Finding aid for the American advertising ephemera collection 6067

Finding aid prepared by Sue Luftschein
USC Libraries Special Collections
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Title: American advertising ephemera collection
Collection number: 6067
Contributing Institution: USC Libraries Special Collections
Language of Material: English
Physical Description: 0.42 Linear feet1 box
Date: 1870s-1930s

Abstract: A collection of advertising fliers, brochures, booklets and catalogs for household appliances and products, all aimed specifically at women, dating from the 1860s to the 1930s. The collection includes trade catalogs for heating sources, stoves, porcelain sinks, vacuums, "wear-ever" cookware, carpet sweepers, irons, wringers, and "ready to eat" food products; fliers for labor-saving laundry soap, and a dryer that dries without a wringer; a commercial laundry price list; and brochures.

Acquisition
Purchased from Eclectibles, April 16, 2013.

Preferred Citation
[Box/folder# or item name], American advertising ephemera collection, Collection no. 6067, Special Collections, USC Libraries, University of Southern California

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COLLECTION STORED OFF-SITE. Advance notice required for access.

Scope and Content
A collection of advertising fliers, brochures, booklets and catalogs for household appliances and products, all aimed specifically at women, dating from the 1860s to the 1930s. The collection includes trade catalogs for heating sources, stoves, porcelain sinks, vacuums, "wear-ever" cookware, carpet sweepers, irons, wringers, and "ready to eat" food products; fliers for labor-saving laundry soap, and a dryer that dries without a wringer; a commercial laundry price list; and brochures.

Subjects and Indexing Terms
Advertisements
Advertising--Electric household appliances--Archival resources
Advertising--Soap--Archival resources
Advertising--United States--19th century--Archival resources
Advertising--United States--20th century--Archival resources
Brochures
Fliers (printed matter)
Pamphlets
Printed ephemera
Women in advertising--United States--19th century--Archival resources
Women in advertising--United States--20th century--Archival resources

| Box 1, Folder 1 | Beach-Russ Co. Gas and Blast-Heated Pressing Irons, Pressing Machines, High Pressure Blowers brochure circa 1909 |
| Box 1, Folder 2 | Savage Washer & Dryer brochure circa 1910s |
| Box 1, Folder 3 | Nuremberg Ultramarine Works Washblue in Balls label circa 1890s |
| Box 1, Folder 4 | H. Robinson's Celebrated Washing Compound "The Recipe" flier circa 1860 |
| Box 1, Folder 5 | Troy Laundry Company "The Troy Family Lustre" flier undated |
Box 1, Folder 6  Altorfer Bros. Company fliers circa 1920s
  Scope and Content
  3 flyers: The ABC Spinner; the ABC Companion; and the Apartment Porcelain-Electric Washer.

Box 1, Folder 7  Lewandos Cleansers Dyers Launderers comic booklet circa 1890?
Box 1, Folder 8  The Universal Clothes Wringer flier circa 1890
Box 1, Folder 9  North State St. Laundry receipt circa 1870
Box 1, Folder 10  Merrill's Desiccated Washing Compound flier circa 1890
Box 1, Folder 11  Brewster's Eureka Labor-Saving Laundry Soap flier circa 1890
Box 1, Folder 12  The Emerson Laundry Machinery Co. receipt 1897 April 1
Box 1, Folder 13  Letter from Jonas Knoll, Double-Action Washer, and Circular 1893

Box 1, Folder 14  Bathrooms of Character brochure and letter 1923
  Scope and Content
  Published by The Trenton Potteries Company. Double brochure: one side is "Bathrooms of Character", the other "Porcelain Fixtures for Kitchen and Laundry".

Box 1, Folder 15  General Compressed Air and Vacuum Machinery Company brochure c. 1909
Box 1, Folder 16  Williamson Electric Flexilyte brochure 1910
Box 1, Folder 17  "Victoria" sweeper brochure circa 1910
Box 1, Folder 18  The "Wear-Ever" Kitchen brochure circa 1910
Box 1, Folder 19  "Ideal Heating", American Radiator Company pamphlet 1913 March
Box 1, Folder 20  Sunshine Cook Book, Reading Stove Works circa 1913
Box 1, Folder 21  The Larkin Idea 1921 September
  Scope and Content
  Vol. XVII, no. 7. Serial published by the Larkin Company as part of a broad marketing strategy. Larkin Clubs were established as cooperative buying clubs; members were mostly from small towns whose families had modest incomes. Each club had a "secretary" who conducted all business with the company. The "Larkin Idea" contains "editorials", information on organizing clubs, essays from club members, testimonials from customers, marketing information, catalog information, and general product information.

Box 1, Folder 22  The Improved Everson Price List pamphlet 1911
  Scope and Content
  Everson vacuum cleaner.

Box 1, Folder 23  The Bissell Book 1912 February
  Scope and Content
  Vol. 2 no. 6. Pamphlet with information on a variety of Bissell products, including lighting fixtures, switchboards, and vacuum cleaners; and company information.

Box 1, Folder 24  The Dustless Home 1909
  Scope and Content
  Published by Keller Manufacturing Co. for the Santo vacuum cleaner.

Box 1, Folder 25  The Menu 1936 Summer
  Scope and Content
  Published by the Thos. C. Fluke Company/Mitchell Fletcher Co. Contains price lists for domestic and imported foods.

Box 1, Folder 26  Anchor Brand Clothes Wringers Wholesale Price List 1925 August 17
Box 1, Folder 27  McCray Refrigerators for Residences Catalog Number 91 1913