

# Guide to the American Trade Card Collection

AOB 3



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Arts Library Special Collections  
180 York Street  
New Haven, CT 06511  
203-432-1712  
haasalsc@yale.edu

<https://web.library.yale.edu/arts/alsc>

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## Collection Overview

**REPOSITORY:** Robert B. Haas Family Arts Library Special Collections  
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180 York Street  
New Haven, CT 06511  
203-432-1712  
haasalsc@yale.edu  
<https://web.library.yale.edu/arts/alsc>

**CALL NUMBER:** AOB 3

**TITLE:** American Trade Card Collection

**DATES:** circa 1870-1950

**PHYSICAL DESCRIPTION:** 14.5 linear feet (4 boxes)

**LANGUAGE:** English

**SUMMARY:** The 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.

**ONLINE FINDING AID:** To cite or bookmark this finding aid, please use the following link: <https://hdl.handle.net/10079/fa/arts.aob.0003>

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## Requesting Instructions

To request items from this collection for use on site, please use the request links in the HTML version of this finding aid, available at <https://hdl.handle.net/10079/fa/arts.aob.0003>.

Key to the container abbreviations used in the PDF finding aid:

b. box  
f. folder

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## Administrative Information

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### Immediate Source of Acquisition

The American Trade Card Collection is part of the Arts of the Book Collection, which was formerly housed in Sterling Memorial Library, Room 177, until its transfer to the Robert B. Haas Family Arts Library in 2008.

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### Conditions Governing Access

The materials are open for research.

## **Conditions Governing Use**

Copyright has not been transferred to Yale University.

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## **Preferred Citation**

American Trade Card Collection, Robert B. Haas Family Arts Library, Yale University.

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## **Scope and Contents**

The 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.

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## **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 1A through 4C), which are then housed in four larger boxes numbered Box 1 through Box 4.

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## Collection Contents

### Series I: Trade Cards

b. 1, f. 1A	Activities See also 4C.
b. 1, f. 1A	Eating and drinking
b. 1, f. 1A	Personal activities
b. 1, f. 1A	Dreaming/Sleeping
b. 1, f. 1A	Personal hygiene
b. 1, f. 1A	Reading and writing
b. 1, f. 1A	Smoking
b. 1, f. 1A	Sports and recreation
b. 1, f. 1A	Baseball
b. 1, f. 1A	Dancing
b. 1, f. 1A	Fishing
b. 1, f. 1A	Horse racing
b. 1, f. 1A	Horseback riding
b. 1, f. 1A	Hunting
b. 1, f. 1A	Rowing
b. 1, f. 1A	Skating
b. 1, f. 1A	Sledding
b. 1, f. 1A	Sleighing
b. 1, f. 1A	Swimming/Seaside activities
b. 1, f. 1B	Working (in home)
b. 1, f. 1B	Cookery
b. 1, f. 1B	Sewing
b. 1, f. 1B	Shopping
b. 1, f. 1B	Washing/Cleaning
b. 1, f. 1B	Working (outside of home)
b. 1, f. 1B	Farming
b. 1, f. 1B	Firefighting

## Activities &gt; Working (outside of home) (continued)

b. 1, f. 1B	Military
b. 1, f. 1B	Sailing
b. 1, f. 1B	Angels/Cupids/Fairies
b. 1, f. 1B	Animals See also 4C.
b. 1, f. 1B	Animals as humans
b. 1, f. 1B	Birds See also 1C.
b. 1, f. 1C	Birds (continued) See also 1B.
b. 1, f. 1C	Birds' eggs/nests
b. 1, f. 1C	Ducks
b. 1, f. 1C	Hummingbirds
b. 1, f. 1C	Owls
b. 1, f. 1C	Parrots
b. 1, f. 1C	Peacocks
b. 1, f. 1C	Pheasants
b. 1, f. 1C	Roosters
b. 1, f. 1C	Storks
b. 1, f. 1C	Swallows
b. 1, f. 1C	Swans
b. 1, f. 1C	Turkeys
b. 1, f. 1C	Fish
b. 1, f. 1C	Insects
b. 1, f. 1C	Butterflies
b. 1, f. 1C	Mammals
b. 1, f. 1C	Bears
b. 1, f. 1C	Camels
b. 1, f. 1C	Cats
b. 1, f. 1C	Cows
b. 1, f. 1C	Deer

## Animals &gt; Mammals (continued)

b. 1, f. 1C	Dogs See also Box 1D.
b. 1, f. 1D	Dogs (continued) See also Box 1C.
b. 1, f. 1D	Donkeys
b. 1, f. 1D	Elephants
b. 1, f. 1D	Foxes
b. 1, f. 1D	Horses
b. 1, f. 1D	Monkeys
b. 1, f. 1D	Pigs
b. 1, f. 1D	Rabbits
b. 1, f. 1D	Sheep
b. 1, f. 1D	Whales
b. 1, f. 1D	Reptiles and amphibians
b. 1, f. 1D	Frogs
b. 1, f. 1D	Art
b. 1, f. 1D	Arts and crafts
b. 1, f. 1D	Photography
b. 1, f. 1D	Books/Newspapers
b. 1, f. 1D	Buildings/Architectural elements See also Box 4C.
b. 1, f. 1D	Churches
b. 1, f. 1D	Factories
b. 1, f. 1D	Hotels
b. 1, f. 1D	Houses
b. 1, f. 1D	Monuments
b. 1, f. 1D	Water fountains/Wells
b. 1, f. 1D	Calendars
b. 2, f. 2A	Clothing and dress See also Box 4C.
b. 2, f. 2A	Corsets

## Clothing and dress (continued)

b. 2, f. 2A	Hair
b. 2, f. 2A	Jewelry, watches
b. 2, f. 2A	Millinery
b. 2, f. 2A	Period /Costume/National dress
b. 2, f. 2A	Shoes and boots
b. 2, f. 2A	Fantasy See also "Angels/Cupids/Fairies" in Box 1B.
b. 2, f. 2A	Flags/Shields
b. 2, f. 2B	Food and drink See also "Activities: Eating and drinking" in Box 1A.
b. 2, f. 2B	Tea and coffee
b. 2, f. 2B	Vegetables/fruits
b. 2, f. 2B	Vegetables as people/animals
b. 2, f. 2B	Holidays/Seasons/Months See also Box 4C.
b. 2, f. 2B	Christmas
b. 2, f. 2B	Easter
b. 2, f. 2B	Months of the year
b. 2, f. 2B	New Years
b. 2, f. 2B	Seasons
b. 2, f. 2B	Winter See also "Activities: Sports and Recreation" in Box 1A.
b. 2, f. 2B	Household furnishings See also Box 4C.
b. 2, f. 2B	Furniture
b. 2, f. 2B	Lamps/Lighting
b. 2, f. 2B	Stoves
b. 2, f. 2B	Tableware
b. 2, f. 2B	Household/Personal products
b. 2, f. 2B	Cosmetics
b. 2, f. 2B	Medicines/Lotions/Tonics
b. 2, f. 2B	Perfume/Cologne



## Household/Personal products (continued)

b. 2, f. 2B	Soap
b. 2, f. 2B	Tobacco
b. 2, f. 2B	Humorous scenes/Caricatures See also Box 2C.
b. 2, f. 2C	Humorous scenes/Caricatures (continued) See also Box 2B.
b. 2, f. 2C	Letter forms, decorative (letters of the alphabet)
b. 2, f. 2C	Literature
b. 2, f. 2C	Fables/Legends/Mythology
b. 2, f. 2C	Rhymes/Fairy tales
b. 2, f. 2C	Love/Courtship/Marriage
b. 2, f. 2C	Machines/Tools/Appliances See also "Activities: Sewing" and "Activities: Washing/Cleaning" in Box 1B.
b. 2, f. 2C	Cameras
b. 2, f. 2C	Farm machinery
b. 2, f. 2C	Guns
b. 2, f. 2C	Hand implements and utensils
b. 2, f. 2C	Irons
b. 2, f. 2C	Lawn mowers
b. 2, f. 2C	Scales
b. 2, f. 2C	Telephones
b. 2, f. 2C	Typewriters
b. 2, f. 2D	Maps
b. 2, f. 2D	Money
b. 2, f. 2D	Motifs See also Box 4C.
b. 2, f. 2D	Biblical/Religious
b. 2, f. 2D	Classical
b. 2, f. 2D	Good luck
b. 2, f. 2D	Oriental
b. 2, f. 2D	Patriotic

b. 2, f. 2D	Music
b. 2, f. 2D	Musical instruments
b. 2, f. 2D	Pianos and organs
b. 2, f. 2D	Opera
b. 2, f. 2D	Gilbert and Sullivan
b. 2, f. 2D	People See also Box 4C.
b. 2, f. 2D	American Indians
b. 2, f. 2D	Asians
b. 2, f. 2D	Blacks See also Box 3A.
b. 3, f. 3A	Blacks (continued) See also Box 2D.
b. 3, f. 3A	Children/Infants
b. 3, f. 3A	as adults
b. 3, f. 3A	with animals See also Box 3B.
b. 3, f. 3B	with animals (continued) See also Box 3A.
b. 3, f. 3B	fantasy
b. 3, f. 3B	making music
b. 3, f. 3B	playing
b. 3, f. 3B	working
b. 3, f. 3B	Families
b. 3, f. 3B	Men See also "Activities" in Boxes 1A-B.
b. 3, f. 3B	National/Historical figures and events, U.S.
b. 3, f. 3C	Political figures and campaigns
b. 3, f. 3C	National/Historical figures and events, Non-U.S.
b. 3, f. 3C	Performers
b. 3, f. 3C	Women See also "Activities" in Boxes 1A-B.

## People &gt; Women (continued)

b. 3, f. 3C	and children
b. 3, f. 3C	National/Historical figures and events
b. 3, f. 3C	Performers
b. 3, f. 3C	Performing arts productions
b. 3, f. 3C	Clowns
b. 3, f. 3C	Places See also Box 4C.
b. 3, f. 3C	Cities and states (U.S.)
b. 3, f. 3C	Countries (non-U.S.) See also Box 3D.
b. 3, f. 3D	Countries (non-U.S.) (continued) See also Box 3C.
b. 3, f. 3D	Exhibitions/Fairs
b. 3, f. 3D	Landscapes/Seascapes
b. 3, f. 3D	Moon views
b. 3, f. 3D	Parks
b. 3, f. 3D	Plants See also Box 4C.
b. 3, f. 3D	Flowers See also Box 4A.
b. 4, f. 4A	Flowers (continued) See also Box 3D.
b. 4, f. 4A	Mushrooms
b. 4, f. 4A	Trees
b. 4, f. 4A	Postage stamps
b. 4, f. 4A	Toys and Games
b. 4, f. 4A	Playing cards
b. 4, f. 4A	Puzzles
b. 4, f. 4A	Shadow puppets
b. 4, f. 4B	Transportation/Vehicles See also Box 4C.
b. 4, f. 4B	Bicycles

## Transportation/Vehicles (continued)

b. 4, f. 4B	Boats/ships
b. 4, f. 4B	Carriages
b. 4, f. 4B	Railroads
b. 4, f. 4C	Oversize
b. 4, f. 4C	Activities See also Box 1A-B.
b. 4, f. 4C	Eating and drinking
b. 4, f. 4C	Sports and Recreation
b. 4, f. 4C	Fishing
b. 4, f. 4C	Working (in home)
b. 4, f. 4C	Shopping
b. 4, f. 4C	Working (outside of home)
b. 4, f. 4C	Animals See also Boxes 1B-D.
b. 4, f. 4C	Birds
b. 4, f. 4C	Mammals
b. 4, f. 4C	Buildings/Architectural elements See also Box 1D.
b. 4, f. 4C	Clothing and dress See also Box 2A.
b. 4, f. 4C	Period/Costume/National dress
b. 4, f. 4C	Holidays/Seasons/Months See also Box 2B.
b. 4, f. 4C	Seasons
b. 4, f. 4C	Winter
b. 4, f. 4C	Household furnishings See also Box 2B.
b. 4, f. 4C	Tableware
b. 4, f. 4C	Motifs See also Box 2D.
b. 4, f. 4C	Patriotic
b. 4, f. 4C	People See also Boxes 2D, 3A-C.

## Oversize &gt; People (continued)

b. 4, f. 4C	Children/Infants
b. 4, f. 4C	with animals
b. 4, f. 4C	Women
b. 4, f. 4C	Performers
b. 4, f. 4C	Places See also Boxes 3C-D.
b. 4, f. 4C	Landscapes/Seascapes
b. 4, f. 4C	Plants See also Boxes 3D, 4A.
b. 4, f. 4C	Flowers
b. 4, f. 4C	Transportation/Vehicles See also Box 4B.
b. 4, f. 4C	Boats/ships

## **Selected Search Terms**

The following terms have been used to index the description of this collection in the Library's online catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically therein.

### **Subjects**

Advertising -- United States  
Popular culture

### **Geographic Names**

United States -- Description and travel  
United States -- Social life and customs

### **Genres / Formats**

Advertising cards  
Chromolithographs  
Collecting cards  
Printed ephemera  
Trade cards