Early twentieth century advertising ephemera and trade literature collection
Mss 327

Finding aid prepared by Wyatt Young

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2016
Title: Early twentieth century advertising ephemera and trade literature collection
Identifier/Call Number: Mss 327
Contributing Institution: UC Santa Barbara Library, Department of Special Collections
Language of Material: English
Physical Description: 0.2 linear feet (1 box)
Date: 1899-1946
Abstract: The collection consists of advertising, trade, and catalogs from the early twentieth century.
Language of Materials: The collection is in English.
Access Restrictions
The collection is open for research.
Use Restrictions
Copyright has not been assigned to the Department of Special Collections, UCSB. All requests for permission to publish or quote from manuscripts must be submitted in writing to the Head of Special Collections. Permission for publication is given on behalf of the Department of Special Collections as the owner of the physical items and is not intended to include or imply permission of the copyright holder, which also must be obtained.
Scope and Content
Included in this collection are historical and instructional pamphlets on home decorating, food recipes, California vineyards establishment, floral arrangement techniques, sewing pattern catalogues, a cinema house program, a color wheel for coordination of outfits based on hair and skin complexion, a turn-of-the-century French wine list, and a vacation brochure for then-named Boulder Dam. Also included in this collection is an informational pamphlet intended for the persuasion of voting legislation by the Petroleum Industry, a photographic literature magazine on World War II camera capabilities, and Lucky Strike Tobacco party favors. The collection serves as an intersection of everyday life with ubiquitous visual culture and consumerism.
Preferred Citation
[Identification of Item], Early twentieth century advertising ephemera and trade literature collection, Mss 327. Department of Special Research Collections, UC Santa Barbara Library, University of California, Santa Barbara.
Subjects and Indexing Terms
Advertisements
Advertising
Consumption (Economics) in art
Printed ephemera--United States
Trade catalogs

Scope and Content
Box 1, Folder 1
"Boulder Dam Visitor Brochure," Union Pacific Railroad Company, Pre-1946
Box 1, Folder 2
"From Vineyard To Consumer," F. Korbel Brothers pamphlet, circa 1910
Box 1, Folder 3
"Great Moments Of The War," Graflex Cameras magazine, circa 1946
Box 1, Folder 4
"Happygoluckies," Lucky Strike Tobacco Bridge favors and placeholders, circa 1930s
Box 1, Folder 5
"Sugar Loaf Sue's Recipes," Advertising pamphlet, circa 1920s
Box 1, Folder 6
Box 1, Folder 7
"Taylor System Of Color Harmony," Color palette wheel, circa 1924
Box 1, Folder 8
"The Clean Up," Petroleum pamphlet, circa 1933
Box 1, Folder 9
"The Florist And His Art," Zieger Flower Company, Pittsburgh, circa 1900
Box 1, Folder 10
Graumann’s Chinese Theater program for “Hollywood Review Of 1929,” circa 1929
Box 1, Folder 11
McCall Company fashion catalogue, circa 1899
Box 1, Folder 12
Pavillon Chinois restaurant wine list, circa 1900s

Scope and Content
Parisian wine list for the Pavillon Chinois restaurant dating back to 1878 Paris World’s Fair. Menu most likely from early 1900s, contains extensive list of nineteenth century wines.