1987-1988.**

Box 12, Folder 11

**Gucci. n.p. 1988.**

Box 12, Folder 12

**House of Almonds. Bakersfield, California. 1987.**

Box 12, Folder 13

**International Wildlife Coalition. Oxnard, California. 1988.**

Box 12, Folder 14

**Music Plus. Los Angeles, California. 1988.**

Box 12, Folder 15

**The Nature Company. Berkeley, California. 1988.**

Box 12, Folder 16

**Renovator's Supply. Miller's Falls, Massachusetts. 1988.**

Box 12, Folder 17

**Sharper Image. San Francisco, California. 1986.**

Box 12, Folder 18

**Singer Style. New York, New York. 1988.**

Box 12, Folder 19

**Talbots. Hingham, Massachusetts. n.d.**

Box 12, Folder 20

**Tiffany & Company. New York, New York. 1988.**

Box 12, Folder 21

**Walt Disney. Lakewood, New Jersey. 1988.**

Box 13, Folder 1

**Point Loma Publications. San Diego, California. n.d.**

Box 13, Folder 2

**Pottery Barn. San Francisco, California. 1988-1992.**

Box 13, Folder 3

**Phelan's. Sausalito, California. 1991.**

Box 13, Folder 4

**G.B. Ratto & Company. Oakland, California. n.d.**

Box 13, Folder 5

**Road Runner Sports. San Diego, California. 1991.**

Box 13, Folder 6

**Real Goods Trading Company. Ukiah, California. 1990.**

Box 13, Folder 7

**Red Rose. San Francisco, California. 1991.**

Box 13, Folder 8

**REI. Seattle, Washington. 1990.**

Box 13, Folder 9

**Rogersound Labs. Canoga Park, California. 1987-1990.**

Box 13, Folder 10

**Sam's Town Western Emporium. Las Vegas, Nevada. 1989.**

Box 13, Folder 11

**Sav - On Drugs. Los Angeles, California. 1991.**

Box 13, Folder 12

**Script City. Hollywood, California. n.d.**

Box 13, Folder 13

**Selfcare. Healdsburg, California. 1991.**

Box 13, Folder 14

**Seventh Generation. Colchester, Vermont. 1990.**

Box 13, Folder 15

**Sierra Club. San Francisco. 1989-1992.**

Box 13, Folder 16

**Smith & Hawken. Mill Valley, California. 1990-1991.**

Box 14, Folder 1

**Sweats & Surf, Incorporated. Chatsworth, California. n.d.**

Box 14, Folder 2

**Stor. City of Industry, California. 1989-1991.**

Box 14, Folder 3

**Tasch Company. Santa Rosa, California. 1989.**

Box 14, Folder 4

**Trader Joe's. Pasadena, California. 1988-1990.**

Box 14, Folder 5

**Travel Company. Atherton, California. 1991.**

Box 14, Folder 6

**Victoria's Secret. Columbus, Ohio. c. 1990.**

Box 14, Folder 7

**Wiener's. Santa Monica, California. n.d.**

Box 14, Folder 8

**Williams - Sonoma. San Francisco, California. 1988-1991.**

Box 14, Folder 9

**Wine List. Los Angeles, California. 1989.**

Box 15, Folder 1

**Allen Allen, U.S.A. Rancho Dominguez, California. 1992.**

Box 15, Folder 2

**Bazaar del Mundo. San Diego. ca. 1992.**

Box 15, Folder 3

**Bloomington's. New York. 1992.**

Box 15, Folder 4

**Bullock's. Los Angeles. ca. 1992(?).**

Box 15, Folder 5

**Cheyenne Outfitters. Cheyenne, Wyoming. 1992.**

Box 15, Folder 6

**Coach Leatherware Company. New York. 1991-1992.**

Box 15, Folder 7

**Coldwater Creek. Sandpoint, Idaho. 1992.**

Box 15, Folder 8

**Daily Planet. New York. 1992.**

Box 15, Folder 9

**Donum. Random Lake, Wisconsin. 1994.**

Box 15, Folder 10

**Finlandia. Laguna Hills, California. 1994(?).**

Box 15, Folder 11

**Flax. San Francisco, California. 1991-1992.**

Box 15, Folder 12

**Gardener's Eden. San Francisco, California. 1992.**

Box 15, Folder 13

**Garnet Hill. Franconia, New Hampshire. 1992.**

Box 15, Folder 14

**Gump's. San Francisco, California. 1991-1992.**

Box 15, Folder 15

**Hamaker Judaica. Niles, Illinois. 1993.**

Box 15, Folder 16

**Hearth Song. Sebastopol, California. 1991.**



Box 15, Folder 17

**Heartland. El Segundo, California. ca. 1992.**

Box 15, Folder 18

**International Male. San Diego, California. 1979-1986.**

Box 15, Folder 19

**Nature Company. Berkeley, California. 1993.**

Box 15, Folder 20

**Neiman-Marcus. Dallas, Texas. ca. 1992.**

Box 15, Folder 21

**Nordstrom. Seattle, Washington. 1986, n.d.**

Box 15, Folder 22

**Novelty Catalogs. various. ca. 1990- .**

Box 15, Folder 23

**Pep Boys. Los Angeles, California. 1994(?).**

Box 15, Folder 24

**Peruvian Connection. Tonganoxie, Kansas. ca. 1992.**

Box 15, Folder 25

**Petrossian Paris. New York. ca. 1992.**

Box 15, Folder 26

**Porsche Design. Los Angeles, California. ca. 1992.**

Box 15, Folder 27

**Pottery Barn. San Francisco, California. 1992.**

Box 16, Folder 1

**Real Goods. Ukiah, California. 1992.**

Box 16, Folder 2

**Red Cooper. Alamo, Texas. n.d.**

Box 16, Folder 3

**Red Rose. San Francisco, California. 1992.**

Box 16, Folder 4

**Phelan's. Sausalito, California. ca. 1992.**

Box 16, Folder 5

**Script City. Hollywood, California. 1991-1992.**

Box 16, Folder 6

**Self Care. Emeryville, California. 1992.**

Box 16, Folder 7

**Smith & Hawken. Mill Valley, California. 1991-1992.**

Box 16, Folder 8

**Smithsonian. Washington, D.C. 1992.**

Box 16, Folder 9

**South Coast Plaza. Orange County, California. 1992.**

Box 16, Folder 10

**Sharper Image. San Francisco, California. ca. 1992.**

Box 16, Folder 11

**Sundance. Salt Lake City, Utah. ca. 1992.**

Box 16, Folder 12

**Victoria's Secret. Columbus, Ohio. 1991-1992.**

Box 16, Folder 13

**Video Catalogs. various. ca. 1990- .**

Box 16, Folder 14

**William-Sonoma. San Francisco. 1991.**