

Arts Library, Yale University Library

Guide to the American Trade Card Collection

Special Collection AOB 3

Compiled by Susan Brady and Eva Wrightson

New Haven, Connecticut
July, 2005

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Overview

Title: American Trade Card Collection

Date(s): circa 1870-1950

Quantity: 14.5 linear ft. (4 boxes)

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Summary: Collection consists of illustrated 19th century trade cards (small printed cards, bearing tradesmen's advertisements and including an illustration); early 20th century advertising cards which were distributed by merchants or manufacturers to advertise or promote their business or product; and a small number of collecting cards. The colorful illustrations depict scenes of city and rural life; celebrities; animals; flowers; household products; and numerous other subjects. The cards reflect the social, economic, political, and cultural climate of the periods during which they were produced.

Arrangement: The cards are arranged alphabetically by subject of each card's illustration, which often is unrelated to the product advertised. For example, a card advertising soap may have an illustration of a bouquet of flowers, and that card is filed under the category Plants--Flowers. Oversize cards are listed at the end of the following list. The cards are filed into fifteen card file boxes (numbered Box 1A through Box 4C) which are then housed in four larger boxes numbered Box 1 through Box 4.

For further information:

Arts Library Special Collections
c/o Arts of the Book Reading Room
Yale University Library
P.O. Box 208242
New Haven, CT 06520-8242
Tel. (203) 432-1712
Fax (203) 432-0549

Box Listing

Subject	Box number
Activities	1A
Eating and drinking	
Personal activities	
Dreaming/Sleeping	
Personal hygiene	
Reading and writing	
Smoking	
Sports and recreation	
Baseball	
Dancing	
Fishing	
Horse racing	
Horseback riding	
Hunting	
Rowing	
Skating	
Sledding	
Sleighing	
Swimming/Seaside activities	
Working (in home)	1B
Cookery	
Sewing	
Shopping	
Washing/Cleaning	
Working (outside of home)	
Farming	
Firefighting	
Military	
Sailing	
Angels/Cupids/Fairies	
Animals	
Animals as humans	
Birds	

Animals

Birds (Cont'd)

1C

Birds' eggs/nests

Ducks

Hummingbirds

Owls

Parrots

Peacocks

Pheasants

Roosters

Storks

Swallows

Swans

Turkeys

Fish

Insects

Butterflies

Mammals

Bears

Camels

Cats

Cows

Deer

Dogs

Dogs (Cont'd)

1D

Donkeys

Elephants

Foxes

Horses

Monkeys

Pigs

Rabbits

Sheep

Whales

Reptiles and amphibians

Frogs

Art

Arts and crafts

Photography

Books/Newspapers

1D (cont'd)

Buildings/Architectural elements

- Churches
- Factories
- Hotels
- Houses
- Monuments
- Water fountains/Wells

Calendars

Clothing and dress

2A

- Corsets
- Hair
- Jewelry, watches
- Millinery
- Period /Costume/National dress
- Shoes and boots

Fantasy

See also: Angels/Cupids/Fairies

Flags/Shields

Food and drink

2B

- Tea and coffee
- Vegetables/fruits
- Vegetables as people/animals
- See also: Eating and drinking

Holidays/Seasons/Months

- Christmas
- Easter
- Months of the year
- New Years
- Seasons
 - Winter
- See also: Activities: Sports and Recreation

Household furnishings

- Furniture
- Lamps/Lighting
- Stoves
- Tableware

Household/Personal products	2B (cont'd)
Cosmetics	
Medicines/Lotions/Tonics	
Perfume/Cologne	
Soap	
Tobacco	
Humorous scenes/Caricatures	
Humorous scenes/Caricatures (Cont'd)	2C
Letter forms, decorative (letters of the alphabet)	
Literature	
Fables/Legends/Mythology	
Rhymes/Fairy tales	
Love/Courtship/Marriage	
Machines/Tools/Appliances	
Cameras	
Farm machinery	
Guns	
Hand implements and utensils	
Irons	
Lawn mowers	
Scales	
Telephones	
Typewriters	
See also: Activities: Sewing and Washing/Cleaning	
Maps	2D
Money	
Motifs	
Biblical/Religious	
Classical	
Good luck	
Oriental	
Patriotic	

Music		2D (cont'd)
Musical instruments		
Pianos and organs		
Opera		
Gilbert and Sullivan		
People		
American Indians		
Asians		
Blacks		
Blacks (Cont'd)		3A
Children//Infants		
as adults		
with animals		
with animals (Cont'd)		3B
fantasy		
making music		
playing		
working		
Families		
Men		
National/Historical figures and events, U.S.		
Political figures and campaigns		3C
National/Historical figures and events, Non-U.S.		
Performers		
See also: Activities		
Women		
and children		
National/Historical figures and events		
Performers		
See also: Activities		
Performing arts productions		
Clowns		

Places	3C (cont'd)
Cities and states (U.S.)	
Countries (non-U.S.)	
Countries (non-U.S.) (Cont'd)	3D
Exhibitions/Fairs	
Landscapes/Seascapes	
Moon views	
Parks	
Plants	
Flowers	
Flowers (continued)	4A
Mushrooms	
Trees	
Postage stamps	
Toys and Games	
Playing cards	
Puzzles	
Shadow puppets	
Transportation/Vehicles	4B
Bicycles	
Boats/ships	
Carriages	
Railroads	
Oversize	4C
Activities	
Eating and drinking	
Sports and Recreation	
Fishing	
Working (in home)	
Shopping	
Working (outside of home)	
Animals	
Birds	
Mammals	
Buildings/Architectural elements	

Clothing and dress

Period/Costume/National dress

4C (cont'd)

Holidays/Seasons/Months

Seasons

Winter

Household furnishings

Tableware

Motifs

Patriotic

People

Children/Infants

with animals

Women

Performers

Places

Landscapes/Seascapes

Plants

Flowers

Transportation/Vehicles

Boats/ships