Overview

Title: American Trade Card Collection

Date(s): circa 1870-1950

Quantity: 14.5 linear ft. (4 boxes)

Copyright: Copyright has not been transferred to Yale University.

Preferred Citation: American Trade Card Collection, Arts Library, Yale University Library

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

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

Birds (Cont’d)
- 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)
- Donkeys
- Elephants
- Foxes
- Horses
- Monkeys
- Pigs
- Rabbits
- Sheep
- Whales

Reptiles and amphibians
- Frogs

Art

Arts and crafts
Photography
Books/Newspapers

Buildings/Architectural elements
- Churches
- Factories
- Hotels
- Houses
- Monuments
- Water fountains/Wells

Calendars

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

Fantasy
See also: Angels/Cupids/Fairies

Flags/Shields

Food and drink
- 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
   Cosmetics
   Medicines/Lotions/Tonics
   Perfume/Cologne
   Soap
   Tobacco

Humorous scenes/Caricatures

Humorous scenes/Caricatures (Cont’d)

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

Money

Motifs
   Biblical/Religious
   Classical
   Good luck
   Oriental
   Patriotic
Music
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
- Cities and states (U.S.)
- Countries (non-U.S.)
- Countries (non-U.S.) (Cont’d)
- Exhibitions/Fairs
- Landscapes/Seascapes
- Moon views
- Parks

Plants
- Flowers (continued)
- Mushrooms
- Trees

Postage stamps

Toys and Games
- Playing cards
- Puzzles
- Shadow puppets

Transportation/Vehicles
- Bicycles
- Boats/ships
- Carriages
- Railroads

**Oversize**

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

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