e-list No. 38

ECLECTIBLES

Miscellany: Children as Advertisers Pawns, Hamlet’s Beasts in the Garden, Coded CW Letters & Of Course the Children

It’s all about the Children...
1. [Made by Hand][ Wedding Album][ Women's History] Hand Crafted Wedding Shower Album for Louise Constructed Entirely of Wrap & Gifts Received. Norwich VT. 1943. An ingenious remembrance constructed completely from the gift wrap and tags received at a Miscellaneous Shower at Pearl Roger's, Norwich, Vermont, November 17, 1943 penned on the front cover. The entire album (with the exception of the inside cover boards) are created of wrapping paper from individual gifts presented at the shower; each with the gift card affixed to the page. The center pages include the names of the attendees and a summary of the evening. The last page has an applied birthday greeting. Interfoliata: Two snap-shots of a young girl with a basket and a paper umbrella, the back captioned advising this is the show basket that contained these gifts. Also includes a silhouette of a boy named Bruce. Ribbon tie binding. Charming. Measures 6 1/2” x 5”.

(#24016234) $75.00

page plus album, created by a young girl titled "The Beasts in the Garden. The premise is that "Hamlet takes place, on one level, in a garden that 'grows to seed.'...It continues "Animal references are used throughout the play, some to denote personalities, others to suggest ideas and themes". It includes sections on Birds, Rodents and Mammals and Reptiles. A total of 31 'beasts' described. Typed and applied narrative and watercolor 'beasts'. each animal is accompanied by the act, scene and lines including the narrative that references the animal. Measures 9" x12". Oh, by the way -- she got an "A". The age of the child is unknown. (#26015752) $200.00

**Ephemera**

3. [Calendar Tinning][ Map Prints][ Printer][ ] **Advertising Circular, Charles D. Kaufmann, Map Prints, Char and Bible Plates, Coloring and Mountain Establishment - Calendar Tinning.** Charles D. Kaufmann. Philadelphia. c1880s. An 11" x 8 1/2" sheet with a vignette of a wall map at top lists prices for Calendar Tinning. Printed in blue ink. Reverse is blank. Letter folds. (#27005846) $50.00

4. [invitation][ printing on wood] **Wooden Invitation - Mass. Horticultural & Agricultural Societies.** Spurr's Veneer. Horticultural Hall. 1885. A 2 1/8" x 5 1/8" invitation printed on wood veneer. It is for the Annual Meetings of the Mass. Horticultural & Agricultural Societies, It was held on September 22, 23, and 24, 1885. Horticultural Hall, Boston. The logo at left is for the American Forestry Congress, 1882. Reverse is blank. Light wear. (#) $95.00
5. [female seminary][ Gorham ME][ ] Gorham Seminary Catalogue, Spring Term Daily Press Printing House. Portland ME. 1872. A single-fold 8 1/2" x 5 1/2" circular for the female academy. Image of exterior of seminary on cover. Information for spring term commencing Feb. 27, 1872. Lists Board of Instruction. The inside page provides information on Board and Tuition - Boarding Department is exclusively for young women - Price $40.00 per term, All Found. Additional information for young men. Also includes information on a Preparatory Department. An arrow has been drawn to a window on the second floor "My Room" is penned in the margin. A news clipping on the ordination of a pastor. Last two pages blank. (#) $85.00

The Maine Female Seminary was a three-story building which sat across the street from Gorham Academy. Built in 1837, the Female Seminary was to be used as a dormitory together with other Seminary activities. In 1861, the Seminary and Gorham Academy were united under the name of Gorham Seminary. It closed in 1878 and was given by the Town to the State as a dormitory for the Normal School. In 1894 it was destroyed by fire.

6. [Sporting][ Horse Racing][ Cock Fighting] American Turf Register and Sporting Magazine, Vol. VIII, No. 9 Gideon E. Smith. Baltimore. May, 1837. 47 pp wraps. Content includes John Bascombe, memoir, pedigree and performance; Robin Hood, pedigree and performance; Division of Purses; Sports of the turf in France; Rules of the pit; Adventures in the Rocky Mountains; Racing calendar and much more. Frontispiece John Bascombe. Measures 10" x 6". Heavy water stain throughout and cover wear. (#20128423) $75.00
Historical Memorabilia

7. [Civil War][Coded Correspondence][Draft dodger.] Henry Henderson Hannan **Coded Correspondence Civil War Draft Dodger Fleeing to Canada.** Swan Creek, Gallia Co., Ohio. 1864. Correspondence written by Henry Hannan, a college student, to his sister while fleeing to Canada to avoid the draft. The first letter is dated Oct. 8, 1864 with a second portion written on Oct 16th, to his sister (Rhoda). The entire letter is written in code and begins "X 0118-UU 7TXU 75 95N", Luckily the entire letter has been deciphered and is written in pencil above the code. It describes his current location and desire to get to Pittsburgh on his next portion of the journey. Comments on good friends who are "better now "The entry from Oct 16 indicates he will leave for Pittsburgh in the morning and will write again soon if he arrives safely. The second letter, dated Oct 23, 1864 begins with him writing in normal script advising his sister he has arrived safely in Bradford, Ont. Canada. The cost of his journey was $63.63. At the end of the second page he again writes in code as he is describing his route and encountering several others both going to and returning from Canada. The conclusion of the newsy letter warns her to take care in what she writes that may cause her trouble. Letter sheet measures approximately 8" x 5 1/2". Also includes posted cover to sister in Swan Creek OH. (#27003512) $325.00

Henry H. Hannan (1844-1879) upon returning became a land emigrant agent out of Swan Creek, Ohio, who was active in selling land in Texas throughout the 1870s.

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Medicine...
8. [herbal remedies][quackery][sensationalism] Advertising Blotter - Phillip's Indian Herb Cough Cure - Image from photographs of Bulldog and Toddler with a Rifle. . . A 3 3/8" x 6 1/2" advertising blotter printed in black and white with two images from photographs. The first is a bulldog sitting at attention. Captioned "I am Barking For Phillips' Indian Herb Cough Cure. Nature's Best Remedy for Coughs, Colds and La Grippe. manufactured only by A. J. Phillips, Norwood, NY USA. The second image is a toddler holding a rifle and wearing a bullet belt. It is captioned "Shoot that cough with Papa’s Indian Herb Cough Cure. It will do thee good." The reverse is blank. Light to moderate wear. (#26024956) $35.00

9. [Medicine][Science & Technology] Tivey's Seamless-Heel Elastic Stockings - Directions for Measuring Elastic Hose for Thigh, Knee or Three-Quarter Hose, Anklet, Leggin, Knee Cap, Thigh Piece, Abdominal Belt, Armlet and Wristlet. Tivey's & Co. Newton Highlands, MA. c1876. Three (3) instructional sheets with comprehensive instructions for measuring various body parts for custom made elastic stocking. The largest is 8 1/2" x 6 1/2" and depicts an illustration of woman showing placement/location of each stocking. The smaller two depict a leg only. Available in Silk and Cotton. (#24016234) $55.00
Patented May 14, 1876 - changing the elastic stocking seam from the line of the heel tendon to the side. Elastic stockings were originally patented in 1780. Precursors of today’s anti-embolism compression stockings.

10. [patent medicine][quackery][get rich quick][health and beauty] Prospectus and Promotional materials for selling Egyptian Regulator Tea. c1900. 24 pp prospectus and promotional brochure encouraging individuals to become sales agent for the Egyptian Drug Company selling Egyptian Regulator Tea. A buy low, sell high scheme including illustrations and text promoting the tea's effect on indigestion, pimple, boils, old sores, ulcers, dyspepsia, corpulence, sick headache, rheumatism, nervous debility, neuralgia and premature old age. Additionally includes numerous testimonials. The back cover depicts a scene on the plantations of the Egyptian Drug company, at Karnak, Upper Egypt. Additionally, includes an order form and a single fold pamphlet titled “The Secret of Beauty” with before and after illustrations to be disseminated with the product. With original envelope. Brochures measure 8 1/2” x 6”. (#27003517) $75.00
Social History


1. Avoid slang and cultivate propriety of expression always.
28. Never give your advice unasked.
67. Tell the truth, even at the cost of dulness (sic).
94. Try always to keep conscience alive in your breast.

The inside covers promote various Kohler products including Headache and Neuralgia antidote and one-night corn cure. The back cover depicts a liberated modern woman sipping her Kohler "Antidote for Headache and Neuralgia. Measures 5 1/4" x 3 1/2". (#27003585)   $45.00
13. [Fashion][Crocheting][Women] Anna Valeire  **Finished Yokes of Beauty - Box No. 6 - Patterns**  E. C. Spuehler.  St. Louis, MO.  15pp pattern book with images from photographs and instructions for Lovely New Designs & Styles in Filet & Fancy Crochet with Complete Instructions & Illustrations Shown over 1/2 Actual Size.  Each page depicts an image from a photograph of a particular style of yoke accompanied by a narrative instruction on making it.  The center pages include images from photos of six different yokes worn by Anna Valeire.  Elegant and fine work.  Measures 11" x 7 3/4".  Accompanied by card with two (2) different gem size photos of a women wearing a yoke crocheted in black thread.  Corner chip front cover.  Light to moderate wear.  (#27003653)  $45.00

**Women**
14. [Women][ WWII][ Novelty][ Comic][ gender roles] R. M. Barrows  *I’ll Soon Come Back to You, Sweetheart! A Service Woman’s Fun Book* Consolidated Book Publishers. Chicago. 1944. 32 pp comic or fun book designed specifically for women in the military. Includes relevant comics showing women in the military, gender role conflicts, articles by humorists including S. J. Perelman, Nina Wilcox Putnam and others. The center page is a tribute to women in the military with a verse titled

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To the Girls!
Here’s to the girls of our Nation--
Our women who’ve entered the fight.
They have plenty of nerve,
And they’re in there to serve
Till the world once again is all right!
So let us all hop to attention
And give them a grand salute--
These queens of our land,
Who are lending a hand
To help give the Axis the boot!
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Measures 8 3/4" x 6". Two (2) half pages are lacking; presumably cutting out favorite cartoons. (#27006412) $75.00

15. [Original art][ Made by Hand][ Paper Dolls][ Social History] Jane Langton  *Original Art - 2 Watercolor Paper Dolls and Costumes in Stylized 1850s attire* . . . Four (4) original watercolor designs are attributed to Jane Langton while a graduate student at Radcliffe. Although not signed they were given to the previous owner by Ms. Langton as her work. Finely detailed well executed art. Created on art board, each measure 12" x 8 1/2". (#27015213) $375.00

*Jane Gillson Langton (1922-) is an American writer and author of children’s literature and mystery novels. She both writes and illustrates her novels. Previous owner indicated they came with a note "I made these tiresomely stylized dolls when a graduate student at Radcliffe, about 1946."*
16. [Civil War][ Union Women][ Confederate Women]  
**No. 10, A Few Words in behalf of the Loyal Women of the United States by One of Themselves**  
Loyal Publication Society.  . May, 1863.  23 pp pamphlet.  No. 10 in a series of 17 published by The Loyal Publication Society relating to the Civil War. An essay by a Union woman contesting the opinion "But for the courage and energy of the women of the South, we believe the Rebellion would not have survived to this time. Had the women of the North with like zeal addressed themselves to the work of encouraging a loyal and devoted spirit among us, the copperhead conspiracy in behalf of the enemy would have been strangled at its birth, and the rebels would have been strangled at its birth, and the rebels would have learned, long ago, the futility of expecting aid and comfort from such a source". Measures 9' x 6'.  
(#27003845)  
$250.00

17. [Wellesley College][ Dana Hall][ correspondence][ memorabilia][ woman history][ European tour]  
**Collection of 55 items of Correspondence and Memorabilia of Clara Wallower, Dana Hall, and Wellesley College, Class of 1902.** Wellesley, MA. 1896-1936.  This collection centers around correspondence to Clara Wallower's time at Dana Hall and Wellesley College in 1896. The early letters are mostly from her friends or family in Pennsylvania. Discussions on her fretting over school work, the passing of her grandmother and a disagreement with a friend, Rowana Millar. Some of the letters are addressed to "Taddie", an apparent nickname for Clara. One such letter is from March 1900, sent by her father he discusses a banquet he will be attending, while traveling on business that will benefit the Joplin branch of the YMCA. Additionally, he also sent and discusses a newspaper clipping that announced Rockefeller's gift of $100,000 to Wellesley.  
In 1897, Clara and her parents took a trip to Europe. After she returned home, one of her fellow traveling partners, Mary, who had continued on with her European tour, wrote to Clara of her
experiences. The letter consists of Mary's time in Germany in August/September of 1897. She was present when the King of Siam, King Chulalongkorn, otherwise known as Rama V, visited Germany on his grand European tour. She caught sight of him two times, first while visiting the Charlottenburg Palace and the tomb of Queen Louise of Prussia, where he was touring there with Prince Albert. Apparently both their carriages left at the same time, and Mary's carriage was able to drive side-by-side with the King's for several minutes. According to Mary, the King smiled and bowed to them. The second time Mary saw him was during a parade held in his honor in Berlin. She describes the parade as "thirty to forty thousand troops, all finely dressed, marched by and the Kaiser and Kaiserin on horseback." Mary concludes the letter discussing various gifts she purchased, such as a seal fur coat, and how she developed the film she had taken on the trip.

Clara received three letters from an Olive Wells, who was also on a world tour at the time. The first letter in July 1897 describes her trip to China. Olive was not impressed at all by China, and was horrified by several of the things she saw there. She describes how Chinese woman would have their feet bound and are therefore unable to walk without the help of a maid. She describes how disturbed she was to see dead rats for sale on the streets and how she was called 'foreign devil'. She appears to have gotten along better on a small island she stopped on, during her passage from Hong Kong to Sydney, Australia. Her second letter is from October 1897 when she has already reached Italy. She talks briefly about her time in Italy and the cities she plans to visit, before discussing the classes she would like to take back at Wellesley and where she might stay when she returns. Her last letter is from January 1898, when she has returned to her home in Brooklyn, NY. In this letter, she is responding to some relationship drama between one of their common friends, Carrie, and her ex-fiance Don. Don had written Clara (letter is included in collection) asking her to talk with Carrie and report back to him. Clara, unsure of what to do, had turned to Olive for advice.

Most of the remaining correspondences are either invites between Clara and other Wellesley girls, inviting each other to lunch, or courtship correspondence.

In addition to the correspondence, there are also various items of memorabilia relating to Clara's time at Wellesley. Including a formal acceptance letter, her academic transcript, two programs from Wellesley Tree Day, dated 1897 and 1899. And one from 1896's Float Day. The last couple of programs in this collection are from the Glee and Mandolin Club Concert for the years 1897 and 1899.

The collection also includes various invites either to or from Clara to a variety of clubs or activities at Wellesley. They include

- The Agora of Wellesley, a political society. There are two invites, the first of which is from 1897 to discuss the 'Cuban question', and the second is from 1900 to discuss the 'Transvaal question'.
- Membership in the Tau Zeta Epsilon Society, whose goals are to further the study of arts in a scholarly fashion. The invite 'requests the pleasure of your company at The Barn'
- The "Faculty of Stone Hall" from 1899.
- The class of 1899 to meet the class of 1898 from June 1898.
The last two items of the collection are a bit of outliers. The first is an original song composed by 'Elizabeth' in 1900. The relationship between Clara and Elizabeth is unknown. The other dates to 1936. It is a typed copy of an address given by Albertine Reichle (Class of 1939) in memory of "Norumbega's founder." As Norumbega is a building on the campus, it appears that it was meant to honor Alice Freeman Palmer, the president of Wellesley college when it was built. The guest of honor was then Wellesley President Ellen Fitz Pendleton, who would die later that year.

Taken as a whole this collection of over 55 items provides a great window into the life of a Wellesley girl at the turn of the 19th century.

To view this collection, please click on the following link:
https://goo.gl/photos/7tkUCSU17pfsqNVN6
(#27011201)  $325.00

Clara Wallower was born on April 16, 1880 to Elias Zollinger Wallower and Maria Dorothy Hoover Wallower in Harrisburg, PA. Her father was a prominent business man who owned the Harrisburg Star Independent newspaper and was also member of a group of Harrisburg investors who were financing mining operations in the mineral district of southwestern Missouri. He took great personal interest in the growth of Joplin, Missouri, investing much of his own personal wealth in the city, and even eventually building the Keystone Hotel in downtown Joplin. Due to her father's financial success, Clara grew up in wealth and privilege. She attended the Dana Hall School, which is an independent boarding and day school for girls located in Wellesley, Massachusetts. The school served as Wellesley College's unofficial preparatory program, and indeed Clara was admitted into the freshman class of 1898-1899 at Wellesley. She would eventually graduate in 1902 and settle back down in Harrisburg, PA and marry Horace Montgomery Witman. Both her daughters, Harriet and Barbara, would attend Wellesley College. Clara died in 1964.

It’s all about the Children

Materials in this section will always be about the children…
19. [Bookseller Promotion][ Hand colored woodblock printing][ chapbook] Small Advertising Flyer - Mary with Her Flowers B. Bramell. Philadelphia. 1835-1851. A 6 3/8" x 5 7/8" advertising broadside or flyer with a full-page hand colored wood-cut captioned Mary with Her Flowers with an illustration of a child holding a basket of flowers and picking a rose. Captioned Published by B. Bramell, 572 North Second Street, Philadelphia. Heavy wear. (#27008653) $85.00

20. [made by hand][ Froebel][ Kindergarten][ watercolor] Thea Hutchinson Album of Kindergarten Art . . 1895. A 9" x 9 1/4" handmade album consisting of 18 pages with items applied on both sides. Created by Thea Hutchinson in 1895-96. It includes an array of work including pin prick art (4), embroidery samples (8), watercolor drawings on shaped paper (6), folded paper (7), Woven paper mats (7), geometric shapes applied to paper (11) applied leaves, drum constructed of paper, water colored mimeographed sheets (5) and more. A few items of note include the woven paper log home, an embroidered and watercolor American flag and a drum constructed of geometric paper strips. Some items inserted, while most applied to pages. Heavy cover wear. (#27013253) $225.00

Fredrich Froebel's (1782 -1852) Kindergarten methods include play-based, child-centered, holistic education, along with parent involvement, educational paperfolding, use of music, games, and movement activities for education.

Froebel saw mothers as the ideal first teachers of humanity. Women, he believed, were best-suited to nurture children and became the Kindergartners (teachers) for his schools.

Froebel laid the foundation for modern education based on the recognition that children have unique needs and capabilities. He created the concept of the "kindergarten".
21. [Civil War][Pretend Play][Paper Playthings] **Tableau of Sheridan’s Ride at Winchester, Supplement to the Boston Sunday Globe, April 12th, 1896.** Forbes Co. Boston. 1896. An uncut 10” x 7 1/2” supplement to the Boston Sunday Globe. This tableau is to be used in the Globe Theatre, “if you haven’t got a theatre, send 5 cents to the Boston Globe and get one” Includes six (6) pieces to be assembled to create a theatre scene recreating Sheridan’s Ride. Reverse is blank. (#27005864) $95.00

Other scenes from this series include Battle of Bunker Hill, Surrender of Lord Cornwallis, Jackson at Battle of New Orleans and Admiral Farragut at Mobile.

22. [Pretend Play][Nursery Rhymes][Paper Toys] **Three Little Pigs Cutouts** Whitman Publishing, Racine Wis. 1939. 6 card stock pages with punch-out characters and accessories. No narrative except for brief directions on placement, etc. All characters self-standing with side easels. Indoor and outdoor scenes with the 3 little pigs, their mother and the Big Bad Wolf. Measures 8 3/4" x 9 3/4". (#27015321) $50.00

Collections – Advertising to Children; methods, impact and implication – Children as adverting pawns

We will be including 2or 3 collections focused on advertising to children in the several e-lists.
24. [advertising][anthropomorphic][children's books][nursery rhymes] **Collection of 27 Advertisements Pamphlets Promoting to Children – Classic Literature with Product Themed Characters. 1870s - 1930s.** As advertising directly to children started to become more common place companies had to come up with a variety of ways to reach their intended market. Essentially, the advertisers would either retell classic stories with their products inserted in them or create tales based on the originals to fit their needs. This collection includes:

1870s, 3 items:
- **Sea Form**, a baking powder produced by the Gantz, Jones, and Company, created a book called "The Adventures of Humpty Dumpty". In it, instead of Humpty Dumpty falling off a wall, he falls from rising bread dough, after it has risen too much due to an excessive amount of baking powder.
- The last two items in this section were both printed by Clark's ONT, a company that made cotton thread.
  - "The Adventures of Teasing Tom and Naughty Ned", who use Clark's ONT thread to fool their grandmother into cooking them a meal.
  - "Bye-a-Baby Bunting and other Rhymes" is a collections of various short nursery rhymes, such as 'Hickery, Dickery, Dock'.

1880s, 5 items:
- Clark's ONT produced four out of the five items in this collection for this decade.
  - "The Bad Boy and ONT", a tale where a mischievous boy uses Clark ONT labels to wreak havoc on his community.
  - The other three are a series of collections of nursery rhymes. They are entitled, "Little Bo Beep and Other Jingles", "Jolly Miller's Wife and other Rhymes", and "Clark's ONT Rhymes for All Times". The latter two books intersperse beautifully colored illustrations in-between black and white line drawings.
- "The Story of Elithan" produced by the Londonderry Lithia Spring Water Company of Nashua, NH. Elithan is a gnome who tells the story of the water that comes from his spring.
1890s, 1 item:
- The item in this decade is entitled, "'Bear' In Mind". It was produced by the Pettijohn's Breakfast Food Company (later purchased by the Quaker Oats Company). It is a die cut booklet in the shape of a bear. Inside, it tells the story of two siblings, Freddie and Helen, and their meeting with the Fairy Bear.

1900s, 4 items
- The first three items were published by Faultless Starch, now known as the Bon Ami Company. A series of 36 books were printed by the company, and in the late 1890s, one of their salesman, John Nesbitt, took wagonloads of the books into Texas and Indian Territories and attached them to the Faultless Starch boxes with rubber bands. The books were designed as a supplement or substitute for school texts and primers and many people learned to read using them. The books were published between the 1890's to the 1930's. The books were in the form of a parodies of famous stories, fairy tales, and rhymes, with jokes, games and short articles. This collection has
  - Vol. 22, entitled "Upside Down Land"
  - Vol. 25, entitled "Elisa May"
  - Vol. 27, entitled "The Van Troons."
    All three were mostly likely printed between 1900-09 based on the volume number and the lack of a Good Housekeeping Seal (started in 1909) on the facsimile of the product's box on the back cover. The stories are told in verse, and each book is full of charming line drawings illustrating the story.
- "Ye Booke of Spotless Town" published by the Sapolio Soap Company. Sapolio is often described as "probably the world's best-advertised product" in its heyday and only began to decline in sales when owners decided that their position in the market was sufficiently insurmountable as to let them discontinue most advertising. However, despite the brand's original overwhelming market position, it was overtaken by competitors within a few years and disappeared from the market before World War II. Sapolio has published a whole play extolling on the virtues of its soap. One could even receive the sets and partial costumes from the company at the cost of $1.
The last item in this section was produced by Diamond Dyes, a dye manufacturing company based in Vermont. In verse, it tells the story of "Four Children, Merry & Wise", who each represent one of the four seasons. In the tale, each child tells how diamond dyes can be used in their respective season.

1910s, 4 items:
- Bloch Go-Cart Company who made baby carriages. The small booklet, no more than 2 1/2" x 2 1/2" is shaped like a child's toy building block. Each page in the tiny booklet has a short rhyme and a small black and white illustration.
- "The Presto Family", was published by the H-O Company, the manufacturer of Pesto Cereal. This booklet used a beautiful two color lithographic printing process to tell the short story of Sally Lunn and her desire to throw a party. There is an original five cent coupon attached.
- "Alice and Lowney Land", which uses the characters, Alice, Tweedledum and Tweedledee to advertise for Lowney Chocolate.
- "The Adventure of Jim and John and Jane" which was published by the Dennison Manufacturing Company. The booklet tells the story of three children who get lost on an island and use 'Dennison's Glue in Tubes' to solve all their problems. It is a wonderful short story with charmingly detailed black and white line drawings on every page.

1920s, 6 items:
- "Further Adventures of Jim, John and Jane", and it is a continuation of the story published by the Dennison Manufacturing Company described in the 1910s section.
- "The Chick that Never Grew Up". Published by the Bon Ami Company, it tells the story of the Princess of Bon Ami in her search for a product that will help her keep her castle clean. The booklet is full of whimsical color illustrations. (The pages are partially detached from below one of the binding staples).
- Two books published by Postum Cereal Company (which later became General Foods).
  o "A Trip to Toastie Town". The story is full of brilliantly colored illustrations that tell the story of Bobby's trip to Toastie Town with the help of "Indian Midgets".
  o "The Wonderful Lunch Boxes" tells the story of a wheat field which is eventually used to make cereal at the Postum Cereal Company. Accompanying the story are charming illustrations depicting an idyllic farm life.
- "Welcome to Toyland" published by the Lit Brothers which was a department store in Philadelphia. It tells the story of Santa and his helper preparing for Christmas and making all sorts of toys. Illustrations by C. M. Burd do not match up with the story, but rather the short poems printed under the illustrations.
- "One Little Penny and How He Grew", and published by The Merchants National Bank, in New Bedford, MA, it tells the story of a little boy who learned how to save his pennies instead of spending them on candies and toys. Although not promoting a product to purchase, it is promoting the services of the bank. The book is full of amazing color illustrations that weave around the text. At the end of the book there is a short blurb that states "A penny saved, is a penny gained." It then encourages the reader to remember to save their money and when they get old enough, they should save their money in a real bank.
1930s, 4 items:

- "Jack and the Sugar Cane". It was published by the National Sugar Refining Company of New Jersey, the owner and producer of Jack Frost Sugar. 16pp. booklet tells the story of Jack, the little boy on the package of sugar who holds up a sign, and how he sets off to discover exactly how his company produces sugar. The story itself is more factual than entertaining.

- "Jingle Book: In Rhyme and Prose Telling the Story of Talon Fastened Clothes", and was published by the Talon Company, the inventors of the zipper. The booklet features photographs of four NBC radio children starts from the 1930s (Jerry Buck, Joyce Van Patten, Jean Harris, and Barbara Devine) as the showcase zippers.

- "Lois Sage et tu Seras elue Comme L'est la Poupee "Tortue" (Wise laws and you will be elected as is the doll "Tortue"). It was published by the Germany doll making company that produced Schildkrot celluloid dolls. The booklet, written in French, was produced for their French market, and was illustrated by Ilse Wende-Lungershausen. Each tells a short story in order to portray a moral, such as "Do onto others, as you would have others do onto you."

- "Oliver and Oliver", was published by Palmolive, the soap makers. It tells the story of a boy and a girl who travel via a bubble to learn how Palmolive soap is made. Illustrated in simple but charming black and white drawings, the book features several cut out sections that allows the reader to interact with the story.

To view additional images, click link:  [https://goo.gl/photos/TNum6HcoJ8fnyuZA](https://goo.gl/photos/TNum6HcoJ8fnyuZA)

(#27100105) $1,150.00
encourage repeat business by creating an emotional bond to premium perhaps more than the product. Toys and in this instance paper dolls were often linked to the product and available free with the product or available for the price of postage. Persuasive children desiring the paper toys becoming a pawn of the advertiser.

Most of the materials in this collection are from the Victorian era. The invention of color lithography allowed printers to produce large quantities of relatively inexpensive colorful, attractive prints. As noted above, companies attempting to promote their various goods soon began to utilize this process to print series of paper dolls aimed to entice children in order to use them to against their parents in hopes that they would buy their product. Since the dolls normally ran in series, multiple purchases were nearly a given to complete a set. This was a fairly successive marketing strategy used by lots of companies supplying a variety of products, from baking items and tobacco, to coffee or shoe polish.

Although intended as a mechanism to sell product these premiums knowing or unknowingly helped to socialize children by demonstrating role models, gender roles, acceptable social performance and more. Additionally, they presented a window into society, as the subjects of the paper dolls often reflected “the finer things in life” that many children weren’t easily afforded. McLaughlin Coffee in particular presented imagery of upper class and privileged individuals and their environs. Additional themes were (exotic) people from other lands, pretend play (children in adult situations), royalty and metamorphic novelty items.

The collection features over a hundred paper dolls from the McLaughlin Coffee Company. There are dolls from nearly ever series, such as Standing Animals with Costumes, Queens & Nursey Rhymes, Sixteen Victorian Ladies and the Cape Series. Of interest in this series is the tongue in cheek humor used. For example, the Bull in the Standing Animals with Costumes series is dressed up as a butcher, and the hands of the Marie Antoinette doll in the Queens & Nursey Rhymes are bound as if she is heading to her execution.
Another company whose paper dolls feature heavily in this collection is Lion Coffee, with over 90 dolls spanning several different series. Series included are: The Standing Brownies, The Riding Brownies, Occupations, Nursery Rhymes Dolls, Children's Doll with Stories, and A Doll House. In the Children's Dolls with Stories series, one of the dolls in this collection representing the character of Blue Beard is shown holding a decapitated head.

One of the earliest paper dolls in this collection was distributed by Diamond Dyes and the dolls were meant to showcase the types of fabrics and dyes the company produced. Each doll was named along the lines of Fast Black for Cotton.

In 1895 Blackwell's Durham Tobacco Company launched a series of paper dolls called The Fashion Dolls, which featured a family of six (6) dolls (Mother, two Elder Daughters, Young Daughter, Young Son, and Maid & Baby) and numerous outfits. This collection contains a little over half of the ninety-one (91) pieces in this series. This is a particularly striking series for the beautiful fashion it portraits in the clothing pieces.
The company called None Such New England Mince Meat, featured a series of five (5) ethnic dolls. Each doll was made to represent two ethnic groups and came with two costumes meant to represent both ethnic groups. This collection features all five dolls (American & French Doll, German & Swiss Doll, Japanese & Chinese Doll, Russian & Spanish Doll, and Turkish & Indian Doll) and outfits, and is only missing a few of the accessories.

Also in this collection are several similarly themed paper doll series such a "Dolls of the Nations" or "Dolls of the Allies" produced by Clark's ONT and Corning's ButterCup Ice Cream respectfully.

In the 1940s a company called Bendix Radio produced a series of eight (8) photo real dolls, each portraying a different rank in the various Armed Forces. The dolls are Air Officer with fur lined jacket and helmet, Army Air Force Officer with parachute harness, Captain Army Air Force, Commander Coast Guard, Flyer with high altitude suit, Lieutenant Navy, Marine First Lieutenant, and Second Lieutenant with Modern Mae West vest. This collection contains all eight (8) dolls within the set.

The condition is generally very good. Most dolls in this collection are cut. A database of the dolls in the collection is available upon request.
### SUMMARY BY MANUFACTURER AND SUBJECT MATTER

<table>
<thead>
<tr>
<th>Manufacturer/Subject Matter</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>A &amp; P the Great Atlantic &amp; Pacific Tea Co</td>
<td>4</td>
</tr>
<tr>
<td>Adam's Pepsin Tutti Frutti Gum</td>
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<tr>
<td>Ayer's Sarsaparilla</td>
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<tr>
<td>Barbour's Irish Flax Threads</td>
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<tr>
<td>Beecham's Pills</td>
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<td>Behr-Manning</td>
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<td>Bendix Radio</td>
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<td>Blackwell's Durham Tobacco Co.</td>
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<td>Bontex Wash Fabrics</td>
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<td>Boraxine</td>
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<td>Burnham Company</td>
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<td>Clark's ONT</td>
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<td>Coca-Cola</td>
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<td>Cordova Coffee</td>
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<td>Corning's ButterCup Ice Cream</td>
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<td>Cottonlene</td>
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<tr>
<td>Diamond Dye</td>
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<td>Dr. Harter's</td>
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<td>Dwight M Baldin Jr, Dwight's Flour</td>
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<td>Enameline, J L Prescott &amp; Co.</td>
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<td>Estey Organ Company</td>
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<td>F W Rueckheim &amp; Bro</td>
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<td>Gronseth &amp; Olsen's Viking Coffee</td>
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<td>Happy Family Candy</td>
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<td>Horsman</td>
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<td>K C and I C Baking Powder</td>
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<td>Pozzonis</td>
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<td>Reid, Murdoch Baking Powder &amp; Ground Spices, Reid, Murdouch &amp; Company</td>
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<tr>
<td>Somervilles Pepsin Gum</td>
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Stollwerck’s Breakfast Cocoa 3
Sunshine Finishes 1
The Singer Manufacturing Co 1
The Spool Cotton Co. 5
Tonette 1
Twinkles 1
Unknown/Unidentified 9
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Willimantic Thread Company 2
Worcester Salt Company 4

BY SUBJECT MATTER
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Socialization 4
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Women's Work 3
(blank) 69

Grand Total 427

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