Collection of publishers' advertising pamphlets, ca. 1900-1920s

Processed by Chris Marino in the Center for Primary Research and Training (CFPRT), with assistance from Megan Hahn Fraser, July 2011; machine-readable finding aid created by Caroline Cubé.

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Descriptive Summary
Title: Collection of publishers' advertising pamphlets
Date (inclusive): ca. 1900-1920s
Collection number: 1677
Extent: 2 boxes (1.0 linear ft.)
Abstract: Approximately 222 publishers' advertising pamphlets from primarily Los Angeles-based bookstores from the
1900s to the 1920s. The majority of pamphlets were produced by Alfred A. Knopf, Macmillan, Houghton-Mifflin, Scribner,
Language: Finding aid is written in English.
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Physical location: Stored off-site at SRLF. Advance notice is required for access to the collection. Please contact UCLA
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Processing Note
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Preferred Citation
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Biography/History
This collection consists of publishers' advertising pamphlets from primarily Los Angeles Bookstores. The first box contains
pamphlets from Fowler Brothers and C.C. Parker Booksellers. Fowler Brothers bookstore was the oldest family-owned
bookstore in Los Angeles, in operation from 1888 to 1994, when it closed due to changing times and disruptive subway
construction. It began initially as a church and Sunday school supply house, but became a book and stationery store that
survived six different downtown locations.
Chas. C. Parker or C.C. Parker Booksellers and Importers was located on 220 S. Broadway in downtown Los Angeles.
The second box contains publishers' advertising pamphlets from Los Angeles and a few from Chicago issued by bookstores
that were operating during the early 1900s.
Scope and Content
Collection consists of approximately 222 publishers' advertising pamphlets. Publishers include Alfred A. Knopf, Macmillan,
local Los Angeles bookstores, including Gillespie's, Fowler Brothers, C.C. Parker, and Stratford & Green. The pamphlets
mostly consist of monthly book lists, books of the seasons, books for presents, new books of the year, children's reading
lists and summer reading lists.
Indexing Terms
The following terms have been used to index the description of this collection in the library’s online public access catalog.
Subjects
Publishers and publishing--United States--Archival resources.
Genres and Forms of Material
Booksellers' advertisements.
Publishers' catalogs.
Box 1  Publishers' advertising pamphlets from C. C. Parker and Fowler Brothers Bookstores, ca. 1910s-1920s.

Scope and Content Note
Approximately 90 publishers' advertising pamphlets from two Los Angeles bookstores. Mostly issued by Bobbs-Merrill, Scribner, Macmillian, Alfred A. Knopf, and Doran Books. The majority of advertising pamphlets include monthly book lists, books of the seasons, books for presents, novels/new books of the year, and summer reading lists.

Box 2  Publishers' advertising pamphlets, ca. 1900s-1920s.

Scope and Content Note
Approximately 132 publishers' advertising pamphlets from primarily Los Angeles bookstores with approximately five pamphlets from Chicago based bookstores. Pamphlets mostly issued by Bobbs-Merrill Company, Rand McNally and Company, Doubleday, Page & Co., Harper & Brothers. The majority of advertising pamphlets include monthly books lists, magazine guides, lists of books on health, as well as individual advertisements for upcoming books.