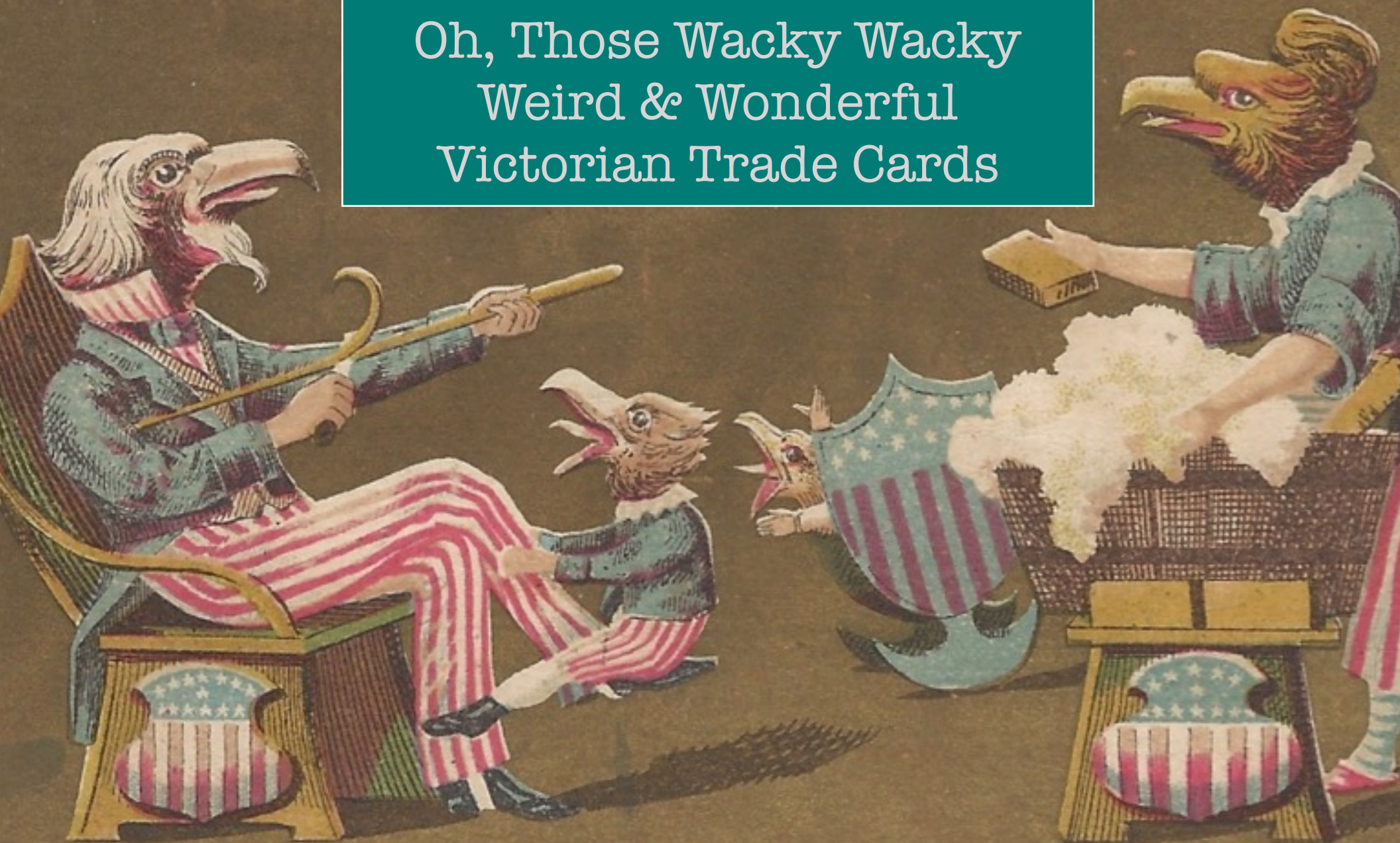


Catalog 408:

Oh, Those Wacky Wacky
Weird & Wonderful
Victorian Trade Cards



Not many people know this, but the Book Elves used to be in advertising. They were the ones responsible for the American Beet Board's short-lived 1980s promotional campaign, "Where's the Beets?", almost sank the ethanol-fuel industry with their "Put Some Fiber in Your Tank" slogan, and finally left the business after failing to persuade Coca-Cola that "Even Newer Coke" would be a good idea.

But before they attempted a comeback by re-branding Campbell's classic Alphabet Soup as "Noodles for Nerds", they finished out latest catalog, "Oh, Those Wacky Wacky Weird & Wonderful Victorian Trade Cards", which we hope you enjoy.

JOSLIN HALL RARE BOOKS, EPHEMERA, & PHOTOGRAPHS

Post Office Box 49
Hatfield, Mass 01038

telephone: (413) 247-5080
e-mail: office@joslinhall.com
website: www.joslinhall.com

Member- Antiquarian Booksellers Association of America;
International League of Antiquarian Booksellers;
Southern New England Antiquarian Booksellers;
Ephemera Society of America

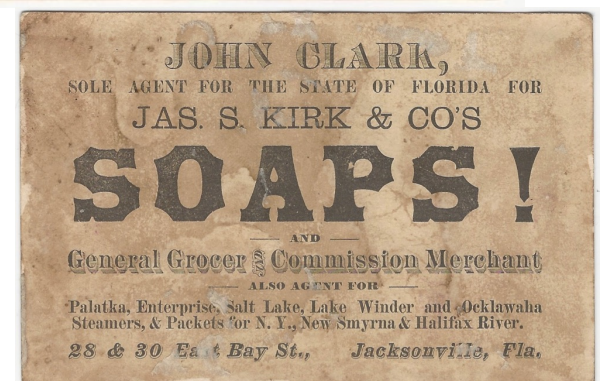
Email reservations are highly recommended.
Standard courtesies are extended to institutions and dealers. Postage charges are additional.
All items may be returned within ten days of receipt.
Checks, Visa, Mastercard & Paypal accepted.

Join us on Facebook & Twitter !



1. What better place to start than with an oddly disturbing example of anthropomorphism, featuring an eagle with some sort of hip dysplasia? I wasn't aware eagle had hips.

Measures 4.75"x3". [47046] \$20



2. Wildly mixing historical eras was a favorite theme of Victorian trade cards, so the appearance of cameras in 18th century France seems almost, well, normal.

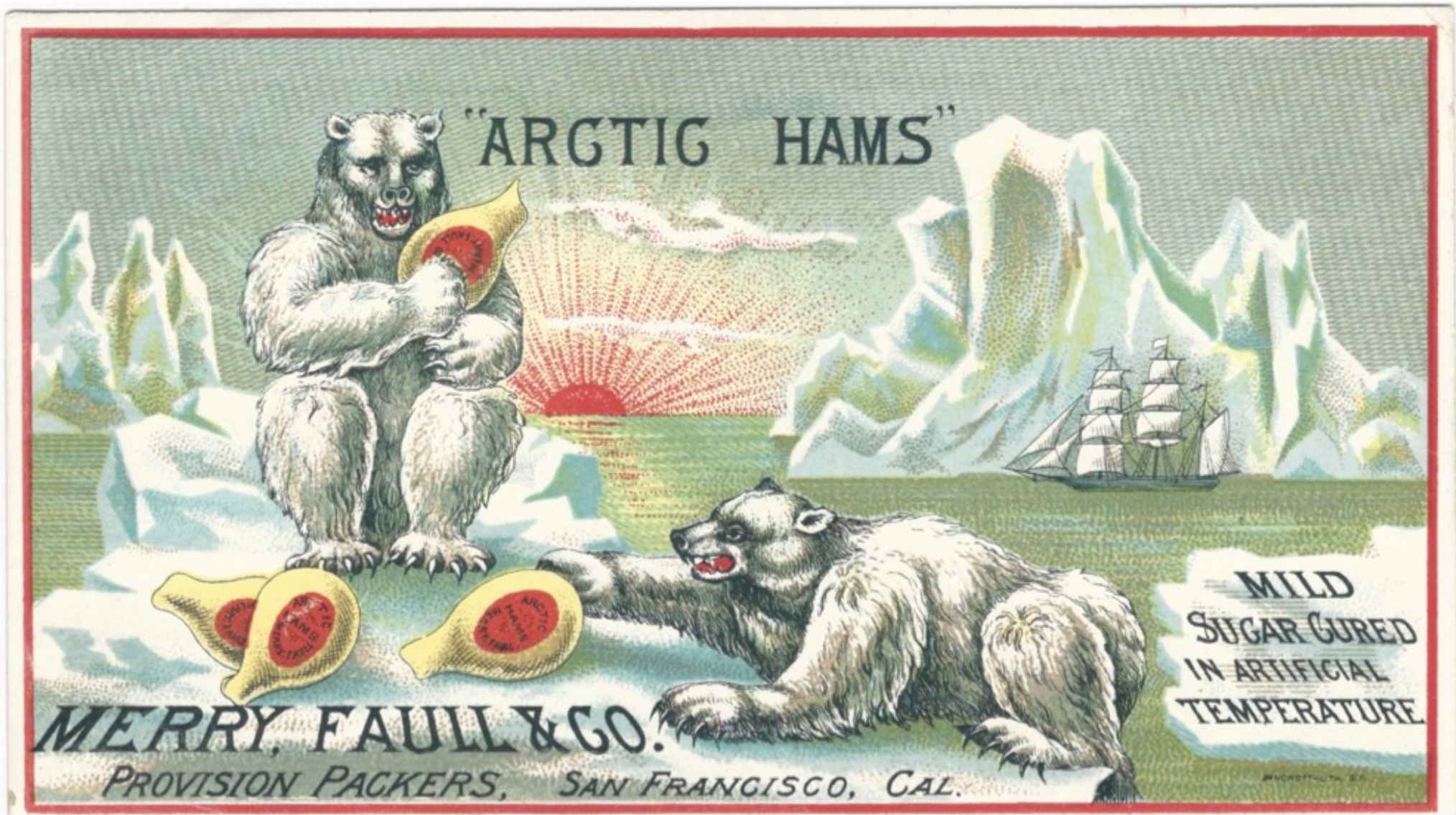
Measures 2.75"x4". [49116] \$10





3. I honestly cannot figure out if the kid is absurdly tall or the fence is absurdly short. I suppose either is possible in the land where tree branches bend and re-bend at perfect right angles.

Measures 5.5"x3.5". [49117] \$12



4. So many questions- did the sailors sail all the way to the Arctic from San Francisco to deliver the hams to the polar bears? Did Merry, Faull & Co. pack hams expressly for polar bears? And not to put too fine a point on it, but- um, where exactly are the sailors??

Measures 5.5"x3". [46474] \$150

5. Yeah, you know, I dunno. Advertising a millinery store with a picture of somebody with a sack on their head, dressed as a pumpkin, doesn't seem like the best branding to me, but then again I never sold hats to Victorian ladies.

Measures 3"x5". [48955] \$15



LADIES

Keep this card and you will be convinced when you give us a call, that we can

SAVE YOU MONEY.

A STYLISH TRIMMED HAT

Fancy straw, two long plumes, buckle, all silk ribbon and Flowers trimmed, the latest style,

\$2.85 EXACTLY LIKE CUT.

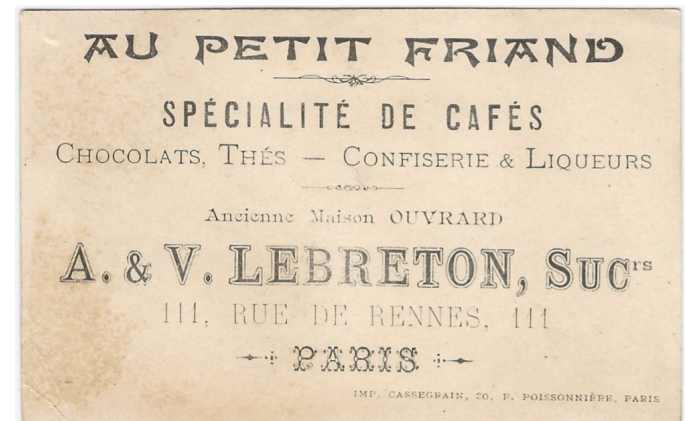
Thorn's New York Millinery Co.,
522 and 524 FRANKLIN AVENUE,
Bet. Broadway and Sixth Sts.

KIRKMAN BROS., 514 FINE STREET.



6. Do not adjust your screen, the color will return to your torso shortly...

Measures 4"x2.5". [49540] \$10





7. As God is my witness, I have no idea what they were thinking.

Measures 3.75"x2.75". [49541] \$20

A LA MOISSONNEUSE
28 et 30, Rue Ménilmontant

MAISON V. BRILLIÉ

Nouveautés et Vêtements pour Hommes
FONDÉE EN 1848
PARIS

BOUILLON-RIVOYRE & C^e, imp.-édit: 10, quai du Louvre, PARIS

8. It is a little-known fact that Victorian children regularly danced and screamed for their medicine. Of course, a lot of it was 40% alcohol.

Measures 3.25"x4.75". [43332] \$35

COD LIVER OIL

Huile de Foie de Morue **Levertraan van Jensen**
DE JENSEN

AYANT LE MOELLEUX DE LA CREME.

C'est l'aliment le plus nutritif pour les enfants et les adultes, et le plus facile à digérer.

C'est le meilleur remède contre les rhumes, les maux de gorge, les affections des bronches et des poumons.

Elle est douce et agréable au goût, et fabriquée exclusivement de foies de morue absolument frais.

Elle ne cause ni indigestion ni renvoi. La meilleure la plus pure et la moins chère de toutes.

Dépôt général chez Fred Mayer & fils à Anvers.

Se vend en bouteilles de 2 frs. 50 chez.

DEWELKE DEN SMAAK HEEFT VAN DE MELKZAAN.

Het beste voedsel voor Kinderen en oude Menschen, gemakkelijk om teeren.

De beste geneesmiddel voor hoest, Keel-loospijp, en meer andere ziekten.

Aangenaam en Zoet van smaak, gemaakt alleenlijk van versche Kabbeljauw lever.

Veroorzaakt noch onpasselijkheid noch braak.

De beste, zuiverste en goedkoopste van allen.

Algemeenhuis voor den verkoop bij Fréd. Mayer & fils, te Antwerpen.

Wordt in flesschen verkocht van frs. 2.50, bij.

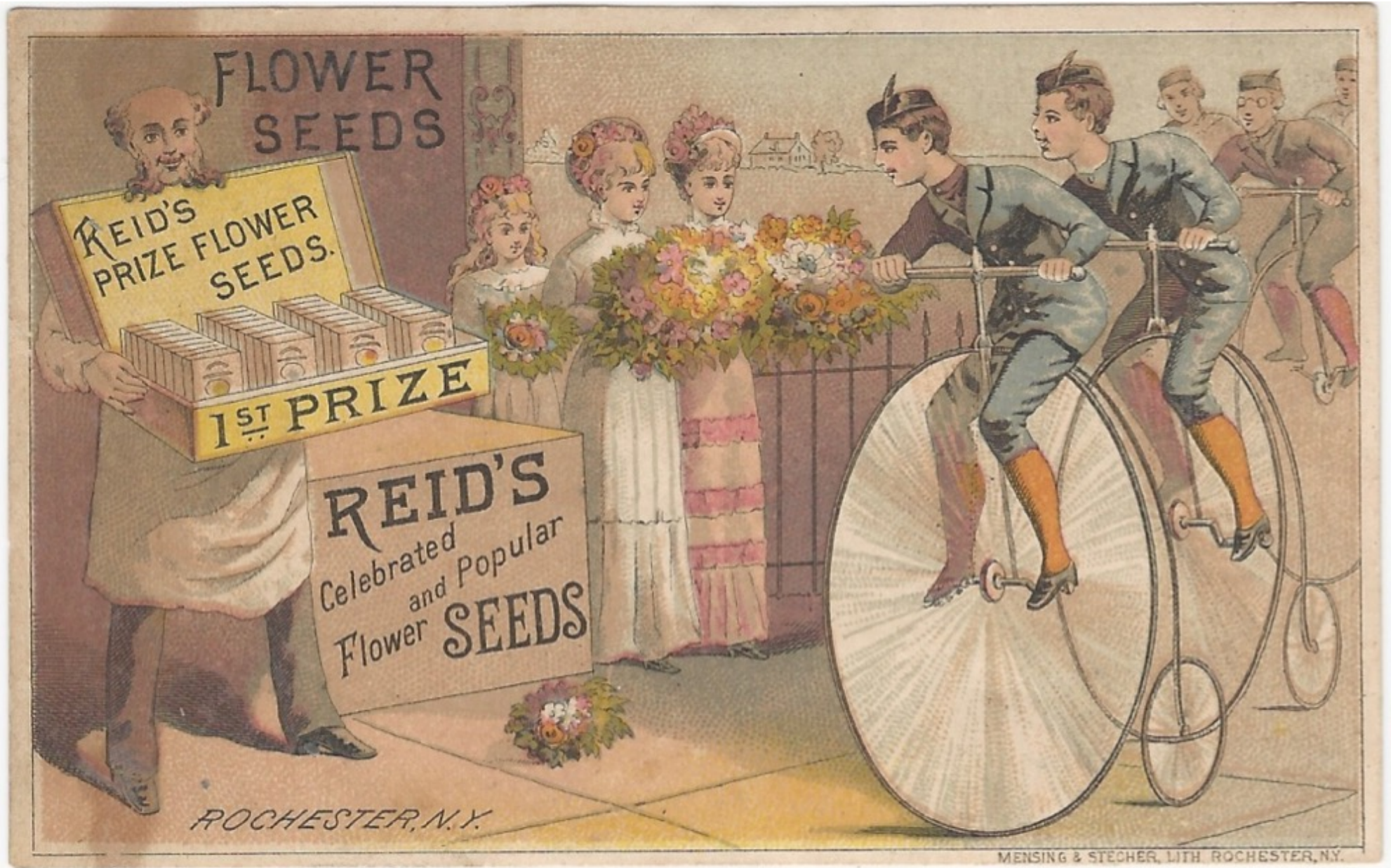
F. Van den Broek, Anvers ; A. Severin, Bruxelles ; Ad. Gilman, Liège ; G. Missoul, Verviers ; F. Van de Plas, Bruges ; L. Flamand, Namur ; Hulpiau Gavier, Courtrai ; Lottinoet Naerens, Charleroi ; A. Hanssens, St. Nicolas ; Ed. Delneste, Tournai ; Jos. Gevenois-Storms, Malines ; Schoekeel irères, Gand.

HUILE de FOIE de Morue de JENSEN
LEVERTRAAN VAN JENSEN.

LES ENFANTS L'AIMENT
DE KINDEREN HEBBEN HET GEERNE

9. Early bicycles were called 'bone shakers' and riders often sustained serious injuries. That is no wonder when you consider that Victorians attempted to shop while riding them.

Measures 4.5"x3". [47705] \$15



CHOCOLAT MASSON

Sur la paille humide...

CHOCOLATS MASSON

91, Rue de Rivoli et 8, Rue du Louvre

SUCCURSALE: 9, Boulevard de la Madeleine

CHOCOLATS DE SAINTE		CHOCOLATS VANILLES	
le 1/2 k		le 1/2 k	
Bon ord ⁿ n° 9.....	1.80	Demi-fin n° 10 vanille	2.50
Demi-fin n° 10.....	2.00	Fin n° 11	3.00
Fin n° 1.....	2.50	Surfin n° 1	3.50
Surfin n° 100.....	3.00	Supérieur n° 2	4.00
Supérieur n° 2.....	3.50	Superfin n° 3	5.00
Superfin n° 3.....	4.00	Extra-fin n° 4	6.00
Extra-fin n° 4.....	5.00	» » 5 doublev	8.00

CHOCOLAT DIT MEXICAIN

Sans parfum, depuis 2.25 jusqu'à 5.00 le 1/2 k log
Vanillé..... 3.00 » 6.50

CACAO EPURÉ EN POUDRE

En boîte de 250 gr.

Fin..... n° 1 le 1/2 k	2.75	Supérieur n° 9 le 1/2 k	5.00
Surfin..... n° 2	4.00	» vanillé n° 1	6.00

CHOCOLAT EN PASTILLES

Pastilles de santé fines..	3.00	Pastilles à la vanille sucr.	5.00
» » sucrées.	4.00	» double van. ext. fines	6.00

BONBONS EN CHOCOLAT ASSORTIS

CHOCOLAT praliné le 1/2 k	6.00	CHOCOLAT nougat, le 1/2 k	6.00
» à la crème	6.00	» past. caraque	6.00
» aux pistaches	6.00	Pastilles pralinées.	8.00
» aux amandes.	6.00	Faveurs pralinées...	8.00
» au caramel.	6.00		

CHOCOLAT DE POCHE POUR LE VOYAGE

NAPOLITAIN.....	la boîte de 36 petites tablettes.	3.00
MEXICAIN.....	» » »	3.00

THÉS & VANILLE

L. PACON

Paris

10. Again, not my idea of the ideal way to move your product, but I guess Victorian chocolate lovers were, um, "different".

Measures 4"x2.5". [49542] \$20

PRESENTED BY
Chas. R. Keet,
WITH
MAURICE C. EBY.

11. Well, there you go, flour and croquet.
I didn't know flour played croquet, but
apparently it was a champion. I just keep
learning new things. It really is a blessing.

Measures 3"x4.25". [49385] \$15





12. Here's one of those images where it's going to take a while to pick which details are the most disturbing.

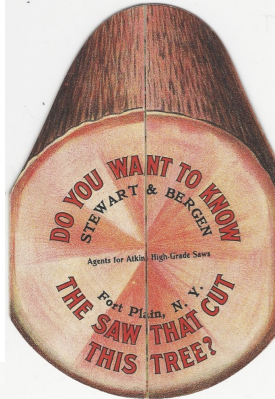
Measures 3"x4.5". [47708] \$15

CALIFORNIA
CARPET CLEANING AND RENOVATING COMPANY
Office, 2238 Ridge Avenue, bet. Columbia.
Carpets Beat, Cleaned and Renovated.

To their Original Beauty and Brightness, however Soiled, whether covered with Dust, Dirt, Grease or Coal Smoke.

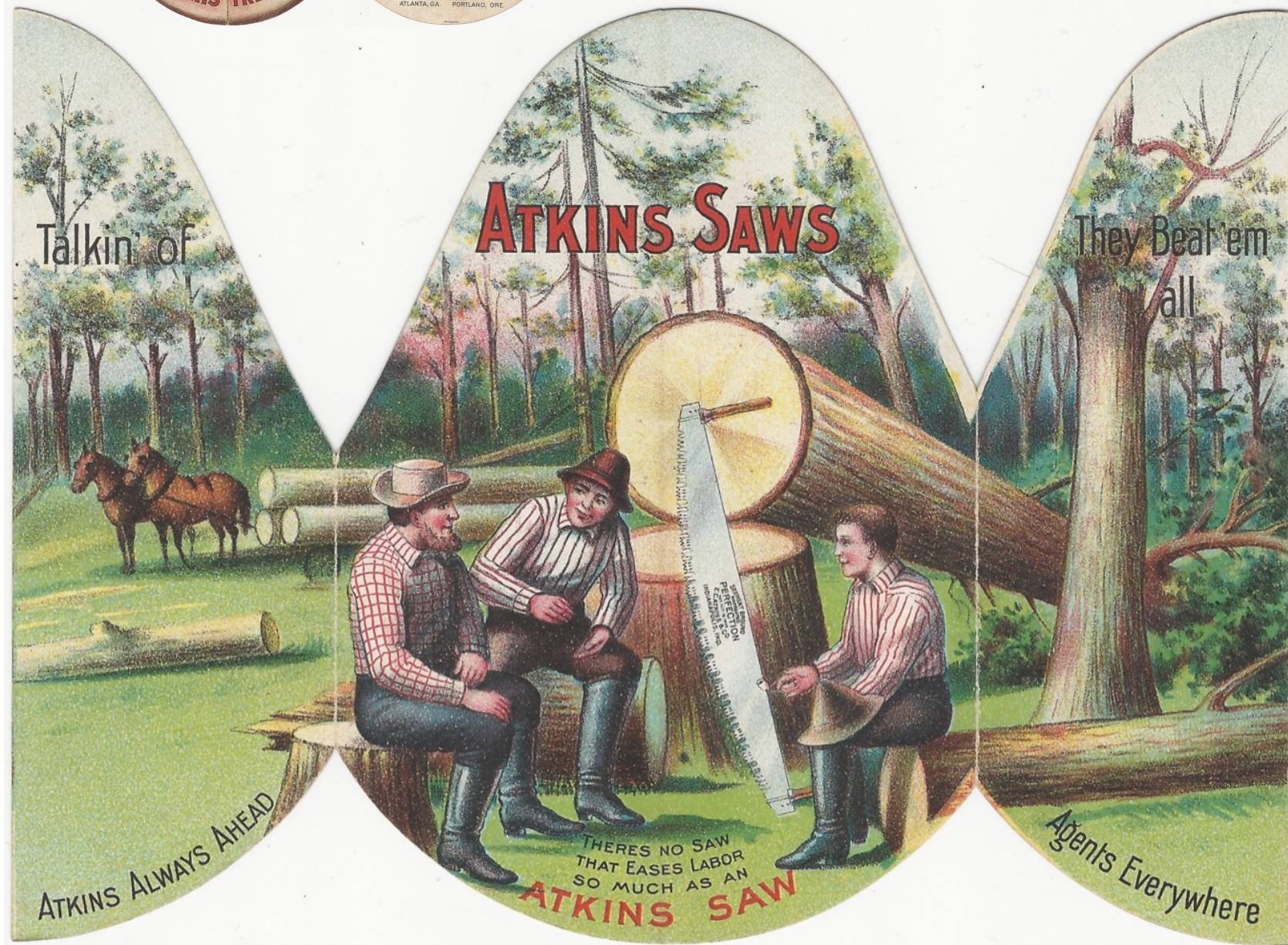
By this process Carpets may be made clean bright and apparently new, with or without being removed from the floor. The restorative is not injurious to the most delicate tint or fabric, and is an actual preventative against Moth and Fleas. Send us a Brussels or Velvet Rug which we will clean gratis as a sample.

Upholstering, Bronzing, Polishing, Painting, etc. Lace Curtains and blankets cleaned at short notice. Cutting, fitting and laying a specialty. Window and Silver Polish and first class Furniture Polish for sale. Furniture Cars to Hire.



13. When they weren't on hallucinogens and drawing smoking ostriches, Victorian card designers were a clever bunch.

Measures 7"x5". [49486] \$150



Soapine
THE DIRT KILLER
MAKES HARD WATER SOFT,
AND SPLENDID SOFT SOAP,
 It takes the place of Hard Soap, Sal Soda, Borax and all other Cleansing Preparations, in the Laundry, Kitchen, Workshop and *EVERYWHERE*, and works **QUICKER, EASIER, CHEAPER and BETTER,** Without Injury to hands or material
 For Washing Clothes, and House Cleaning,
THERE IS NOTHING TO EQUAL IT.
ONCE TRIED, ALWAYS USED.
 AS MILLIONS WILL TESTIFY.

Soapine
Der Schmutz-Tödter,
 Macht hartes Wasser weich,
 und eine vorzügliche Weiche Seife.
 Es setzt harte Seife, Salz-Soda, Borax und alle anderen Reinigungs-Präparate, im Waschkücher, in der Küche, in der Werkstätte oder irgendwo.
 Es wirkt schneller, leichter, billiger und besser ohne die Hände oder das Material zu beschädigen.
 Zum Waschen von Kleidern und zum Reinigen des Hauses gibt es seines Gleiches nicht.
 Einmal erprobt wird man es immer gebrauchen, wie Millionen von Menschen beweisen können.

14. Having dropped off the hams for the polar bears, the ship's crew then evidently went and scrubbed them some whales.

Measures 3.25"x5.5". [47701] \$20

Be sure every Package you buy is like this.

KENDALL M'FG. CO'S
 ESTABLISHED 1827

Soapine

THE Dirt Killer

**WILL NOT INJURE
 HANDS & FABRIC**

PROVIDENCE R.I.



15. It's the kid's expression. The Victorian version of "Sometimes you're the windshield, sometimes you're the bug".

Measures 3"x4.5". [49505] \$15



16. And again, I don't know exactly what they were ingesting, but it was evidently pretty powerful.

Measures 4.5"x2.75". [49478] \$15



17. Baseball was becoming all the rage in late Victorian times, and kids were always a good way to sell things... and anyways, this way the publisher of the cards didn't have to pay the players royalties for their likenesses. Sigh. I'm so cynical.

4 cards. Measure 3"x4.5". [48956] \$250





18. And then sometimes you just throw it all to the winds and mix ages and cultures and sexes and gravity, and use it to sell... soap.

Measures 2.75"x4.75". [47936] \$15





19. The Hektograph was quite the invention.
Heck yeah, it was.

Measures 4.25"x3". [49463] \$25

THE HEKTOGRAPH.

NEW PROCESS OF DRY COPYING—100 COPIES FROM
AN ORIGINAL WRITING IN 20 MINUTES.

The Ink can be washed off as from a common slate. It is the Best copying Pad in the world, and the only one that has any practical value. We guarantee satisfaction and allow trial before payment.

HEKTOGRAPH CO.,

22 & 24 CHURCH STREET, NEW YORK.

ALSO.

ARTHUR McARTHUR,
Furniture, Carpets, Baby Carriages, Refrigerators,



20. This is where my nightmares come from.

Measures 3"x4.25". [47047] \$20

SUNSHINE PUB.CO.PHILA.



21. Advertising 101, then and now: if at all possible wrap yourself in the flag, or have Uncle Sam sell your stuff.

Measures 5.5"x3.25". [49469] \$20

CAUTION!

Having discovered in a number of instances, that unprincipled dealers are selling an inferior article called "*HARD OIL FINISH*," representing it as being manufactured by us, we deem it a matter of justice to ourselves and all consumers of this article, to prevent, as far as we are able, such dishonest practices; and for this purpose we shall now place over the bung of each barrel, half barrel, and keg, containing our "*HARD OIL FINISH*," a round tin, securely fastened, stamped "*BERRY BROTHERS' CELEBRATED VARNISHES*," and all cans will be fully labeled on sides and cork. We hope in this way to prevent any further deception.

BERRY BROTHERS,
Varnish Manufacturers,
DETROIT, MICH.

TURCOMAN PORTIÈRE CURTAINS.



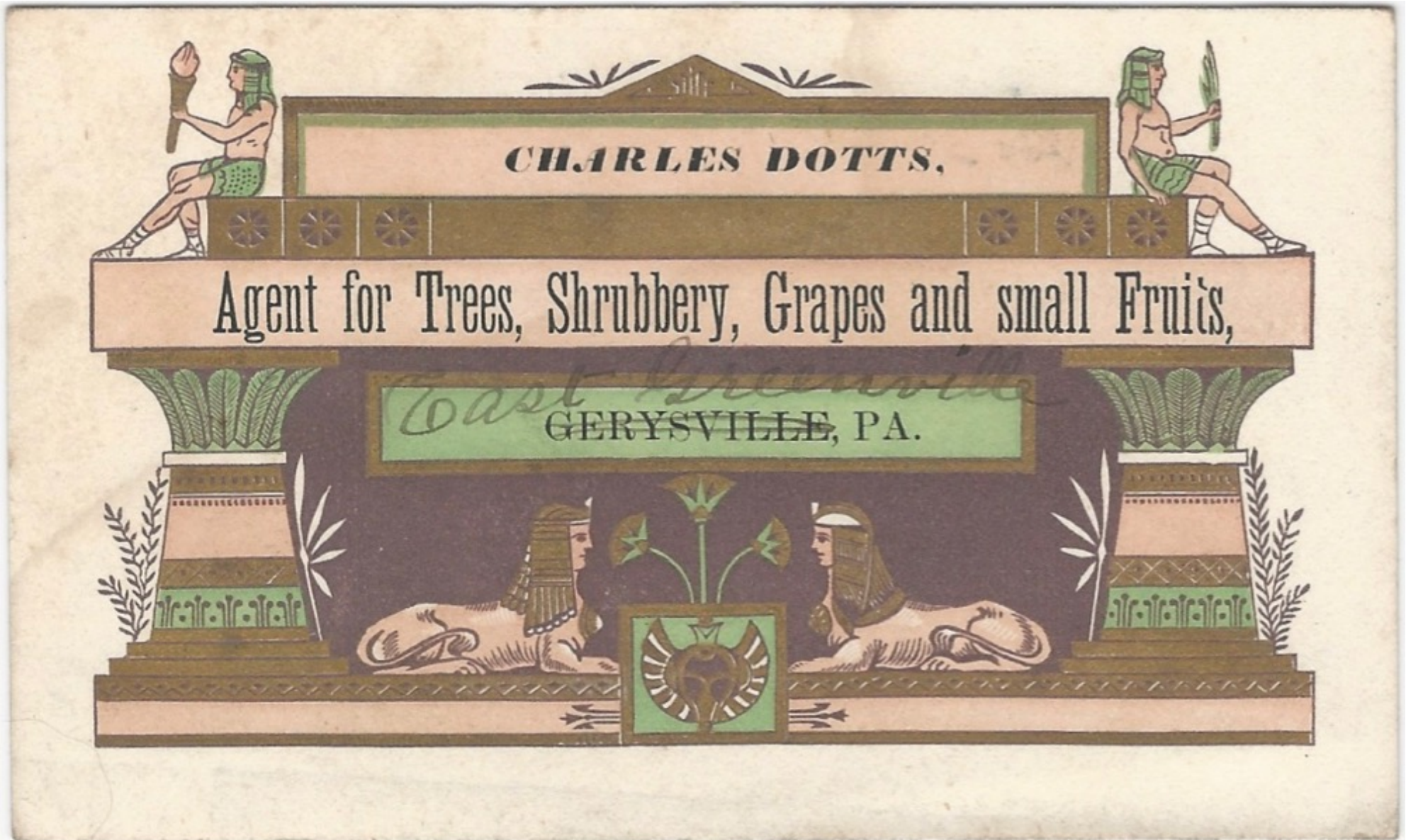
MILLS & GIBB.

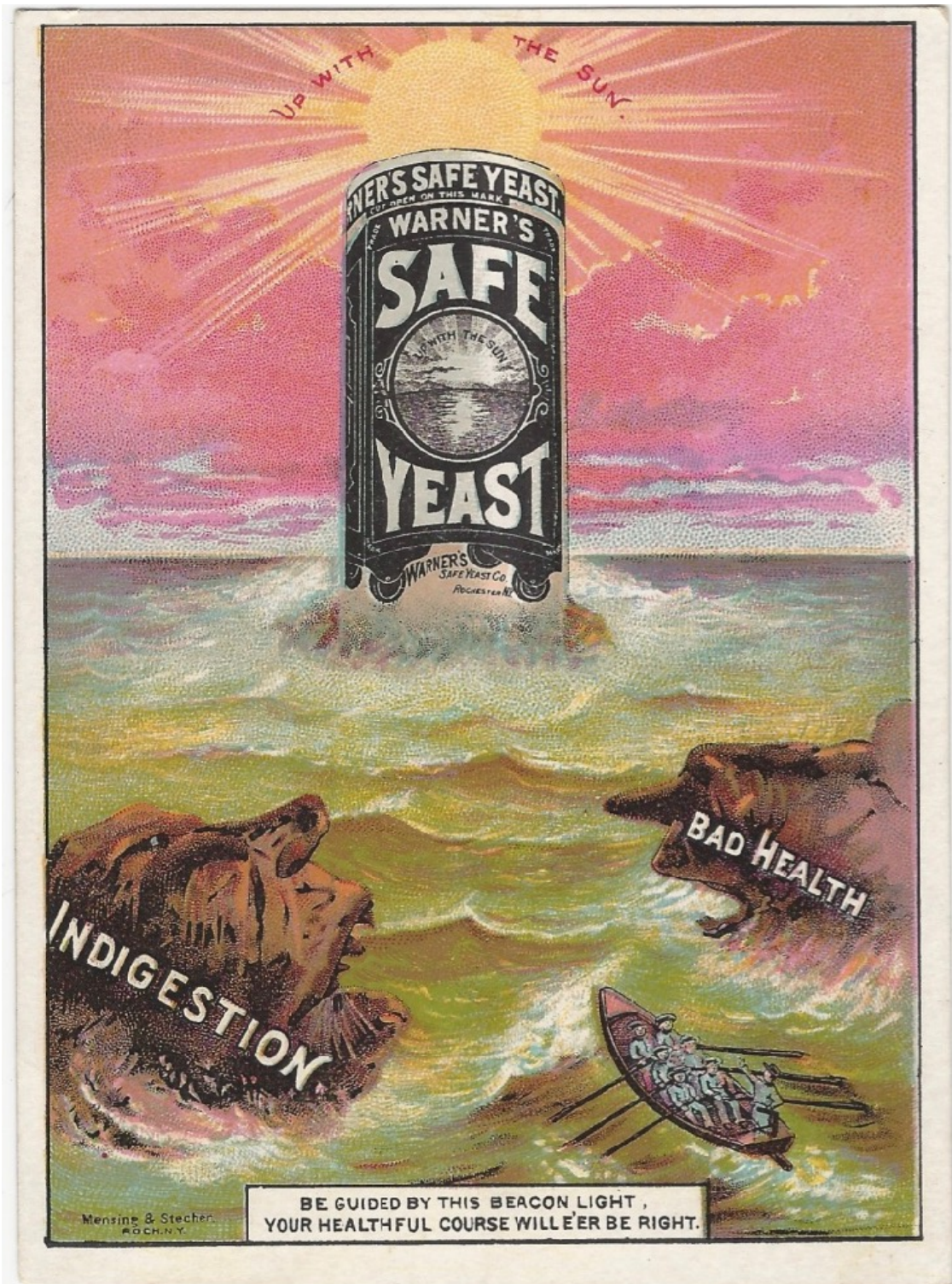
22. We interrupt the surrealism, debauchery, and excess for a tasteful moment regarding drapes.

Measures 3.25"x5". [47814] \$15

23. Actually a business card, not a true trade card, but it's lovely and Aesthetic so I threw it in. Any offended audience member may complain to the management after the show ends.

Measures 4.5"x2.75". [48506] \$85





24. Now back to the weirdness. Yeast as some sort of Lighthouse of Alexandria, saving us from the twin rocks of indigestion and bad health. And take a closer look at those rocks, especially the one on the left- that's a face...

Measures 4"x5.5". [49476] \$15

25. You know Santa Claus, now meet Santa Cross, who dyspeptically hurls your presents down the chimney.

Measures 2.5"x3.5". [47839] \$15

"Trade Mark."

WM. H. ZINN,

FIRST-CLASS GOODS
FROM ALL PARTS OF
THE WORLD AT
RETAIL.

Popular Prices.

BOSTON.

RICH FANCY GOODS,
RICH CHINA & GLASSWARE
TOILET ARTICLES,
JAPANESE WARE,
CHINESE WARE,
FANCY & USEFUL BASKETS,
STATIONERY,
SMALL WARES,
JEWELRY,
FANS, "ET CETERA."

(OVER.) 501 WASHINGTON STREET.

5 West Street.

55 Temple Pl.





26. I included this one because it's an election year and it's sort of cool to see a stock trade card used by a politician.

Measures 4.25"x3". [46205] \$20



27. A card I included because of the classic Victorian design, and because the Youth's companion was such a big honking deal. The publisher Perry, Mason & Co. is where Perry Mason the fictional lawyer got his name from, btw.

Measures 4.75"x3.25". [49465] \$15



GEORGE V. HECKER & CO.,
 CROTON FLOUR MILLS,
 199, 201 and 203 CHERRY STREET,
 NEW YORK.

Hecker's superlative Flours received the First Premiums at the World's Fair, London; the World's Fair, New York; and wherever exhibited, both in Europe and America. They are very popular with those desiring the finest bread or biscuit that can be produced.

Extra Croton, Graham, Manhattan & Rye Flour,
 ALSO
 Hecker's Self-Raising Flour,
 For making Bread, Biscuit, Padding, Cakes, etc.

By the addition of salt or cold water or milk.

This valuable improvement was introduced to the public in 1850, by Messrs. Hecker & Bortome, and there is perhaps no other article that has become so extensively used or so fully appreciated. It has been awarded the only Premiums ever given for Self-Raising Flour.

HECKERS' GRIDDLE CAKE SELF-RAISING FLOUR.

For making Griddle Cakes, Muffins, Fritters, Waffles, Doughnuts, Puddings, &c., or for any use where a batter is required, will be found decidedly the CHEAPEST AND BEST flour for such purposes, and can be used with much economy of time and trouble.

HECKERS' FARINA
 is a delicate and appropriate food for all seasons, and one of the most economical, nutritious and wholesome preparations ever offered to the public.

HECKERS' WHEATEN GRITS
 is a highly nutritious, palatable and healthful preparation of WHEAT GRAIN, invaluable for dyspeptics and persons of sedentary habits.

All of the above articles are put up for the retail trade in convenient packages, so that families may enjoy the luxury of continued freshness, an essential point in almost every vegetable preparation destined for human sustenance.

28. Victorian manufacturers loved (LOVED!) to clutter up their advertising with pictures of medals and medallions they'd been awarded at the many trade expositions and exhibitions which were then so popular. Such medals and medallions were their form of 'participation trophy', but they did manage to take your attention away from the fact that so much of the actual product was adulterated up the wazoo.

Measures 4.5"x3". [47704] \$20



PERLES DU JAPON

NE SE VENDENT QU'EN BOITES RONDES BLEUES
DE 250 GRAMMES

MARQUE  DÉPOSÉE

MÉDAILLE D'OR A L'EXPOSITION UNIV^{le} PARIS 1889

A. CHAPU

Membre du Jury à l'Exposition Universelle Paris 1878

PARIS

Les **Perles du Japon** jouissent d'une grande vogue, aussi sont-elles *très recherchées*; cette délicieuse substance alimentaire n'a pas encore trouvé d'égale parmi tous les potages si nombreux que la cuisine française a adoptés.

Ainsi que leur nom l'indique, elles ressemblent à de véritables perles, lorsque la cuisson est complète; elles en ont la forme et la transparence.

En Vente chez tous les Épiciers

SE MÉFIER DES CONTREFAÇONS & IMITATIONS

Imp. Dupuy et Fils, Paris.

29. Japonism was all the rage in this era, and provided art directors with yet another avenue to direct attention away from the miserable taste of the stuff their clients were peddling.

Measures 2.5"x4". [45633] \$35



30. And then sometimes they just gave up and went all Fantasy Island on the project.

Measures 5"x3". [49341] \$15

31. The telephone was a new-fangled and popular device, so of course it would be used to sell cereal.

Measures 3.5"x6". [49386] \$25

TRY A. M. C. PERFECT FLOUR.

ROLLED OATS.—A great favorite among the oat preparations, and is relished at thousands upon thousands of our breakfast tables. It has a creamy and delicate taste, and is so quickly prepared for the table, that it is with pardonable pride we commend the A. M. C. brand to you.

OAT MEAL.—All sections considered, is the most widely known of any article manufactured from oats, and for this very reason, the art of cheapening the cost a few cents per barrel as a catch trade is closely studied. Our brand on a package is a guarantee of superior quality, being all thoroughly pan-roasted to a delicate brown color, and does not have a particle of the bitter taste which inferior goods possess.

OAT FARINA.—An entirely new article, manufactured only by ourselves, and is by many thought to be a superior oat preparation for the breakfast table and for other uses. Cooks quickly, and is delicious for children.

FARINA.—The A. M. C. Allen's, the fine sweet Germ of White Wheat, ours stands on the high round of the ladder of fame in respect to quality.

GRAHAM FARINA.—A new article manufactured only by ourselves, is used the same as Wheat Farina, and as a change makes numerous delightful dishes. It contains many of the glutinous qualities of extensively advertised baby foods.

GRAIN OF GOLD.—The beau ideal of the Millers and Housekeeper. This preparation of Corn cannot fail to please the most fastidious; every grain is distinct, needs no sifting.

CRACKED, ROLLED AND PEARLED WHEAT.—Each maintaining certain peculiarities of flavor and cooking qualities, one for some purposes being preferable to others, but all with the brand A. M. C. being of the choicest varieties of Farinaceous Foods.

PEARLED HOMINY AND HOMINY GRITS.—Are so well known as to make description not necessary, so we but call attention to the brand A. M. C. Perfect Cereals on the corner of the package, which is a guarantee that you will get the freshest and best.

PEARLED AND ROLLED BARLEY.—For fine soups we commend these goods to all that desire something for flavoring and at the same time nutritious, and also for Puddings—the favorites are the A. M. C.'s.

Send to Akron Milling Co., Akron, O., or 25 Water Street, N. Y., for our Cereal Cook Book, free.

E. E. CLAPP & BROS.
Staple & Fancy Groceries,
Joslyn's Block, Centre St., - Brockton.

THE A.M.C. PERFECT CEREALS

Hello CENTRAL !!

Please send me a Package
A. M. C.
ROLLED OATS
& one of
GRAHAM FARINA
& one of
GRAINS OF GOLD
& one of -
or may as well send
one of EACH KIND
of the A. M. C.'s

THEY ARE HANDY TO
HAVE IN THE HOUSE

**SHE GOT
THE
BEST**

M. M. & O. LITH. N. Y.

(OVER P)

32. It was as true then as it is true now- it's not the leap, it's the landing.

Measures 3"x5". [49464] \$35

THE GREAT LATOIR LEAP FOR LIFE.

TO THE PATRONS OF THE GREAT LONDON SHOW :

THE BEAUTIFUL YOUNG LADY whose portrait adorns the front of this page will be presented in an Act original with herself, requiring more skill than ever before displayed by mortal, known as the

"LATOIR LEAP FOR LIFE."

She ascends a platform placed in the apex of the pavilion and at a signal and with a courage possessed by no man, makes a perilous dive downward

SIXTY-THREE FEET,

During her flight performing a triple somersault in mid-air, before gracefully alighting in the netting upon an elastic rubber platform, which sends her rebounding in the air a distance of twenty feet. M'LE LATOIR is the only person living, man or woman, who attempts this marvelous performance. It is the successful accomplishment of an Act which is original with herself alone, and to the perfection of which she has industriously devcted, in persevering practice, half her life.



33. I'll bet you were thinking that cereal was the best non-sequitur to telephones the advertisers could come up with. Think again, foolish mortal!

Measures 4.25"x2.25". [49498] \$25

—* 38 YEARS UNRIVALED — IT IS THE BEST. —*

ARE YOU DEAF OUT THERE?

“VROOM & FOWLER’S”
WALNUT OIL
MILITARY SHAVING SOAP

Pure Soap is more important than cup or brush.
Put a cake in your mug at home or at your barbers.
Ladies and Children will find it an excellent tooth Soap.

—* PRICE REDUCED TO FIFTEEN CENTS. —*

Copyright 1877 by L. Prang & Co.

OVER 40 YEARS UNRIVALED — IT IS THE BEST.

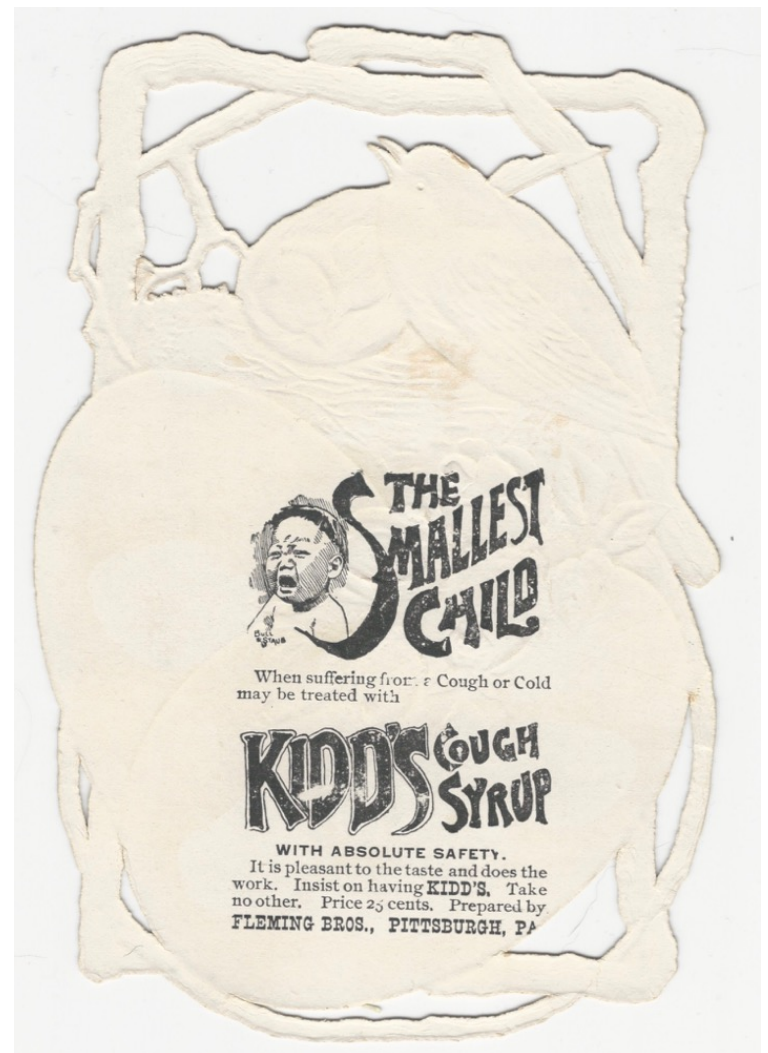
WHY ARE YOU SILENT? THERE! THAT'LL STOP THEIR NONSENSE! DO SPEAK TO ME!

“VROOM & FOWLER’S”
WALNUT OIL
MILITARY SHAVING SOAP

PACKET BY MAIL, 20 CENTS.
Ladies and Children will find it an excellent Toilet Soap.

ADDRESS: C. H. RUTHERFORD, 26 LIBERTY ST. N.Y. Copyright 1877 by L. Prang & Co.

34. Measures 4.25"x2.25". [49497] \$25



35. Well, yes- cute ALWAYS sells. Especially when cuteness is die-cut. If seeing this doesn't immediately make you want to go out and order a dozen cases, then there's something wrong with you.

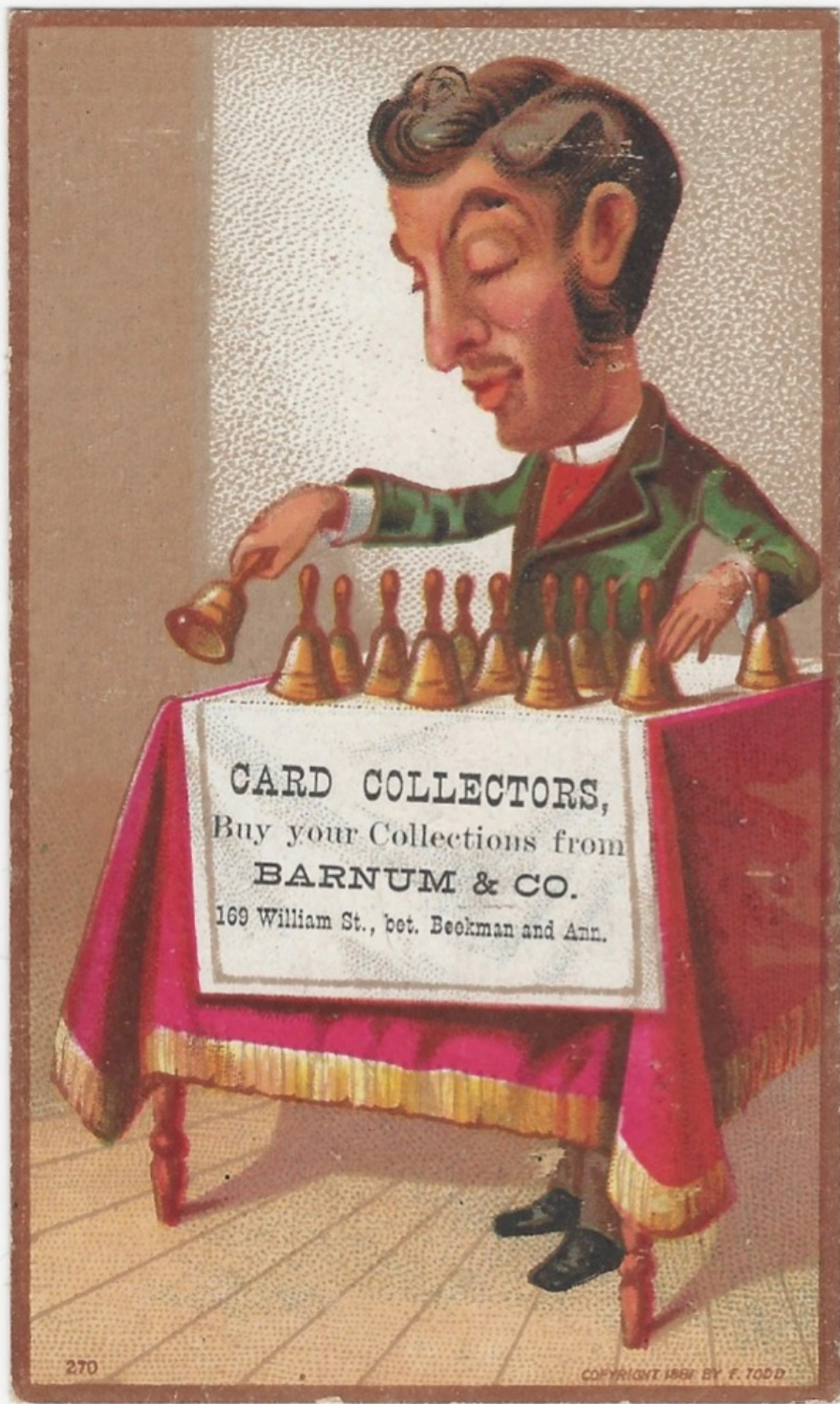
Measures 4.5"x6.5". [44558] \$25



36. African-Americans were a popular theme for trade cards, and were almost never afforded any respect. This set was ready for imprinting with whatever you were selling (Atlantic & Pacific Tea did get onto the back of one.)



Measures 3"x4.75". [44887]
\$65



TO COLLECTORS OF ADVERTISING CARDS.

BARNUM & CO.,
 MANUFACTURERS OF
Gilt and Bevel-Edge Cards,

Salesroom, 169 William St. ; Factory, 43 Ann St.

Wholesale & Retail Dealers in Domestic & Imported

FANCY ADVERTISING CARDS.

We have in our stock almost every advertising card in the market, both domestic and imported. Every card in our stock has been selected for its intrinsic merit, and is fit to occupy a place in the finest collection. All our cards are in rich colors, and are on tinted and gold ground.

DOMESTIC CARDS.

We will send 85 cards, different designs, equal in quality to those comprising our 25-cent sample sets; will be mailed, postage free, for \$1.00; or, a collection of 225, same quality, all different, for \$2.00. These cards are copied from the French and German, and will adorn any collection.

A great many of our customers order a complete set; that is, one card of each design, varying from 3 to 8 cards in a set; and others only want one card of each set. In ordering, please state if you want a complete set, or one card of each set; then we will know what to send you. Every day we are receiving new sets of domestic and imported cards, and our customers will do well to send to us for new cards often, as we make it our specialty to have a finer and larger collection than any other house.

All communications should be addressed to

BARNUM & CO.,

Salesroom, 169 William St. ; Factory, 43 Ann St.

37. And finally, Victorian trade cards were so popular that, yes-Victorians collected them,. They filled scrapbooks with them, and with that sort of market, obviously some wise gentleman would see a market for selling them directly to the public, without the need to buy any of the annoying actual products they were advertising.

Pure genius.

Measures 3"x5". [49475] \$25

*That's All,
Folks!*



1919