

MARC SELVAGGIO, BOOKS & EPHEMERA

Catalogue Number 144

EPHEMERAL AMERICANA

The PROFIT
in
POPCORN

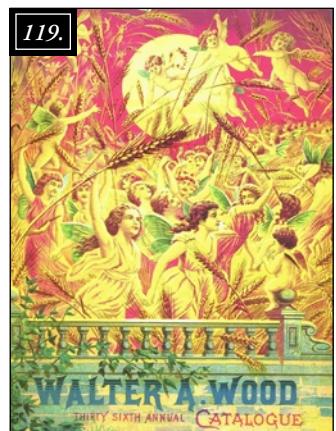
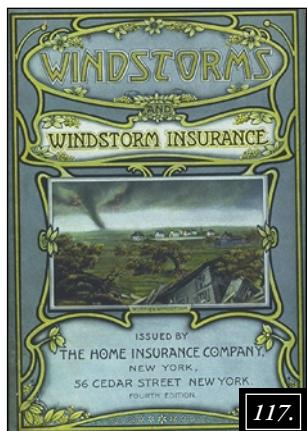
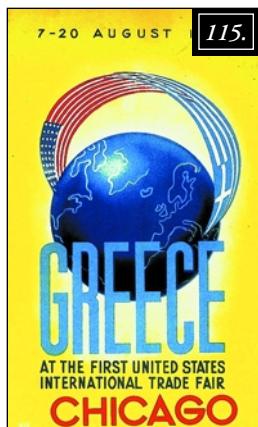
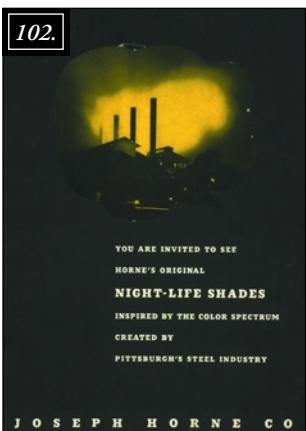
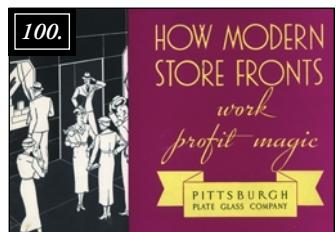
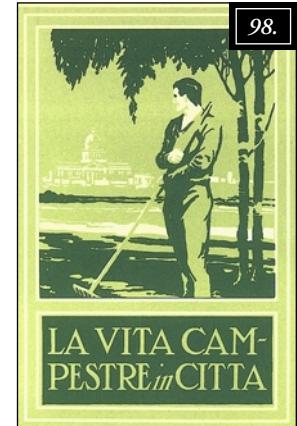
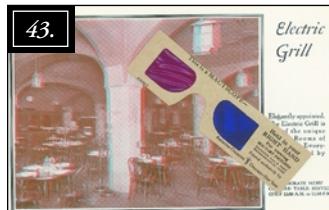
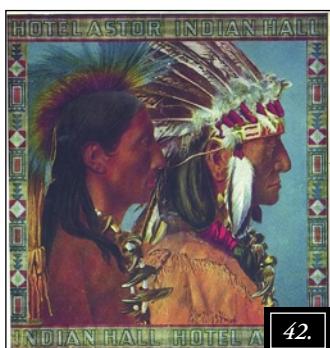
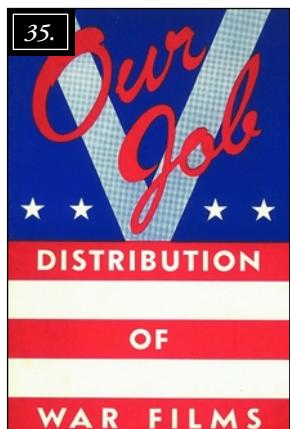
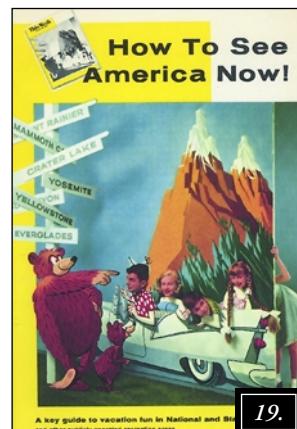
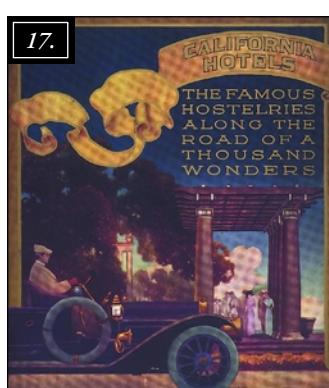
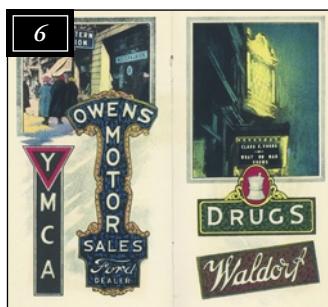
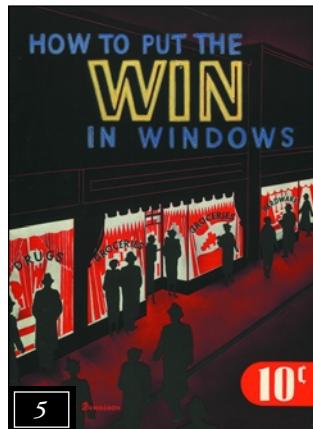


National Sales & Mfg. Co.

Famous National Peerless Corn Poppers and Roasters

Des Moines, Iowa

BOOKS, PAMPHLETS, & PRINTED EPHEMERA



EPHEMERAL AMERICANA

BOOKS, PAMPHLETS, & PRINTED EPHEMERA

Catalogue Number 144

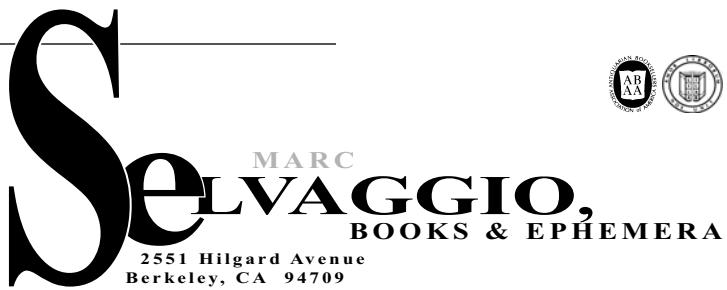


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THIS CATALOGUE is a sequel to my seven previous catalogues [Numbers 124, 128, 130, 133, 137, 139, 140] that were devoted to **printed ephemera**—that is, items bound in paper covers (aka, wrappers) rather than books with cloth-bound covers.

The physical construction of wrapper covers naturally lends itself to items usually devoted to uses of an ephemeral nature—*advertising flyers, cooking pamphlets, trade catalogues, land promotions, travel brochures, etc.*

In my search for bibliographical information [such as author or publication date], and for signs of institutional scarcity [or abundance], I checked almost every title here against the OCLC [World Cat.], as well as specific institution catalogues. However, I do understand that (1) not all institutions have their catalogues listed therein and (2)

much ephemeral material of the kind offered here simply has not been catalogued or completely accessioned. Therefore, “Not located in OCLC” means that I performed a search, usually under a few different parameters [e.g., publisher/publisher location], but did not turn up any holdings. It does not necessarily mean that a copy is not lurking in some folder or phase box.

When I use the descriptive phrase “Profusely illustrated,” this means that there is almost, if not always, an illustration on every page. All items, of course, are sent on approval, which allows you to inspect any items against those of similar nature or title. I will be happy to send a scan of any item upon request.

Much like *Dr. U.S. Manuels Course of Physical Culture* [item #249], this catalogue has been “approved of by a jury of experts”!

ORDERING INFORMATION:

CONDITION: Unless otherwise noted, an item is in the original binding (as issued), octavo or 12mo in size, and in what is generally accepted as very good second-hand condition. All major defects are noted (although ownership marks such as signatures and bookplates may not be noted unless they substantially add to or detract from the book's interest). The edition or printing is noted when known or important; no citation of edition usually means that the item is a first printing or first edition. “Wrappers” denotes an item with paper covers.

HOW TO ORDER: All items are subject to prior sale, and as I usually have only one copy in stock of each, I **strongly suggest a speedy placement of your order**. Feel free to order at any time, day or night, via voice mail, or email. **Please Note:** I no longer have an 800-number, nor a fax number.

TERMS OF SALE: ANY ITEM IS FULLY RETURNABLE FOR ANY REASON WITHIN 7 DAYS OF RECEIPT. I would appreciate it, however, if you could notify me immediately of your return, as it is likely that I will have received a duplicate order.

PAYMENT: CWO. Payment can be made by check (in U.S. funds and drawn on a U.S. bank), or money order. Foreign wire transfers may also be made into my Spanish (BBVA) account (information on request). **Institutions will be invoiced, and can be billed to fit their ordering or fiscal year requirements.** California residents who do not have a resale tax certificate will be charged sales tax. Discounts to the trade are offered on a reciprocal basis, and only on invoices paid within 30 days of the invoice date.

SHIPPING: Shipping charges are extra. Within the U.S. I prefer to ship via Priority Mail, but I will be glad to accommodate your preferences, including UPS services or Federal Express. Shipments outside the U.S. will be at cost.

Shipping within the U.S.
\$5.00 first item, \$1.00 each additional item.

Cover Illustration: Item #165 (p.23).

Advertising, Business, Commerce



1. [Advertising Calendar] **Hilton, Hughes & Co.** *Compliment of... Furs, Fur Robes and Wraps...* NY: Giles Lith., 1893.

Chromolithographed calendar with illustrated board [7 x 10 in.] that has 12 separate leaves [affixed by staples at the top], being a two-toned lithographed calendar—the image and advertising text is different for each month. Small brass hole at top for hanging. ¶ Handsome Victorian advertising piece from this New York (Broadway and Fourth) store that sold clothing, carpets, dolls, dress trimmings, travel apparel, etc. Not located in OCLC. 100.00

2. [Advertising Calendar] **Singer Manufacturing Co.** *The Great West in the 17th Century, Its Discovery by the French.* No place, 1903. Four separate chromolithograph illustrated boards, with text printed on verso; with string-tie through the set at the top. ¶ Promotional calendar from the sewing machine, issued for 1904, and a subtle tie-in to the Louisiana Purchase Exposition. Center scenes by J.H. Marchard, of French explorers—La Salle, Hennepin Marquette, Le Salle again ("Leaving Fort St. Louis of Texas, A.D. 1687"). Excerpts from Parkman's La Salle and the Discovery of the Great West" printed on verso. Bright set. OCLC notes only a digital copy at the Smithsonian. 125.00

3. [Advertising] **American Can Co.** *Help Make America Strong.* [NY, ca. 1943]. 4to. [20]pp including pictorial wrappers. PLUS: H.J. Heinz. A Guide to Wartime Cooking (46pp + wrappers, illus). PLUS: Pillsbury Flour Mills. Fightin' Food. How to Eat Right on Your Fair Share of Rationed Foods. [Student Edition]. (4to, 12pp + wrappers, illus.) PLUS: Standard Brands. Victory Cake Recipes. (1942, three-panel folding flyer). Four American companies throw their weight, and food products, into the war effort. OCLC notes two holdings for the first pamphlet (Iowa State, San Antonio). 60.00

4. [Advertising] **Campbell Printing Co.** *Advertise Your Dances With Pictorial Placards.* This circular shows reproductions of our four pictorial Dance placard designs. Note the splendid action in all of them. Des Moines, ca. 1920. Large double-sided illustrated sheet, 21 x 28 inches, printed on thin stock and in red and black on white. As noted, four samples of placards (individually available in 14 x 28 in. format), with imprinting available to advertise specific dance events. Bold graphic look. 150.00

5. [Advertising] **Dennison Manufacturing Co.** *How to Put the WIN in Windows.*

Framingham, 1939. 4to. 32pp including color pictorial wrappers. Prof. illustrated. ¶ How to use Deninson crepe paper to create an array of store window displays... plated effect! Ripped effects! Cornstalks! With a seven-page section of "display ideas" in color. "Let COLOR speak in your displays." OCLC notes four holdings (Hagley, Georgia, Enoch Pratt, Hennepin County). 65.00

6. [Advertising] **Flexlume Corporation.** *Ye Sign Board, The Oldest Form of Advertising.*

Buffalo, ca. 1925. 12mo. [16]pp + color pictorial wrappers. Pamphlet printed by American Lithographic. Prof. illus. ¶ Buffalo firm promotes its expertise in designing and creating handsome metal and glass signs for all sorts of businesses (including movie theaters). Eight full-page color pages + numerous vignettes. OCLC locates two holdings (Duke, Hagley). 75.00

7. [Advertising] **Fuller, W.P. & Co., Paint Manufacturers.** *A Tale of Paint* [wrapper title].

[San Francisco, ca. 1910.] 4ff + pictorial wrappers, stapled at top. ¶ Complete set of 16 different, colorfully-illustrated advertising poster stamps from this local paint firm—"Western Made for Western Trade"—each a little poster in itself, especially the title stamp. Stamps advertise various kinds of paints, three with obvious racist (for now) depictions, but standard for the time. Fine. 45.00

8. [Advertising] **Harris Automatic Press Co.** *Offset, "That Something Different in Advertising."* Cleveland, 1925. 4to. 16pp + color pictorial wrappers. Prof. illustrated in color and green-printed vignettes. ¶ Printed completely by OFFSET—the method and press promoted herein, with numerous examples reprinted of the use of color in advertising—from direct mail pieces, brochures, newspaper ads, billboards, product packaging, etc. Center color spread reproduced from "a counter card." Printed on OFFSET paper. OCLC locates one copy (Biblio. Univ. Amsterdam). 85.00

9. [Advertising] **Horne, Jos.** *Some Historical Views of Pittsburgh Together with a bit of Horne History.* Pittsburgh: Pgh. Photo Eng. Co., 1908. Oblong 12mo. [16]pp + pictorial wrappers. Prof. illustrated. ¶ Souvenir celebrating the City's Sesqui-Centennial (1758-1908), prepared by the then-leading department store. 45.00

10. [Advertising] **Hotel & Wine Gazette Pub. Co.** *San Francisco Hotel Gazette.* A

Directory of Hotels, Restaurants, Rooming Houses, General Business and The Blue Book of Time Tables of the Southern Pacific Company and Other Railroad Lines. Vol. 47, No. 2, May 19, 1899. San Francisco, 1899. Tall 8vo. 96pp + decorative wrappers. ¶ Illustrated ads throughout—for hotels as well as for many product lines and services. “Distributed Free Daily on Southern Pacific Trains by the News Agents.” Although issued daily at the time, now fairly scarce—UT Austin has one issue (June 29, 1899) and the microfilm version appears not to be complete (nor includes this date). 150.00

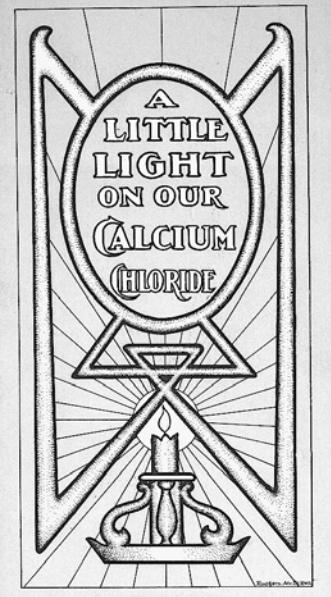
11. [Advertising] **James H. Rhodes & Co. Calcium Chloride.** *A little treatise explaining why it is the best material in the market for refrigerating plants, and why it is superior to salt.* Chicago, 1904. 12mo. 18pp + designed wrappers. Half-tones and line vignettes. ¶ “This Booklet Designed and Arranged by Harry A. Rodgers, Advertect, Saint Louis.” My first encounter with the coined word “Advertect”! OCLC locates one holding (MO Historical). 45.00

12. [Advertising] **N.W. Ayer & Co. Flying Golf. Publicity for The Kellett Aircraft Corporation.** [Chicago, 1931.] Folio, 8pp + wrappers. ¶ A record of this famous advertising firm’s efforts to generate publicity for Kellett’s Autogiro—specifically “a publicity stunt” arranged by Ayer involving a game of golf, “assisted by a Kellett autogiro, in which the player-pilot flew from shot to shot over the Locust Grove Country Club (NJ).” Not only did this “exhibition have excellent news value, sporting and human interest appeal,” but it also demonstrated the various unique features of an autogiro (e.g., “to land in small spaces in difficult territory”). This report includes an original photo (5.5 x 7.5 in.) of the autogiro on the Course (surrounded by male golfers) plus newspaper clippings (illustrated) from the *NY Times*, *The NY Herald Tribune*, *Phila. Public Ledger*, *Brooklyn Times*, *Elizabeth (NJ) Times*, and four other papers. 200.00

13. [Advertising] **New York Barber Co. Brief Talks by The Man Behind the Chair.** NY, ca. 1900. 16mo. [42]pp + wrappers. With six half-tone interior views of barber shops. ¶ Small advertising keepsake by a chain of six barbershops in Manhattan. A memoranda booklet with pithy chestnuts printed on every page, some pushing the business, others just thots: “The elevator man’s business is always up and down. Dogs bark; so do trees.” As these Figaros say, “We distribute these booklets to advertise our business and to give you some new thoughts on old subjects.” Not located in OCLC. 60.00

14. [Advertising] **Red Man Chewing Tobacco. Indian Chiefs in American History.** No place, 1952-55. Complete set of color-printed cards (3 5/8 x 4 in.) numbered 1-40, each with a portrait of a different chief along with a brief biography. Issued separately in packs of this chewing tobacco, 1952-55. ¶ At this time, the product was only sold in the Midwest and South, with national-wide distribution beginning in 1964. Although individual cards appear on the trade-card/auction market, priced between \$6-\$50 apiece, complete sets are not common. Fine. Collect ‘em all! OCLC notes two sets (Yale, Cleveland); LC has a digital image on its website of one card, dating it 1890! 150.00

11.



15. [Advertising] **Standard Oil of California. Perfection Oil Heater Campaign 1917 to help the dealer sell more Perfection Oil Heaters.** No place, 1917. Folio, 4pp folded, opens to 21 x 28 inch poster, profusely illustrated with reproductions of ads and posters. ¶ Promotional booklet to dealers providing samples of the kinds of ads available to them—newspaper, billboard, national magazine, farm paper, window streamers... even a push during “Perfection Oil Heater Week.” The Heaters ran best when burning Standard’s Pearl Oil! “Your customers will see these ads. Will your name be listed?” Not located in OCLC. 60.00

12.



16. [Advertising] **Standard Oil Company (California). Pearl Oil (Kerosene) Heat and Light.** No place, 1920. Folio. 10ff, illustrated. Group of 10 separate illustrated sheets (single-sided), being tear-sheets of a series of 10 different ads to run from October 4 to December 6, 1920, each featuring a distinct benefit of the firm’s kerosene product... heating home, bathroom, kitchen, etc. “Like good coffee, a good oil heater makes a breakfast.” It’s just not as tasty as coffee. 65.00

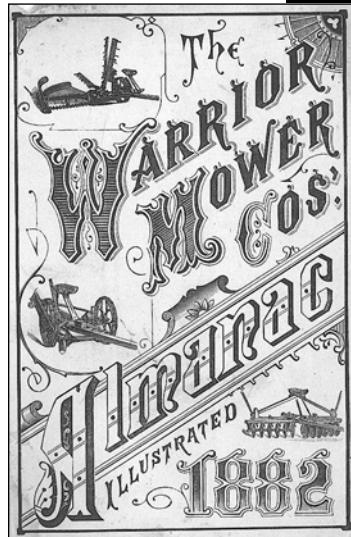
17. [Advertising] **Sunset Publishing Co. California Hotels. The Famous Hostelries Along the Road of a Thousand Wonders.** [San Francisco, ca. 1910.] [32]pp + color pictorial wrappers; small tear at edge of cover. Designed by W.H. Bull, who also supplied the strong cover. ¶ Profusely illustrated and elaborately designed brochure promoting 18 different establishments, from Southern CA (e.g., Mission Inn in Riverside, Hotel de Coronado, near San Diego) up the coast (e.g., Hotel Arlington, Santa Barbara; Paso Robles Hot Springs) to San Francisco and then to Lake Tahoe, with the center spread on Yosemite. 100.00

18.



18. [Advertising] **Swift & Co. Chicago Centennial 1803-1903.** *Use Cream Laundry Soap* [cover title] [Chicago, 1903.] Square 12mo. [36]pp + pictorial wrappers. ¶ Cartoon history of the city, with illustrations by Ralph Wilder, with historical notes; along bottom margin, advertising slogans for Cream Soap (a by-product from the Swift Livestock Yards!). Half of the coverage treats the 1830s... the 1871 fire receives half a panel, then it jumps right to 1903. Nothing, apparently, happened in the "I Will" city between 1872 and 1902. OCLC locates two holdings (Chicago History, Smithsonian). 65.00

20.



19. [Advertising] **This Week Magazine.** *Your copy of The map that "launched" two hundred thousand motorists!* [NY, 1957.] Very large (34 x 52 in.) colored lithographed "Recreational Area Map of the United States" (prepared by Rand McNally) + booklet *How to See America Now!* (24pp + color wrappers) + Smokey The Bear wooden ruler ["Smokey's Friends Don't Play With Matches"] + color illustrated folder. ¶ Package assembled by this Sunday Supplement feature magazine for potential advertisers, pushing its free give-way of the Map—200,000 after four weeks—as evidence that appearance in its publication brings in the readers (and customers). Information on parks (National and State) is keyed to the Map—which was produced just as work on the Interstate Highway System was getting underway. OCLC notes various holdings for the Map, but not (apparently) for the sales folder NOR the Smokey ruler! 50.00

20. [Advertising] **Warrior Mower Co.** *The Warrior Mower Co.'s Almanac for 1882.* Illustrated. Little Falls, NY, [1881]. [48]pp + pictorial wrappers, some light soiling. Profusely illustrated with wood-engravings. ¶ Almanac information, useful tidbits, sandwiched between much advertising copy (some illustrated) on the firm's product line, with testimonials. 75.00

21. [Appliance] **Sears, Roebuck.** *Coldspot Cold Guard Refrigerators. Care, Operation, Recipes.* [Chicago, 1960]. Large 8vo. 32pp + color pictorial wrappers. WITH "Talking Coldspot" Phonograph Record (33 1/3 rpm), on cardboard, 7x7, laid in. ¶ Profusely illustrated booklet introducing the wonders of frozen food, and how to prepare same (presumably unfrozen), with the instructional/promotional record laid in, as issued. The rich tenor voice on the record claims to be a real Talking Coldspot Fridge! Hence, this is a talking-anthropomorphic item. The Coldspot claims that he has been "loved by millions." Not located in OCLC. 65.00

22. [Architecture] **Louis Bossert & Sons.** *The furnace of the city. July 1st, Do you and your family want to live over this furnace— Or* [NY: Society of Modern Art, Inc., ca. 1916.] 4to. Double-flap folding mailing brochure, color front and large color interior illustration + text. ¶ "Or: where the sea breeze blows [?]" Handsome advertising piece for Bossert's Bungalows, featuring the Pocono Hills Bungalow (\$500), prefab cottages for woods or beach. Striking color-printed illustrations by painter and commercial artist Karl [Carl] Link (1887-1977), showing that indeed the heat of American cities was caused by little demons underground! This Bossert publication not located in OCLC. 75.00

23. [Banking] **Cleveland Trust Co.** *Saving Money. The Cleveland Trust Company's Prize Contest for School Children, 1910.* 12mo. 23pp + pictorial wrappers. Text vignette portraits. ¶ Anthology of the essays of the top four prize winners, beginning with 13-year-old Dorothy Rose, who was awarded \$25. Plus excerpts from some other entries and bits of humor and philosophy plucked from some essays (e.g., "We can save money by not buying any foolishness"). The Bank also plugs itself. The Western Reserve His. Society has the text of this work, apparently, but in a different format; that Library also has the 1911 sequel to this contest. 45.00

24. [Banking] **Home Savings Bank.** *Safe Deposit Vaults of The Home Savings Bank, Made of Face Hardened Bessemer Steel Plate.* Los Angeles, CA, 1910. 12mo. 16pp + embossed pictorial wrappers. Prof. illus. ¶ Guide through the vaults and facilities therein, at the Bank's Broadway at Eighth location. Not located in OCLC. 65.00

25. [Business] **Eucalyptus Timber Corp.** *Some Evidence, Arguments and Instances Concerning the Growth, Value and Uses of Eucalyptus Timber* [cover title]. Los Angeles, 1908. [24]pp + decorative wrappers. WITH: newspaper tear-sheet (60cm) of an article from the *LA Sunday Times* (no date), *Eucalyptus Opportunity*. PLUS: Southern California Eucalyptus Growers' Association. *Eucalyptus, The New Hardwood, California's Greatest Enterprise.* LA, 1909. 8pp, with map. Small LC deaccession stamp. ¶ Main booklet is for the potential investor on the financial possibilities to be had by investing in this tree brought over from Australia. The eucalyptus, as the title-page declares, is "A Perpetual Payer." Full of reports and testimonials attesting to the value of this wood. The firm, which owned "large tracts of land," promised an annual return of 33 1/3— "better than stock or bonds, better than ordinary real estate, better than banks, better than life insurance." In others words—

too good to be true! OCLC locates a copy at UCB. The Association pamphlet, meanwhile, promotes the Association's "Port Harford Eucalyptus Tract" along the Pacific coast (north of Santa Barbara)—despite the LC mark, this not located in OCLC. 100.00

26. [Business] **Lambing, Rev. A.V. Allegheny County: Its Early History and Subsequent Development, From the Earliest Period till 1790... From 1790 till the Present Time, By Hon. J.W.F. White.** Pittsburgh: Allegheny County Centennial Committee, 1888. [32]pp illustrated advts + 133, (2)pp; 144pp + [32]pp illustrated advts + pictorial papers, with later added canvas cover. Old damp stain visible occasionally on bottom edge, not in text or ads. ¶ Official souvenir of the County's Centennial celebration (held Sept. 24-26, 1888), with a focus on the state of the robust industrial economy at this date—in fact, the 133-page history section is followed by a separately-paginated (and separate title-page) *Our Leading Merchants and Manufacturers and the Rise and Progress of Prominent Business Enterprises* (1888), replete with illustrated ads (and the three-day Celebration program published pp.99-122). 75.00

27. [Business] **Panattoni, Giovacchino V. Professionisti Italiani e Funzionari Pubblici Italo-Americanini in California.** Sacramento: [Stabilimento Tipografico Italiano], 1935, Anno XIII, E.F. 155pp + pictorial wrappers. ¶ Complete business directory—by county, with specific professions delineated. In Italian, naturalmente... interesting that the publication date on title page includes Mussolini's E.F. [Era Fascista]! Illustrations (half-tones) of scenes (e.g., missions, city scenes, agricultural and industrial... captions in Italian). OCLC notes eight holdings, five in CA. 85.00

28. [Business] **Strauss Brothers. Private Price List. Advertising Plans and System of Doing Business. For Dealers' Use Only. Spring and Summer 1918.** Chicago, 1918. 32pp + pictorial wrappers. ¶ Sales advice from made-to-order clothing company, including information on military uniforms and copies of advertising matter for its new advertising campaign (e.g., "moving picture slides" and newspaper cuts); ad for baseball uniforms on inside rear cover. Not located in OCLC. 75.00

29. [Coal] **Foster, J.W. Report on the Iron Smelting Coals of Southern Indiana, adjacent to the Indian Mineral Railway. Also, An Article on the Ohio River Commerce: Its Dangers and Difficulties.** Pittsburgh: Barr & Myers, 1871. 31pp + original wrappers. ¶ "Coal is so intimately connected with our material prosperity that every investigation as to its distribution,

chemical qualities, or accessibility to market, is fraught with the highest interest." The second portion of this report on the fossil fuel concerns the transportation of coal from Pittsburgh to the lower river markets. 50.00

30. [Commerce] **Andrews Brothers. Pittsburgh, The Hub of Fruit Distribution.** Pittsburgh, [1917]. 96pp + color pictorial wrappers. ¶ Profusely illustrated history of this food-distribution firm, with many portraits of personnel as well as reprints of numerous fruit-box labels (in b&w) and with reprints of 47 different business letters (on illus. letterheads) from customers and suppliers... using these letters to partially tell the firm's tale. Includes descriptions and illustrations of its branches, in Detroit, Columbus, Cambridge (OH) and Du Bois (PA), and with chapters on specific produce: Imperial Valley (CA) Cantaloupes, Turlock Cantaloupes, Colorado & Arizona Cantaloupes, fruits from Fresno, and California Oranges (with fruit box repros). My first copy in 30 years of dealing. OCLC notes one location (Historical Society of West. PA). 125.00

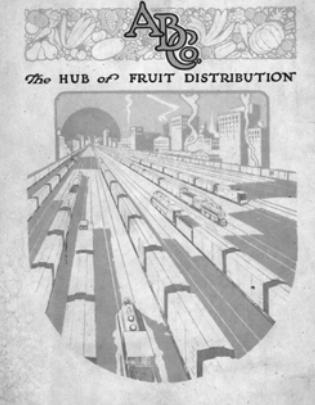
27.

**PROFESSIONISTI ITALIANI
E
FUNZIONARI PUBBLICI ITALO-AMERICANI
IN CALIFORNIA**

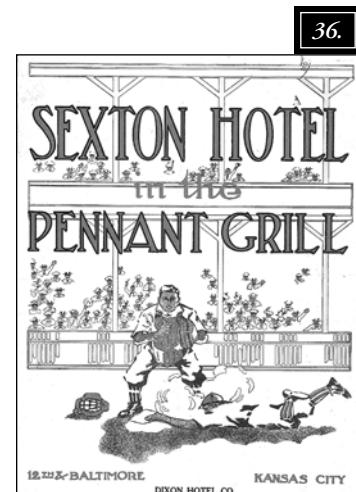


30.

PITTSBURGH



31. [Commerce] **Jos. Horne & Co. Merchants' Memorandum Book and Buyers' Guide to Pittsburgh.** [Pittsburgh, 1880.] 12mo booklet form, black cloth. [3]-36 [no p.13] + nine blank; interleaved with ruled blank pages for orders and notes. ¶ Unusual business directory/notebook, consisting of advertising leaves on purple stock interleaved with pages for memos or order taking. "On the following pages will be found the Business Cards of the representative houses on the city in their respective lines of trade. These firms are *strictly first-class*." The "Cards" are each a printed advertisement, in various typefaces, printed on purple stock (interleaved, as noted). With a one-page index by trade, from Books to Woodenware and in between cigars, glassware, oils, paper, soaps, stoves, etc., with one merchant ad per leave. Horne's earned the "Dry Goods" spot. The last ad (noted, oddly, as p.50) is mounted on the inside rear cover. Not located in OCLC. 125.00



36.

33. [Film] **Alexander Film Co.** *Doorway to Movie-Ad Land...* [cover title]. [Colorado Springs, ca. 194-?] [24]pp + pictorial wrappers. Full-page half-tones on every recto. ¶ Tour through this Film Company which was once the world's largest producer of theatre film advertising... what Alexander called "short-length playlets and advertising trailers." Such commercial films were projected between feature movies and at intermissions... esp. at drive-ins. Heyday was 1930-early 1950s. The firm stopped movie production in 1967. This booklet is a tour of the operations... sets, make-up, post-production, etc. "Motion picture advertising excels AND sells." Not located in OCLC. 85.00



48.

34. [Film] **Palmer Photoplay Corp.** *Little Stories of Success.* Los Angeles, [1922]. 4to. [32]pp including pictorial wrappers. Illustrated throughout with vignette portraits. PLUS: Typed letter signed, from Palmer, to a prospective student; PLUS 2pp form with added typed text, "Bureau of Questionnaire Analysis"; PLUS 4pp Registration application, with SASE. ¶ Sales package, as it were, addressed to a man from a small town in Alabama, who had applied for admission into Palmer's mail-order screenwriting school. The large booklet—noted here as "Supplement to Catalog of The Palmer Course and Service"—is devoted to testimonial letters from named (and facsimile autographed) students who met with success... "Minister Is Paid \$3,000 for One Story—Then Made Director"..."Attorney Put on Right Track." Also saved by Mr. Watson, the prospective screenist, is the *Confidential Report*, concluding, "This applicant shows ability and should be urged to enroll." I assume that at \$100 a pop, ALL applicants showed ability. Also with the formal application (not completed) and 1p typed letter from Palmer telling Watson that he scored "Excellent—the highest rating we give." OCLC notes one holding of the main brochure only (Bowling Green). 85.00

35. [Film] **War Activities Committee.** *Our Job. Distribution of War Films.* New York, 1943. [24]pp including color designed wrappers. ¶ Explanation to book agents and theater managers on the distribution and display of government films, especially the "America Speaks" series, produced by the various Hollywood Studios. Not located in OCLC. 85.00

36. [Food] **Dixon Hotel Co.** *Sexton Hotel in the Pennant Grill.* Kansas City [1913]. Folio, 4pp folded, illustrated cover, vignette illustrations inside. ¶ Fine large menu from this Hotel Grill, which operated in the Hotel's basement from 1911 to 1918. The décor featured a baseball motif, and as such this menu has a cover showing a player sliding (head-first) into home plate. Three vignettes

on the center spread, including a player astride a lobster. Back cover reveals the Grill's pre-Prohibition position, devoting much space to its own "Old Fashioned Lager Beer" and full wine and liquor list. The beanery was operated by former Chicago Cubs catcher (and later president of the Kansas City baseball club), John Kling, who is featured as the catcher on the cover. 150.00

37. [Food] **Heinz Co.** *Souvenir of H.J. Heinz Co. Producers and Manufacturers of Pickles, Condiments and Table Delicacies.* Pittsburgh: Press of H.J. Heinz Co., [1893]. Oblong 12mo. [32]pp + chromolithographed wrappers by Gast Litho Co. [NY]. ¶ Promotional booklet for the firm's line of condiments, with company facts, list of products, testimonials, etc., issued right after the Columbian Exposition (and before Heinz had adopted the "57 Varieties" tag). Illustrations throughout (e.g., facilities, product packaging). 150.00

38. [Food] **India Refining Co.** *Twentieth-Century Mother Goose.* Philadelphia, ca.1900. Oblong 12mo. [16]pp including color pictorial wrappers. Profusely illustrated with chromolithographs on every page, as well as product packaging. ¶ Rhymes perverted to push KO-NUT, "a sterilized vegetable fat." In other words, "an absolutely pure product of the cocoanut." Replaces lard, butter, cream, milk... "Old King KO-NUT is a merry old Soul..." OCLC notes two holdings (Brown and SMU). 65.00

39. [Food] **Mrs. Baird's Bakeries.** *The Story of Mrs. Baird's Bread.* [Dallas? ca. 1960.] Oblong 8vo. [16]pp + color pictorial wrappers. ¶ Profusely illustrated and descriptive "tour" of Mrs. Baird's "huge" new Dallas plant, "showing how Mrs. Baird's Bread is made in America's largest automatic bread plant." White-bread Americana. 45.00

40. [Food] **Southern California Retail Grocers Association.** *The Ninth Annual Food and Household Show, Shrine Auditorium, November 12-18, 1933.* Los Angeles, 1933. Folio, 4pp folded, illus. Printed in red and black. ¶ Formal announcement of this trade show, here also promoting the National Recovery Administration ("NRA will make 1934 a Year of Prosperity"). Page 3 has a floor plan for the event. Other motto for the event: "Quality has Replaced Price Appeal." Good marketing effort in the midst of the Depression. Not located in OCLC. 65.00

41. [Food] **U.S. Bakery.** *A Little Journey Through the Home of Butter-Nut, "The Bread Supreme."* Portland, OR, ca. 1910. Oblong 8vo. [16]pp + color pictorial and embossed wrappers.

¶ Descriptive and pictorial tour of Oregon's largest commercial bakery—exclusively dedicated to the making bread, it appears—with captioned photographs showing the production stages inside the Portland operation. Distributed by its own fleet of trucks (shown) to over 1,000 retail outlets. Commercial bread.... Most supreme! OCLC locates two holdings (Univ. of OR, SMU). 85.00

42. [Hotel] **Hotel Astor. *The American Indian Hall at the Hotel Astor.*** [NY: Malcolm & Hayes, 1904?] Large square 8vo. [28]pp including color pictorial wrappers (with text printed on inside wrappers). Profusely illustrated with litho vignettes. Light old vertical crease. ¶ Handsome souvenir of a wacky business venture—the owners of the new Astor decided to dedicate the rathskeller tavern “to the noble red man,” and so contracted with the American Museum of National History and the Benham Trading Companies to turn the tavern and its lobby into a kind of museum, arranged by tribes. This brochure catalogues 156 items therein... beads, pots, baskets, etc. In 1937 Lady Astor donated the whole shebang to the University of Virginia Art Museum—see the good website now up on the collection (including a poorer digitized copy of this brochure). 85.00

43. [Hotel] **Hotel Pantlind Co.. *See the Hotel Pantlind as it really is. Look thru the Macyscope.*** [Grand Rapids: Lafferty Advertising Service; plates printed by American Colotype, 1924.] Oblong 8vo. 12pp + pictorial wrappers (with small die-cuts), plus original 3-D glasses slipped in + original mailing envelope. ¶ Novel promotional booklet on this large hotel in the Furniture Capital of America, with 11 illustrations (from photos) printed so as to appear in three dimension when viewed through the supplied Macyscope. Shows the main rooms—lobby, guest rooms, Electric Grill, Dining Room, Ball Room, etc., plus with text. The Electric Grill was “one of the unique Dining Rooms of America. Everything cooked by electricity.” It also featured “Colored Table Service.” Of the production process, it is noted, “The Pantlind by means of the most astounding scientific development of the Printing Industry SCULPTURAL PRINTING (Macyart) presents Three Dimensional life-like reproductions on a flat surface.” Not located in OCLC. 150.00

44. [Industry] **Dayton Engineering Laboratories Co. *The Book of Delco.*** Dayton, [1914]. Folio. [24]pp + pictorial wrappers, slightly soiled. ¶ Wonderfully illustrated tour, in photos and pictures—four to five captioned half-tones per page—of a factory operation that manufactured parts and equipment related to “cranking, lighting, and ignition.” “The character of our product indicates, to a certain extent, the character of our organization, and these pictures will give you some idea of the equipment with which the organization works.” OCLC locates three holdings (SMU, Dayton Library, Kansas State). 75.00

45. [Insurance] **Royal Insurance Co. *The Royal Insurance Company's Building in San Francisco.*** San Francisco: [Pres of F.H. Abbott], 1909. [27]pp, including seven plates of half-tones. Original decorative boards. ¶ Handsomely printed production by local printer on this firm's new 11-story building built on the site of its original building which was destroyed during the 1906

earthquake and fire. The building, at 201 Sansome, with its ornate granite entrance topped by a massive clock, still stands (right next door to a 7-Eleven). OCLC notes three holdings, none in California (Trinity, Georgia State, Illinois). 85.00

46. [Investing] **Chicago-Mexican Plantation Co. *Prospectus.*** Chicago: R.R. Donnelley, 1900. 32pp + color pictorial wrappers. With three full-page and six vignette half-tones. Old damp stain partially visible at blank top edge. ¶ Prospectus from a group of Chicago businessmen pushing a sure thing in Mexican coffee, grown on their plantation in the Isthmus of Tehuantepec. At this time the Company owned “480 acres of fine land especially adapted to the growing of coffee, rubber, sugar cane, vanilla, chocolate, and tropical fruits.” Most of the copy focuses on coffee, with reports from various agencies, with statistics, on the monies to be had by growing the bean. Not located in OCLC. 175.00

47. [Labor] **Lynch, James M. *Epochal History of the International Typographical Union.*** Condensed and arranged by period developments. Indianapolis, Aug. 1925. 91pp + wrappers. ¶ History of this trade union, from its beginnings (in the US) and key moments, such as the admission of women to the Union, the fight for the eight-hour day, the forty-hour week, patriotism, and sanitary workrooms. Your cataloguer was once a member of this trade union. 45.00

48. [Labor] **McCaskrin, George Washington. *The City's Victory Against the Bell Telephone Monopoly.*** A history of the persons and events that helped bring about the victory. Illustrating the point that: tenacity of purpose and back bone on the part of city officials, “will win.” [Rock Island, 1910?] Large single-sided printed and illustrated broadside (22 x 14 in.) with four half-tones printed therein. Some old creases and fold marks visible; old ink stain on verso with a little bleed-through; broadside recently washed and expertly restored. ¶ Rare impassioned history by McCaskrin about the Telephone company's monopolistic “perpetual franchise” in Rock Island and his efforts—first while serving as Alderman and then as Mayor (1905-1907, 1909-11)—in battling the company. The battle lines were drawn when the telephone operators—all women—went on strike “for better conditions and better wages.” The operators even put on a play called “Telephone Girls” which they performed locally—with McCaskrin serving as both director and financial backer. Because Bell would not remove the telephone poles and wires running through the City, McCaskrin and some citizens “took the matter into [their] own hands and cut down about \$2,400 worth of poles.” After a bitter court battle, the city was able to eliminate the monopoly, have Bell removed the poles at its expense, and get better wages for the operators, “and better service will be the result to the subscribers from this long determined battle for the people's rights.” Fine example of the belief that better wages and working conditions can mean a better community. Just a few months into his first tenure as mayor, the *Bulletin of the League of American Municipalities* ran an article about McCaskrin (1873-1941), “A Mayor Who Does Things” (March 1906, p.95). Printed locally by a union shop. Not located in OCLC. 300.00

the city's newspapers (*The Daily Oklahoman* and *Oklahoma City Times*)—on the local markets as well as of the growth caused by the explosion of the local oil industry ("Oil has presented Oklahoma City with a new skyline"). Full of statistics and interesting graphics. Not located in OCLC. 100.00

57. [Market Research] **O'Mara & Ormsbee. *The Northern California Market.*** Sacramento: James McClatchy Publishing Co., 1932. 45pp + color pictorial wrappers. Maps, aerial views, and graphs throughout. ¶ Very detailed market survey in the early days of the Depression, covering the major urban markets (e.g., SF, Stockton, Modesto, San Jose), looking at a variety of sales (e.g., retail food, filling station) and especially the purchasing practices of "Literate Families." OCLC notes two holdings (CA State, USC). 85.00

58. [Mining] **Aetna Securities Co. *Properties of the Palmer Mountain Tunnel & Power Co., Loomis Washington.*** [New York, 1906?] Large oblong 8vo. [16]pp + printed wrappers with string tie. ¶ Collection of 16 captioned plates of the facilities and landscape relating to this operation—tunnel views, trestle, flumes, safety gates, powerhouse and plant, etc. Laid in is a form letter from Aetna (dated July 2, 1906) sending stockholders this "portfolio of views showing points of interest about your property, in order that you may have a more complete idea of the magnitude of the enterprise, and also to show you the large amount of high grade equipment that has been completed during the last few months." The letter goes into further details about these recent developments. OCLC only notes another brochure on this operation from 1906 (at Yale and Berkeley), but not this viewbook. 150.00

59. [Mining] **Allen, M.L., ed. *Current News-Review. Vol. I, No. 1.*** Chicago, Sept. 1902. [Chicago: Mutual Security & Trust Co., 1902.] 4to. [16]pp including cover. Light fold creases. ¶ Stock subscription "newspaper"—all articles pertaining to mining, prospecting, investing, and specifically to the wonders of the Rand Gold Mining Company's Thunder Mountain mine in Idaho (with the publisher handling the sale of stock "at the low Ground Floor price of Ten Cents per Share."). In the Spring of 1902 there was a brief yet intense rush to Thunder Mountain (in the Stibnite Mining District). By 1910, operations there had by and large closed down, with nearby Roosevelt becoming a ghost town. This publication has some ads throughout, including three different ones from the Bonnibel Toilet Co. (e.g., Bonnibel Balm). OCLC locates one holding (Idaho). 175.00

60. [Mining] **Anglo Saxon Mines. *Prospectus.*** [Seattle? 1938?] 23pp + pictorial wrappers, With two pages of half-tones views + map end-papers. WITH: Barry, Walter V. *The Wheel of Fortune* [Seattle, 193-] Thin 8vo. 15pp, self-wrappers. WITH Application form (1p). ¶ Invitation to purchase stock in the first public offering of this venture located near Georgetown, Colorado, in the middle of the richest gold vein ever (so said). Pamphlets outline the promise. Stock may be purchased in "monthly payments". All officers based in Seattle. OCLC notes one holding (Wisconsin His. Society). 85.00

61. [Mining] **Church, S[eymour] R. *The Kelley Mining Co.... Gentlemen:*** San Francisco, 2/28/1893. 7pp letter— pp.1-

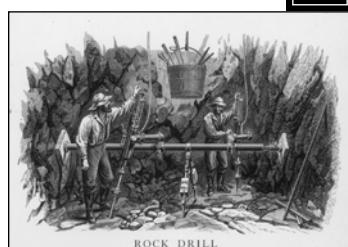
2 typed, pp.3-7 in manuscript. ¶ Long letter from the Pacific Coast Agent of Kelley Mining, "manufacturers of Curly Chill Salisbury Car Wheel Pig Iron" regarding the shipping of pig iron from NY to San Francisco in order to supply Pacific Coast foundries with iron for the manufacturing of railroad wheels. Much information on the various types of iron being considered (e.g., Hinckle Iron) and negotiating rates with steam freighters. Church drives a hard bargain—"We want the business but we want to get the trade with as little cutting in prices as possible and must work the business at a profit as we are not in the business for our health." A sentiment shared by many business people! Page one typed on Church/Kelley gold-embossed illustrated letterhead. 100.00

62. [Mining] **Green Gold-Silver Co. *Reports of Mining Engineers of the Mulatos Mines belong to The Rey Del Oro Mining Company, one of the groups of properties owned by the...*** NY: The Company, [1905]. 4to. 52pp, including 11 full-page plates from half-tones + four folding maps (including large folding map tipped to inside rear cover). Old damp stain along bottom blank corner throughout, not in text, images, or maps. ¶ History of mining and milling in the state of Sonora. Plenty of timber available. "Mexican labor is abundant and low-prices, and the climatic conditions are unexcelled." OCLC notes six holdings, four in California (+ Chicago, USGS). 125.00

63. [Mining] **Greene Gold-Silver Co. *[Prospectus]*** NY: The Company, 1905. 24pp + wrappers, silk tie; application blank for stock purchase laid in. **TWO slightly different copies** of the same *prospectus* from this firm, chanting the wonders of its various lands in Mexico under development or soon to be as soon as the cash become available. The "practical, successful mining men of the highest standing" behind the company have as "their intention to make" the Company "one of the largest and best paying industrial corporations of the world." Who WOULD NOT claim that? As noted, the text in these two version is identical, although completely reset, including wrappers. OCLC notes one holding, at UC San Diego. 100.00

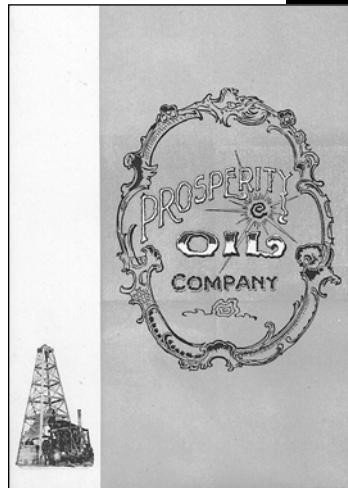
64. [Mining] **Guaynopita Copper Company. *Incorporated under the Laws of the State of West Virginia. Capital Stock, \$5,000,000.00...*** NY, 1905. 22pp + embossed textured paper wrappers with string tie. ¶ "From a commercial standpoint, the future of copper is assured." History of the region in Chihuahua, including once having been home to Geronimo... leases are in hand, men are clearing lands, plans for reduction plant in hand... value \$10 per share. This company was owned by the Greene Gold-Silver Co. Located in OCLC but no holding given. 100.00

65. [Mining] **Van Dyck, Edward S. *What President Van Dyck Says About the Holdings of Arizona Extension Silver Mines Co.*** [NY: Charles E. Van Riper, 1920.] 4to. 4pp folding, with map on p.4. PLUS 1p information sheet on stock orders PLUS pink-slip Order Blank. ¶ The Arizona vein was in Nevada (near Unionville). This particular appeal is of the genre known as "our claim is next to other claims that have proven reserves, so it stands to reason..." Or as a mining engineer reports here, the properties "are very favorably located and offer big possibilities." Not located in OCLC. 50.00



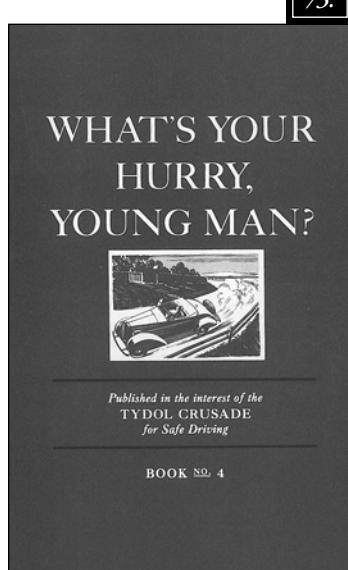
67.

Mexico Mines and Development Co. Two mounted photographs + 2pp letter from Raymond Dodge, Trustee of this syndicate controlling some mining interests in Durango, Mexico. The two photos (5.5 x 4.25 inches on 7 x 7 mount, with manuscript captions) show the opening of "The Adela Mines" and the "Water Wheel Site, Dry Season." Both photos dated April 18, 1899. The typed text includes a list of the "Principal Members of Mexican Syndicate Controlling El Durasno Mines located on Great Divide, Durango, Mexico." 100.00



71.

Rand Drill Company. Rand Little Giant Rock Drill. [New York, ca. 1870-1886.] 4to. A collection of illustrations, clippings, reports, and other documents assembled (apparently) by Prof. H.S. Moore, then at Columbia College's School of Mines. With 19 clippings from trade catalogues, tipped to 11 leaves; a double-sided advertising card (1879); a fine engraved print (single-sided), 8x10 in., with a clipping as the print later appeared in a contemporary newspaper; a folio price list printed on tissue; a five-page manuscript report, illustrated, by "Russell, 1874"; a two-page manuscript report by Schulyer Hamilton, 1874; and a contemporary manuscript copy of Richard Buel's 13-page "Report of tests of the Rand Rock Drill, March 25th, 1879"—Buel was an "expert in charge" at "Park Benjamin's Scientific Expert Office." The results of Buel's Tests were also described in *Appleton's Cyclopedic of Applied Mechanics* (Vol. 2), which was actually edited by Park Benjamin. 150.00



73.

Gulf Refining Co. Take a Hint from the Navy. [Pittsburgh, 1916.] Four-panel folding 8vo brochure, with illustrated address panel (with Navy sub in the sea), illustrated both sides; opens to 25 x 10 inch poster, advertising the uses of "That Good Gulf Gasoline" in US Navy submarines, with two large half-tones herein showing the refueling of two subs. "The thrilling and precarious mission of the submarine demands the best equipment and supplies." Not located in OCLC. 45.00

Mendenhall Oil and Mining Co. Capital, 100,000 Shares... New York, [1865?]. 4to. 4pp, folded. ¶ Description and subtle prospectus for a company that held a few leases in Morgan and Washington Counties, Ohio—"the land was selected with great care previous to the oil excitement, (when a good opportunity was afforded for procuring choice selections)..." It also owned the "Reckard Well" Property, upon which there was a "deep oil" well which had pumped out

15 barrels of oil... and then the tubing parted and fell into the well, "from which time the work was suspended." The firm took its name from the Mendenhall Farm—"it is universally admitted by all who have examined the farm, that is it of the most promising oil territory in Ohio." Not located in OCLC. 200.00

National Refining Co. This Envelope Contains An Auto Game... Cleveland, 1919. Pictorial envelope (torn) containing: one En-Ar-Co Automobile Tour color illustrated "board" (14.5 x 14.5 in.) + four round illustrated game tokens + color-illustrated spinner. ¶ Object of this promotional game was to land on as many of the numbered circles as possible that signify specific places in the Midwest that sold En-Ar-Co Brand products (e.g., Hannibal, MO). Other ad copy hidden around on the board. Owner was told "Paste this Game on heavy card board to preserve it." OCLC locates one holding (Tulsa). 85.00

Prosperity Oil Co. Prosperity Oil Company. Nevada City, CA. [San Francisco: Copper & Co. Print, 1901?]. 11pp + folding 14 x 13.75 inch color Map showing Property of the Prosperity Oil Co. of Nevada City, Cal. And the West Side Oil Belt of Kern County [drawn by Edward Uren] + pictorial wrappers. Illus. **WITH:** Prospectus (4pp, folded) + 1p Notice of Stockholders' Meeting + 1p single-sided stock subscription slip (blank). ¶ Four pieces from a nascent firm on an investing fishing expedition. The officers claimed to own the lease to a plot in the McKitterick Oil District—and half-tones in the booklet prove that there are indeed drilling rigs in the neighborhood! The Company "proposes to begin active operations without unnecessary delay; already the management is arranging for the purchase of as fine a rig as money can buy." OCLC notes two holdings (Berkeley, Yale). 200.00

Richardson, Chas. O. Uinta County, Wyoming Oil Fields: Spring Valley District. Chicago, 1903. Large folding color map, 18 x 21.5 inches, with a large inset depicting the "Approximate log of the Union Pacific Oil Well near Spring Valley, showing the four stratifications of oil sand encountered and well complete." OCLC locates four holdings (Yale, SMU, WY, Utah). 100.00

Tide Water Associated Oil Co. Tydol Crusade for Safe Driving. [NY, 1936.] Numbers 1-6 (of 8) 16pp illustrated booklets, in pictorial wrappers. Includes: (1) *Death on Wheels*, (2) *The Lost Legion*, (3) *The House of Fear*, (4)

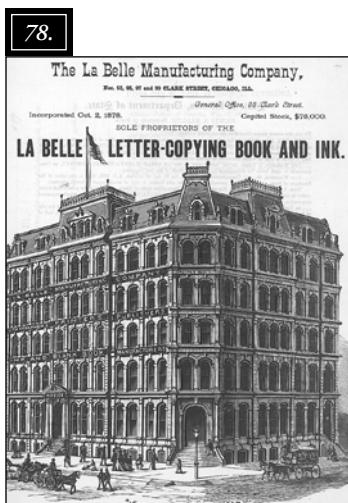
What's Your Hurry, Young Man? (5) Slow-Motion Accident, and (6) Gamblers at the Wheel. ¶ Subtle contest by the Company to promote its Tydol brand of gasoline, with the owner of these booklets encouraged to write an essay and then to send in the composition along with coupons in order to win prizes. Each booklet has essays, photo montages of accidents, cartoons, promotional matter. OCLC notes three of the booklets only at the Henry Ford Museum. 85.00

74. [Paper] **Container Corp. of America. Paperboard Goes to War.** Chicago, 1942. 4to. [32]pp + color pictorial wrappers. With signature of jewelry designer Margaret de Patta on front cover. ¶ "Here is a pictorial record of some interesting paperboard products manufactured for war industries by Container Corporation of America." Cardboard goes to war... packaging for eggs, skis, bombs, dehydrated food, shells, assembly parts, K rations, targets. Very modern designs... mostly using two-page spread space. OCLC locates only a 26pp version. 125.00

75. [Postal] **The American Letter Carriers' Magazine. Vol. I, No. 1.** Cincinnati: Post-Office Bulletin Office, 1874. 32pp + gilt-printed lithographed wrappers (tear and scrape on back wrapper). ¶ First—and last—issue of this magazine devoted to the interest of letter carriers, postmasters, and people interested in the topic—such as the article on Letter Writing (covering 15 topics). "Our object in publishing a magazine of this character is to advocate the interests of the letter carriers of the United States, and to educate the public in matters pertaining to the system; and, at the same time, to supply the general public with a large amount of valuable and important postal information now new easily accessible." OCLC notes two holdings (AAS, Univ. of Alberta). 200.00

76. [Power] **North American Companies. The North American Company. An Account of the Part of the North American Company in the Development of the Public Utility Industry and the Consequent Growth of Its Properties, Its Business and Its Earnings.** [NY: Charles Francis Press, 1926.] 4to. 48pp + pictorial wrappers. ¶ Profusely illustrated account of the Company's power-generation projects in the Midwest (Ohio, Wisconsin, Michigan, Missouri, Illinois, and Iowa) and throughout California. LAID IN: *The Mighty Mississippi, a unit in the middle west's largest super-power system.* 4pp, illustrated—"a short description of the Keokuk dam and power house." Not located in OCLC. 85.00

77. [Printing] **Blakely Printing Co. A Souvenir from the Press of The Blakely Printing Co.** Chicago, [1898?] Thin 8vo. [8]pp + [4]pp facsimile + embossed pictorial wrappers. Light old stain on edge of first leaves. Center-spread illustration of building. ¶ Fancy announcement of Blakely's new plant. Tipped-in is a facsimile of the third number (of three) of the *Chicago War Extra*, a newspaper that was published from July 2-5, 1898, during the lull caused by "a strike of the stereotypers." The owners of the daily papers decided to suspend publication, so Blakely and members of the Press Club jumped in with this substitute. The issue here was for July 4, and the front-page screamer was about the fall of Santiago, Cuba. The original newspaper is quite scarce—OCLC locates two holdings (LC, Chicago History). No locations found for this pamphlet. 85.00

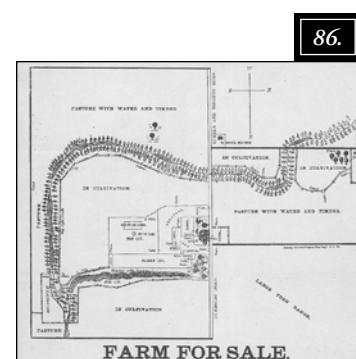


78. [Printing] **La Belle Manufacturing Co. Le Belle Letter-Copying Book and Ink.** Chicago, 1878. 4to. [8]pp including pictorial self-wrappers featuring large engraving of the La Belle Building. ¶ Copy system created by Chicago printer and blank book manufacturer, with descriptions, press comments, testimonials from businesses and governments, and particulars (including retail price list on rear wrapper). "We guarantee our ink not to freeze." OCLC locates one holding (Columbia). 125.00



79. [Professions] **Scotese, Constantino. Thanks to the Barber! Words and Music by...** Utica, NY Scotese, 1944. Regular format sheet music, 4pp, rear black; pictorial cover; light horizontal crease. Two small manuscript corrections. ¶ Who else makes one "look well and feel swell too"? In the Chorus, Il Maestro notes, "And we say THANKS TO THE BARBERS includes hair dressers as well." Not located in OCLC. 45.00

80. [Publishing] **Co-Operative Building Plan Association. How To Build, Furnish and Decorate [Prospectus].** New York, ca. 1885. Folio. [8]pp in two fascicles. Previous fold marks. Illustrated with wood-engravings. ¶ Prospectus from this firm for its new publication "which cannot but interest every man and woman to whom it is shown," with four pages of illustrated specimen pages; plus a four-page list in small type of sample offerings of plans within said volume, in the various Departments (e.g., Housing Building Plan, Barns and Outhouses). Book is widely held; the Prospectus is rare. 85.00



81. [Publishing] **Roff, Elwood Andrew.** *What Base Ball Experts Say of Roff's Great History of the National Game, Base Ball and Base Ball Players.* Chicago: Arthur G. Neitz, [1912]. 10ff, printed on rectos only. Original wrappers, slightly scuffed. ¶ Rare promotional prospectus for Roff's *Base Ball and Base Ball Players: A History of the National Game of America* (itself with only four locations). In this promotional booklet for "the only history of base ball ever published that made a hit," Roff presents ten testimonial letters, from Charles Comiskey (owner, White Sox) and C.W. Murphy (owner, Chicago Cubs) to Ed Walsh, "White Sox pitcher and King of the Spitball" and two local newspaper reviews. Not located in OCLC. 125.00

82. [Real Estate] **Bluewater Development Corp.** *Stop Thief! My Savings Are Gone!* Albuquerque, NM, [1908]. Folio, 4pp, illustrated (including cartoons on front and back). **WITH:** *What Enterprise and Modern Engineering Have Done in Fertile Bluewater Valley.* Double-sided illustrated broadside (62cm), being an offprint from the *Albuquerque Morning Journal* (Sept. 5, 1908). Both with fold marks. ¶ Two promotional sales pitches relating to the "Bluewater Development Company Irrigation Project." While other chumps buy stocks, take a flier on wheat futures, maintain a clunker auto, endorse questionable checks, and become "part owner of a Guatemalan rubber plantation," the Other Fellow buys "An Irrigated Farm in Bluewater County." As the firm chimes, "The Greatest Business in the World is Irrigation Farming!" Two fine examples of water-ballyhoo. Not located in OCLC; although it is noted that the Company published in 1908 "advertisements with cartoons" on the front and rear wrappers of the Sixteenth National Irrigation Congress Official Southwestern Souvenir Book." 200.00

83. [Real Estate] **Calavaras County Chamber of Commerce.** *Calavaras County. Mining, Farming, Agriculture and Stock Lands. The Land of Opportunity for the Homeseeker.* [San Andreas: Calavaras Prospect, n.d., ca. 1897.] Oblong 8vo. [30]pp + printed wrapper, a little wear on spine. ¶ Promotional brochure, appealing to the miner, the mining investor, and the small farmer, with specific chapters on the various townships. Replete with slogans: "The Land Wants You and You Want the Land." Rocq 1410. OCLC locates one copy (CA State Library, including wrappers in pagination). 200.00

84. [Real Estate] **Calder, John R.** *A Part of Second Ward, Akron, Colorado.* [Akron: Board of Trade, 1889.] Double-sided broadside (35 cm) with plat map on recto; verso with another plat map, "Akron, Colorado, and Its Surrounding Country," showing "relative position of the railroad, shops, depot, churches, high school, etc." to the Second Ward. Text describing the features and promise of this town, located on the Burlington route, at the bottom: "Come and see for yourself that the half has not been told, and you will meet those who will welcome you and make you feel at home in a new city with a grand future and the railroad centre of Eastern Colorado." At this time, population was 559... now it is 1700 (with a 180-bed jail!). Not located in OCLC. 100.00

85. [Real Estate] **Clason Map Co.** *Clason's Guide Map of Oklahoma.* Denver, 1920? 18 x 24 inches. ¶ Map—with index to towns—showing county lines in green, rail lines in black, and auto roads as well as a plethora of named oil fields, in red. Imprinted across in bold red: *The Pittsburgh [Kansas] Mortgage Investment Company.* This format not located in OCLC. 75.00

86. [Real Estate] **Collins, N.R.** *Farm for Sale.* [Eureka, Kansas? Ca. 1880.] Single-sided printed and illustrated broadside (12 x 9.5 in.). ¶ Collins here offers "the best improved farm in Greenwood County, Kansas," with a detailed map (7x9) and descriptive text below. Plenty of water and timber, good frame buildings, nearby railroad junction. "All things considered, there is no better location in the western country for raising cattle or sheep, or farming. Reason for selling—other interests require more of owner's attention." OCLC notes one holding (Kansas). 85.00

87. [Real Estate] **Cummings, Amos.** *1642 WOBURN 1883.* [Woburn? 1883?] 1ff. Illustrated business letterhead featuring a bird's-eye view of Woburn and below printed descriptive and promotional copy on Woburn—population, features, history—including a plug for "the establishment of A. Cummings on Main St... not surpassed by many in Boston in the line of Fine Laces, Art Embroidery, Millinery and Fancy Dry Goods." Stationery used (May, 1884) by Cummings to pen a two-page letter to his lawyer regarding some settlement of an account. The view printed here is reduced from a larger print (18 x 32), lithographed by J. Lyth and printed in Syracuse—see Reps, *Views and Viewmakers of Urban America*, 1895. Copyright for this stationary noted (below the illustration) by "A. Cummings." 60.00

88. [Real Estate] **Elliman, Douglas L., Co.** *The Dorchester. The New Concept of Living in Manhattan.* [New York, 1958] Folio. Six illustrated folding fascicles laid into an illustrated folder, housed inside a solander case with leather mounted on the inside panels and title cover mounted on the outside, with string ties. ¶ Very elaborate sales presentation for a new 20-story luxury apartment building planned for East 57th Street (off Park Ave.), designed by Paul Resnick and Shulman & Soloway. The sales presentation includes: Introductory brochure, 4pp, with center folding out to 19.5 x 25.5 inch showing a tinted *Floor Plan (for 2nd to 15th Floors)*; plus five other Plans—*Plans of the 16th Floor, 17th Floor, 18th Floor, 19th & 20th Floors*, and *Plan of the Penthouse*, each measuring 19.5 x 25.5 when opened. Ownership was offered only to “bona-fide residents of New York State.” Lower floors were a combination of studios, one- and two-bedroom apartments, with very small kitchens; upper floors had dining foyers and terraces. Advantages include “congenial neighbors, the security of permanency and an opportunity to realize financial economies through operation of the property on a non-profit basis, as well as the benefits of possible substantial tax deductions.” In a word: More Than a Home! Not located in OCLC. 200.00

89. [Real Estate] **Hallock Land Co.** *Facts about Kittson County, By Nature the Most Favored County in the Red River Valley of the North.* [LeMars, Iowa: Globe-Post Print, n.d., ca. 1900.] 4to, 4pp folded; with five small half-tones. ¶ Brief description of the Valley—soil, wheat, climate, followed by a 2.5 page descriptive listing of available farms. “What have we to offer: 1st, cheap land; 2nd, a rich alluvial soil; 3rd, abundant railroad facilities for handling products of the soil; 4th, good public schools; 5th, good churches; 6th, fine healthy climate; 7th, good intelligent, social neighbors; 8th, good water in abundance; 9th, good markets; 10th, good homes.” Not located in OCLC. 85.00

90. [Real Estate] **Hyde, Charles L.** *Looking Backward, Or Fortunes Lost by Not Knowing How To Make Them.* [Pierre, SD: State Publishing Co., 1900.] 12mo. 16pp + printed wrappers. ¶ Anecdotes (without names, usually) of people who made fortunes by inventing in Western real estate. Logic therefore shows that “There is NOW at Pierre the opportunity for making immense profits” by investing in Pierre real estate. Hyde was an “investment banker” in that Fair City and he was ready to help. References printed on rear wrapper. The title, of

course, riffs off of Bellamy’s utopian novel of the same name—and real estate investment pitches are definitely utopian in nature and design. OCLC locates single holdings for five other dated issues, presumably identical (for 1894, 1898, 1901, 1904, and 1916). 75.00

91. [Real Estate] **Kern County Chamber of Commerce.** *1,00,000 Acres of Valley Lands But One-Tenth Cultivated. Kern County Welcomes Home Seekers.* Bakersfield, [1922]. [12]pp. Six-panel folding brochure [12pp], each panel with illustrations + one map. ¶ Oil and irrigation and lots of land—the County with everything. 60.00

94.



92. [Real Estate] **Kings County Chamber of Commerce.** *Little Kingdom of Kings, Kings County California.* [Hanford, 1922?] [16]pp including color pictorial self-wrappers. ¶ Nicely illustrated and designed. Small towns, irrigation, poultry, fruit, stock-raising, “social atmosphere”.... Home to Stratford, whose slogan was “A Million Pounds of Butter and a Million Bags of Grain.” Full-page illus. map. 65.00

93. [Real Estate] **Louis M. Rubin Properties.** *All Trails Lead to... Riviera Mobilhome Park. Across the street from Disneyland.* [Pasadena, ca. 1960?] Oblong 4to. [8]pp including color pictorial wrappers with cut-out window. ¶ Center spread map with someone noting the Recreation Hall and “Note X. This was our trailer space.” Dancing, horse-shoes, pool! Planned community for “retired and semi-retired” in Anaheim, developed by Pasadena-based firm. Not located in OCLC. 45.00

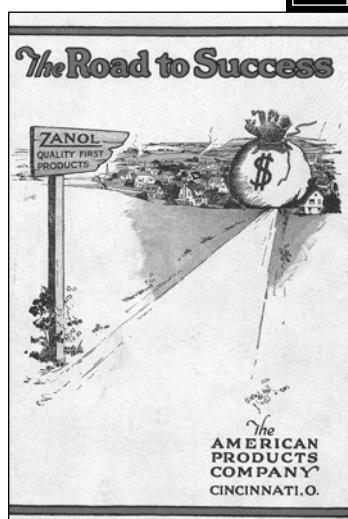
94. [Real Estate] **McVickar-Gaillard Realty Co.** *Covntry Homes, For Sale & Rent.* New York, 1907. 32pp + pictorial wrappers. ¶ Prof. illustrated real-estate catalogue of high-class homes and mansions in Westchester County, Long Island, Staten Island, and New Jersey—places notes, described and priced. Not located in OCLC. 150.00

95. [Real Estate] **Rapid City Chamber of Commerce.** *Rapid City, South Dakota, Agricultural District.* [Rapid City, 1929.] Large square 8vo. [32]pp including pictorial wrappers. Printed in sepia and profusely illustrated; center-spread “aeroplane map” drawn by Frank M. Dier of R.C. ¶ Fine example of this type of promotional brochure, pushing the region’s amazing plenty in wheat, barley, sugar beets, etc., and the City’s new hotel [“The whole structure is in keeping with the topography of the Black Hills” ????]. 50.00



99.

96. [Real Estate] **St. Louis, Iron Mountain and Southern Railway.** *Map of the United States... connecting the Northern Railways at St. Louis with the Southern Railways.* St. Louis, 1878. Double-sided circular, 12.5 x 19 inches, with US map (west to New Mexico) and fare rate chart on recto; verso completely devoted to text, *Eastern Missouri and Arkansas*, from agent N.R. Warwick of Cincinnati. ¶ Combination railroad/real estate promotion piece, here promoting lands in Arkansas along the St. Louis line—"Land in moderate climate, with choice markets near rail and river transportation to be secured at cheap rates and on easy terms." OCLC locates six holdings. 100.00



104.

97. [Real Estate] **Stuver, D.S.** *The Newlands Reclamation Project.* Fallon, NV: Churchill County Agricultural Board, ca. 1927. Square 8vo. [16]pp including pictorial wrappers. Profusely illus. ¶ Local promoters work to entice settlers to this Western Nevada region, now with more water thanks to the Reclamation Bureau's water project (formerly called the Truckee-Carson Project). Cover title: *Churchill County Nevada and the Newlands Irrigation Project. A Growing Farming District, Rapidly developing into one of the rich Dairying and Poultry growing sections of the Far West.* OCLC notes two holdings (USB, Yale). 65.00

98. [Real Estate] **West Sacramento Co.** *La Vita Campestre in Città.* Sacramento & San Francisco, 1913? 16pp + pictorial embossed wrappers. Profusely illustrated. ¶ Rare land promotional booklet aimed at Italian immigrants, stressing the rich soil and agricultural promise of the firm's lands in West Sacramento (with the Sacramento River along one border). Half-tones of productive fields... onions, hops, strawberries, fruit orchards... center-spread "panorama a volo d'uccello." Fine copy—not located in OCLC. 300.00

99. [Retail] **H.J. Heinz.** *Window, Booth, Counter and Shelf Displays.* Pittsburgh, 1902. Oblong 4to. [42]pp + wrappers; slight discoloration on rear (outer) cover. ¶ "This book is designed for the special use of our salesmen with the desire that they impress upon merchants who handle the 'Heinz 57 Varieties,' the importance of Window, Book, Counter and Shelf displays of our Pure Food Products. Grocers as a rule do not give this subject the thought and careful attention it deserves." One of text ["Introductory to Heinz Displays"] followed by 41 full-page captioned illustrations of Heinz displays in stores (interiors and exteriors) throughout America, with name and place always noted here (e.g., Lewis J. Ball of Springfield, Mass.: "Mr Ball is a staunch believer in show window advertising").

Shows imaginative use of jars and cans as well as Heinz-supplied signs, posters, banners, stand-up displays, etc. Not located in OCLC. 300.00

100. [Retail] **Pittsburgh Plate Glass Co.** *How Modern Store Fronts Work Profit Magic* [cover title]. [Pittsburgh: PPG, 1935.] Oblong 4to. 24pp + pictorial wrappers. ¶ Profusely illustrated brochure showing how Pittco Store Fronts (of glass, metal, and paint) can bring outmoded stores up-to-date. Numerous specific examples (store names/places) with some before/after comparisons—all storefronts converted to stream-line/art-deco styles. Very handsome. OCLC only notes a microfilm version. 150.00

101. [Retail] **Weinstock, Lubin & Co.** *Living a Principle Through Half a Century.* [Sacramento, 1924.] 16pp + [8]pp center illustrated section (on glossy stock) + decorative wrappers; small stain at top, not in text. ¶ Attractive history of a large department store in Sacramento, founded by two half-brothers in 1914. Center section with numerous half-tone views of store interiors as well as employees. Text by Floyd R. Heldebrand; production reminiscent of California private press productions of the period. OCLC notes two holdings (Sacramento Public, Lodi Public). 75.00

102. [Retail] **Joseph Horne Co.** *You are Invited to see Horne's Original NIGHT-LIFE SHADES Inspired by the Color Spectrum Created by Pittsburgh's Steel Industry.* Pittsburgh, 1940. 4pp folded brochure with die-cut window. LAID IN: 2pp typed press release + newspaper ad (clipping) + fashion review from *Pittsburgh Sun-Telegraph*. ¶ One of the weirdest of marketing ploys! An "original collection of American evening fashions" (with "complimentary accessories") in the "dazzling colors" of the Pittsburgh steel industry... "Our fashionists [sic] have captured the romance and the drama of the steel manufacture, and translated them into a color symphony which should stir the pride of every Pittsburgher. Flare Red, like a sudden flare from the furnace reflected in the sky..." Today, both the mills and Horne's are gone, but fashion is timeless! Like the "sapphire intensity of furnace sparks." Not located in OCLC. 65.00

103. **Roussel, J.** *Guide Franco-Américain.* NY: Courrier des États-Unis, 1893. [312]pp + folding plate + large color folding map + pictorial wrappers. Profusely illustrated with wood-engravings. ¶ Guidebook/handbook to the U.S. for French citizens—hence full of ads from businesses in New York catering to French clientele. Mostly focused on New York City, but the book does include information and illustrations on other parts of the US, including Chicago during this Expo year. With information on

American politics, commerce, tables, etc. The fifth year of this guide. OCLC only shows single holdings of a few other years. 150.00

104. [Sales] **American Products Co.** *The Road to Success. A Complete Sales Manual for "Zanol" Representatives.* Cincinnati, 1922. 48pp + pictorial wrappers. ¶ Complete detailed handbook, in small type, for salespeople representing this firm, which sold, through its army of door-to-door independent sales reps, a wide range of products—cleaning products, skin care (e.g., perfumes, fragrances, creams), medical (“corn removal”), flavors for cooking, etc. OCLC locates a copy of this issue at Duke. 45.00

105. [Sales] **Eagle Publishing Co.** *The Eagle X'Mas Number [cover]. Merry Christmas and a Happy New Year to Our Army of Student Agents.* Albany & Springfield, 1894. Small oblong 4to. [36]pp + pictorial wrappers. Profusely illustrated with full-page and vignette illustrations. ¶ Paean from a young subscription-book publishing house (est. 1893) who employed male college students as its canvassing agents, providing the diligent ones with prizes (e.g., bicycles) and money. This booklet is full of testimonial letters from successful agents as well as many full-page half-tones of college buildings (as well as both the Yale and Penn football teams of 1894). College scenes shown include Dartmouth, Oberlin (a source for many agents), Syracuse, Wooster, and Wittenberg. Arbour only notes one Eagle publication—Mrs. Rayne's *What Can A Woman Do*—and from the content herein (e.g., letters from students), this was the only book they were pushing that summer. The management notes on p.[1] that as of Jan. 1, 1895, it would merged with Weed-Parsons Printing Co. of Albany (who had done Eagle's manufacturing). “The vast increase in our business has necessitated this change.” Not located in OCLC. 150.00

106. [Scheme] **Bryant Bros.** *Read Our Claims.* [Dallas, ca. 1903.] 12mo. [31]pp + pictorial wrappers, old damp stain on edge of cover. With a few small text illus. ¶ The firm acknowledges that the country is flood “with worthless and inferior instruments of various kinds claiming to locate Hidden Treasures, gold and silver ores.” However, Bryant's Mineral Rods, are “up-to-date” and work and they can prove it by virtue of numerous testimonial letters printed here (pp.17-30). First half of the booklet explains the principles and operation of this dowsing rod for metals—on the principle that the lead inside the rod reacts to gold and silver in the ground. Said Rod is shipped in a plain box so that no one, “not even the Express Agent,” will divine its contents. The Brothers also sold the Morse Electric Belt that cured just about everything around the waist area. Not located in OCLC. 125.00

107. [Schemes] **The Author** [pseudo.] *“Successful Brains.” An Honest Talk With Every One Interested in the Mail Business.* No place, 1935 Edition. 16pp + purple pictorial wrappers. ¶ No other book, the Author assures us, “contains as much good, honest, and genuine information as ‘Successful Brains.’” Full of mail order schemes... ink powder, silvering mirrors, root beer extract, fortune telling, writing for trade papers, printing “facsimile” letters (“It gives satisfaction, and the investment is slight”). Not located in OCLC. 45.00

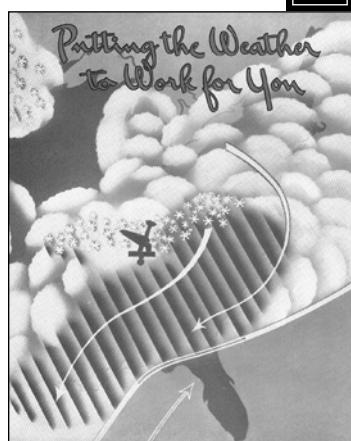
108. [Sound] **Muzak Corp.** *Muzak Programming is a Scientific Thing.* [New York, 1947.] 4to. Three-panel (6pp) folding brochure. ¶ Firm pushes its “background of melody for hotels

and restaurants, for industrial plants, for offices” through text and graphics which prove that the programming works! Less fatigue in offices! More drinking in restaurants! Not located in OCLC. 45.00

109. [Sports] **American Golf Foundation.** *A Golf Club is a Business.* Chicago, ca. 1950? 4to. 16pp + color pictorial wrappers. Color graphics and designs throughout. ¶ Bringing common-sense business planning and practices to the tee. “The Foundation has no axe to grind and its findings are based entirely on facts secured by extensive research.” Not located in OCLC. 60.00

110. [Tariffs] **Swank, James M.** *American Iron and Steel Association.* Philadelphia, 1878. Two autograph letters signed from Swank to a Chicago business man, asking for his support in the campaign against the Wood Tariff Bill—“We hope that our Western friends whose interest are affected by this outrageous bill will lose no time in bringing their influence to bear against its passage.” **PLUS:** attached are two one-page printed broadside letters from the Industrial League (Philadelphia, 1877) petitioning for business owners to lobby the President and Congress on the Bill whose passage would “inevitably aggravate the prevailing distress, and entail more widely-spread idleness of workingmen.” The League adds in italics: “This memorial is not for the signature of your workingmen.” **WITH** a one-page printed note from Swank (1877) noting that the Association is in league with the League, so to speak, and asking for “as many signatures of manufacturers in your city as is desirable.” Battle lines being drawn. 100.00

111. [Telegraph] **Pacific and Atlantic Telegraph Company of the U.S.** *Fourth Annual Report of the President, Treasurer, and General Superintendent... For the Year ending May 3, 1870.* Pittsburgh: Printed by W.S. Haven & Co., 1870. 28, (1)pp + blue printed wrappers with printed “Extract from Minutes of Meeting” tipped to the front cover. ¶ Rare report from this active but short-lived telegraph company, which maintained lines in the East (as far west as the Mississippi), with full information on assets, funds, rates, operation, and activities of competitors. “Western Union Telegraph Company, becoming alarmed at the rapid extension of our lines, and the popular favor with which the company was regarded, instituted a series of heavy reductions in the rates between points reached by our wires, and especially on our older sections.” This price war, and the “depressed condition of business,” was impacting the Company's ability to generate a dividend for its stockholders—and the tipped-on cover slip announces that no Dividend was to be declared “at the present time.” Having been established in 1866, this firm misses mention in Thompson's *Writing a Continent: The History of the Telegraph Industry in the United States, 1832-1866* (1947); however there is a chapter on the firm in James D. Reid's 1886 *The Telegraph in America and Morse Memorial* (pp. 443-450). The firm expanded very rapidly—through merger acquisitions of other telegraph companies—and by 1869 it had owned 3,244 miles of wire and seemed, as Reid phrased it, “on the high road to prosperity.” However the combination of over-heated and overly-optimistic expansion coupled with vigorous rate reductions spelled trouble—dividends came to an end, and soon it was bought by its larger rival, Western Union. At this time of this 1870 *Report*, the President was George Thurston, who was also a very competent scribe of Western Pennsylvania history. OCLC only locates the firm's 1868 *Prospectus*. 325.00



116.



118.

112. [Telephone] **Stromberg-Carlson Telephone Mfg Co.** *The Value of a Telephone in Railway Work as Applied to the Operation of Steam, Electric and Interurban Railways.* Rochester, 1906. 12mo. 30pp + decorative embossed wrappers. With 27 vignette half-tones. Old discoloration on edge of a few leaves. ¶ Description and benefits of a portable telephone system, predating cell-phones! Not located in OCLC. 100.00

113. [Television] **Magnavox.** *Finer Performance... Matchless Beauty... Greater View. The Magnificent Magnavox Television-Radio-Phonograph.* No place, 1953. 4to. [12]pp including pictorial wrappers. Prof. illustrated. ¶ Variety of television sets and consoles as well as radio-phonograph cabinets. "It is an investment that will give pleasure long after the cost of the set is forgotten." OCLC locates one copy (Strong). 45.00

114. [Television] **Radio Corp. of America.** *Compatible Color Television. RCA Victor.* [Camden, ca. 1950.] Square 8vo. [16]pp + color wrappers with die-cut window. Prof. illustrated. ¶ Brochure for RCA's TV that received both color and black-and-white telecasts. This booklet shows you how to get the best out of such a set. Not located in OCLC. 50.00

115. [Trade Show] **Penhellenic Exporters Assoc.** *Greece at the First United States International Trade Fair. Chicago, Illinois, U.S.A. August 7-19, 1950.* [Athens: Pechilvandes, 1950.] 39pp + four folding floor plans + color pictorial wrappers. ¶ Greece's appearance at this large post-war trade show, with the plates showing the location of Greece's exhibits on Chicago's Navy Pier. Not located in OCLC. 65.00

116. [Weather] **Drake, Lawrence.** *Putting the Weather to Work for You.* Washington DC: American Retail Federation, 1946. 4to. 28pp + color pictorial wrappers. With four pages of maps and charts. ¶ The Federation shows how applied climatology can "open up" opportunities for businesses. "Climatology hastened victory," Drake says, and here he explains, "what it can do in peace-time for the manufacturer, distributor and retailer." For example, the center spread shows "The dollars-and-cents side of a heat wave" experienced in the Central Plains in 1944. "These charts show the enormous stake business has in getting the right weather-situation goods to the right places at the right time." Such as electric fans to Kansas City! The upside of climate change. OCLC notes three holdings (Iowa, Illinois, Howard). 60.00

117. [Weather] **Lumb, Alexander T., ed.** *Windstorms and Windstorm Insurance.* A series of observations on the wisdom of being prepared with protection against damage by wind. Illustrated by views of property destroyed and overthrown. Fourth ed. NY: Home Insurance Co., 1912. Large 8vo. 66pp + color pictorial wrappers. ¶ Profusely illustrated—a virtual windstorm view book, with two captioned images (principally half-tones from photos) per page, with places and dates noted. Destinations principally in the mid-west, south, and east. OCLC notes one holding (NYPL). 65.00

Trade Catalogues

118. [Advertising] **Monarch Match Co.** *Advertise With Monarch Book Matches. Catalogue No. 158.* San Jose, ca. 1958. 4to. [1], 1-192pp + (12)pp + nine tabs (18pp, paginated a/b) + plastic spiral-backed color pictorial boards, small ding at top edge of the cover. Profusely illustrated throughout with thousands of "cuts" + four paper samples + 98 actual matchbook covers mounted herein. Single issue of the firm's *Monarch Flame* (1958, 4pp) laid in. ¶ Great catalogue on a burning topic, providing samples of all kinds of covers for all kinds of business—especially good for bars, cafes, and taverns—with additional sections on Saddle Slogans and Stock Inside Cover Plates, Fraternal Covers, Political Covers, and a large indexed section of regular stock covers. "Everyone uses and reads book matches." Relic of a now almost-gone era. Ironically, of all the businesses covered here, there are no book matches for book dealers. 250.00

119. [Agricultural] **Wood, Walter A.** *Thirty-sixth Annual Catalogue, Walter A. Wood Harvesting Machines.* Hoosick Falls, NY: Wood, [1888]. 4to. [32]pp + chromolithographed wrappers; very light spotting visible on inside rear cover. ¶ Profusely illustrated with wood engravings, and every page with a decorative border and the entire page printed (lithographically) in a single color (blue, green) or two-color combination. An elaborate catalogue for a pedestrian product line, here made beautiful, desirable, and as the cover illustration (with its cherubs and harvest goddesses) suggests—mythical. Romaine (p.19) lists many catalogues and circulars, from 1857 to 1895, but not this particular gem. OCLC locates one holding (Delaware). 225.00

120. [Agriculture] **Bush & Son & Meissner.** *Wholesale Price List of American Grape Vines, Fall, 1876.* [St. Louis or Bushberg? 1876.] 4pp, folded. Decorative type. ¶ List of popular varieties as well as "promising Novelties" [e.g., Neosho, Renz, and Senasqua]—and calling "the especial

attention of Vineyardist to that most promising of new grapes, the ELVIRA, which will make one of our *best white Wines*." That grape is still a popular one in NY State. The firm maintained an office in St. Louis called the American Wine Depot. Romaine cites some later-dated publications. OCLC locates various holdings of the firm's catalogues (and in various foreign language editions) but not this *List*. 100.00

121. [Architecture] Gladding, McBean & Co. Latin Tiles. San Francisco & Los Angeles, [1919]. Folio. 58pp + cloth-backed embossed wrappers with small color print mounted on front wrapper. LAID IN is an offprint from *Architecture* (April 1919) on the "Residence of Mr. Malcolm McNaghten, La Cañada, California." ¶ Great architectural catalogue promoting the firm's "California Mission Tiles" which were prominently used at this time in California buildings (business and residential), with full- and half-page half-tones of examples throughout the State. Place, owner, and architect noted. With four pages of "Details of Construction and Specification." 150.00

122. [Architecture] L.F. Garlinghouse Co. Kamp Kabin. Third edition. Topeka, ca. 1930. Oblong thin 8vo. [40]pp + color pictorial wrappers. ¶ Profusely illustrated catalogue of small cabins—for long-term and vacation residences—with half-tone photos, small floor plan, small descriptions, and prices. OCLC locates one holding of this edition (Kansas State His.) 125.00

123. [Architecture] Russ Soda Fountain Co. Fountains of Profit [cover title]. Cleveland, 1934. 4to. [32]pp + 1p + covers. ¶ A gathering of seven separate *Specification Sheets*—all dated May 1st, 1934—covering various aspects of the three necessary ingredients for a successful soda fountain operation: beauty, quality, efficiency! Includes a 6pp sheet, "You Want a Trade Builder," covering general facts; "Russ Majestic Fountains" (4pp); "Soda Chefs" (4pp); "Fountainettes" (2pp); "Russ Tile Counters" (4pp, with two pages of color), and sheets on various Majestic Creamer Units. Typed price sheet laid in. 125.00

124. [Architecture] Southern California Home Builders. Southern California Bungalow Plans. Vol. 1. Los Angeles, 1913. 64pp + pictorial wrappers. Prof. illustrated with half-tones and floor-plans. ¶ "This book is called 'Bungalow Plans' to distinguish it from the amateur 'Bungalow Book.' It is intended for practical builders. This is a not a book of houses that exist only in the architect's imagination. It is not a book of dream pictures that are only on paper and have never been built." In

fact, each house shown notes the specific address as well as to whom the bungalow was sold (if known). Also with some larger half-tones of some interiors. Despite the "Vol. 1" note on the cover, this was the only issue published. OCLC notes three holdings (LC, UC Irvine, UC Berkeley). 250.00

125. [Art?] Alviso, Pennario. Keane Lithographs. Redwood City: Johnson Meyer Co., 1963. [28]pp + color pictorial wrappers. ¶ Catalogue offering prints of the Keane's classic drugged-out looking characters (usually girls and women). The five-page gushing appreciation by Alviso is followed by the selection (priced) in color. Includes a photo of the couple painting together in their Woodside studio. ¶ "Walter, a skyrocket of heady intensity, and Margaret, a pale blonde cuddle of introspection, are still on the nice side of 40." The charming couple separated the next year. Margaret was later to prove, through a court lawsuit, that she was the real creator of these works. Walter was in that nebulous gray area of being a charlatan, a scam artist, or a salesman. Or all three. He once claimed, "Nobody can paint eyes like El Greco, and nobody can paint eyes like Walter Keane." Which may have been true because there was a question if Walter could even paint. Most recently, the couple was the subject of Tim Burton's film, *Big Eyes* (2014)—and Margaret actually created a tie-in book. OCLC notes four holdings for this relic— SUNY Binghamton, LA Public, Pacific Union, and Utah State. Note: Your cataloguer is on the very nasty side of 40! 75.00

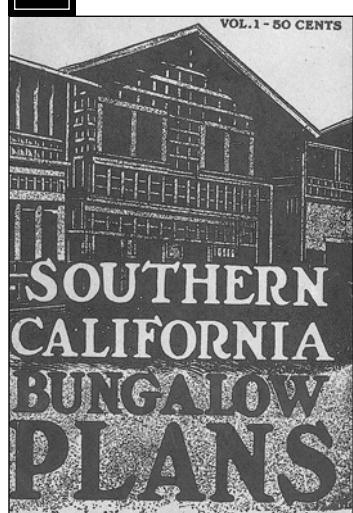
126. [Art] Colonial Art Co. Modern Art, American and European. Collotypes, Lithographs, Facsimiles. Catalog Number 24. Oklahoma City, 1931. 104 + [8]pp + decorative wrappers. ¶ Profusely illustrated catalogue from the [Reproduced] Art Capital of the World, OK City. Here presenting hundreds of repros of "modern art" (aka, after 1800—Old Masters are a separate catalogue), offered framed and unframed. Locations of the originals are noted. With seven-page list of other available prints. As the prices hint herein all the profit was in the framing. OCLC notes two holdings (Winterthur, NY State Historical). 75.00

127. Austin Drainage Excavator Co. Austin Drainage Excavator for Digging Drainage and Irrigation Ditches and Building Levees. Chicago, ca. 1920. Oblong 4to. 4pp text (rectos only) + 13 captioned plates (rectos only) + pictorial wrappers with string tie. ¶ Good catalogue on the topic, with half the captioned plates showing ditches "not made by the Austin," so you can see the difference! OCLC notes a group of nine catalogues from this firm at the Smithsonian 100.00

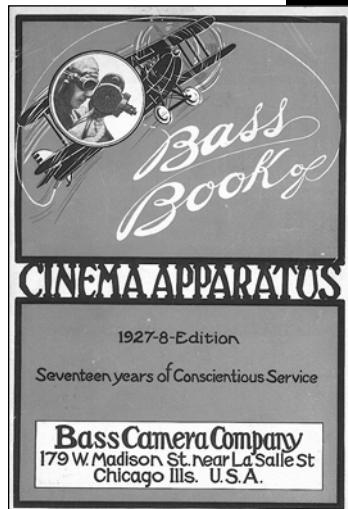
120.



124.



138.



128. [Carnival Supplies] **Concession Supply Co.** *1954 Concession Supplies and Equipment, Illustrated Catalog.* Toledo, 1954. 68, (1)pp + pictorial wrappers. Prof. illustrated. ¶ One-stop shopping for all of your carnival needs—popcorn makers, sno-cone machines, cotton-candy, candy apple cookers, hot dog grills, root-beer dispensers. The fun's built in. Not located in OCLC. 85.00

129. [Carnival Supplies] **Optican Bros. Carnival Goods. Novelties, Party Favors, Decorations, Gifts. 1948 Wholesale Catalog.** Kansas City, MO, 1948. Small 4to. 60pp + decorative wrappers. ¶ Chock-full of hundreds of different items for parties or as carnival-stand prizes, etc. Not located in OCLC. 75.00

130. [Caskets] **Cincinnati Coffin Co. Manufacturers of Undertakers' Supplies. Reduced Wholesale Price List. August, 1880.** 12mo. [24]pp + decorative pink lithographed (by Williams) wrappers, in Japanese/Greenaway style. With frontis wood-cut of "Our Gem" [a fancy box] and rear view of the Factory. Not in Romaine. OCLC notes single holdings of other publications from this lively River City firm. 65.00

131. [Fashion] **George W. Prior Hat Co. Manufacturers and Wholesalers Exclusively Since 1885.** Denver, ca. 1940. 4to. 16pp, including pictorial self-wrappers. ¶ Profusely illustrated catalogue of Western garb—especially hats—for home, office, and rodeo, including such styles as the Two-Tone San Alls and the Laced Arminto as well as men's vests (the Will Rogers, the Deadly Double, the Rippling Waters), women's outfits, boots, and decorative scarves (again, one featuring Will Rogers). 65.00

132. [Fashion] **H. O'Neill & Co. Fashion Catalogue, Fall & Winter, 1893-4.** New York, 1893. 4to. 132pp + tinted lithograph covers, some spotting on corners of front cover. ¶ Profusely illustrated, with the first 16 pages printed in lithograph, starting with an offering of women's capes and moving through a wide product line, replete with wood-cut illustrations—hats, chemises, slips, parasols, collars, caps, boys clothing, ornaments and oddments. Front cover has a vignette view of the O'Neill store on 6th Ave.; rear wrapper has a five-vignette montage of views of various departments (e.g., Ladies Underwear Dept., Restaurant). Not located in OCLC. Romaine lists two other seasonal issues from this establishment. 200.00

133. [Fashion] **H. O'Neill & Co. Fashion Catalogue, Spring and Summer, 1892.** New York,

1892. 4to. 128pp + pictorial lithographed wrappers with gilt highlighting. ¶ Profusely illustrated, with first 16 pages printed in lithograph (men and women's fashions) followed by sections with wood-cut illustrations—hats, chemises, slips, parasols, collars, caps, boys clothing, ornaments and oddments. Rear cover offers "partial views" of the furniture and house-furnishing departments—front cover has a vignette of the large O'Neill store on 6th Ave. OCLC notes locations (single holdings) of various catalogues from this fashion house, but not this year. 200.00

134. [Fashion] **M.B. Thrift & Co. Guide to Correct Dress. Spring and Summer Edition, 1897. A Treatise on Gentlemen's Wearing Apparel.** Chicago, 1897. 64pp + wrappers. ¶ Prof. illustrated men's wear catalogue, covering everything. Brief guide provides tips on Morning, Afternoon, and Evening Dress, as well as Golf Costumes and the Bicycle Suit. Not in Romaine. Not located in OCLC. 85.00

135. [Fashion] **R.H. White & Co. Fashion Catalogue, Spring and Summer, 1895.** Boston, 1895. 4to. 112pp + decorative lithographed wrappers, with full-page exterior view of the White store on the rear cover. ¶ Profusely illustrated fashion catalogue—for men, women, and children—with the first 24 pages printed in lithograph, with two pages of chromolithographed montages of boys and girls in various outfits. Later pages cover collars, embroidered edges, belts, buckles, and various household products. Not located in OCLC; nor in Romaine. 200.00

136. [Fashion] **Sears, Roebuck & Co. 100% All Wool Tailored to Measure Clothes.** [Chicago: 1911?]. 4to. 32pp + color illustrated wrappers. ¶ Profusely illustrated catalogue—Sample Book No. 81—of the store's "Men's Fall and Winter Clothes, Tailored to Measure, 1911-1912," with 16 pages having actual fabric samples mounted therein, in fine condition. Suits, vests, and overcoats. Center signature sprung from staples, others very good, with pictorial wrappers. Blank folio order form laid in. 200.00

137. [Fashion] **Sears, Roebuck & Co. Tailored to Measure Clothes for Men.** [Chicago: 1912?]. 4to. 32pp + color illustrated wrappers. ¶ Profusely illustrated catalogue for Sears' "Made to Order Clothing of Quality," with 14 pages of actual fabric samples mounted on the pages. With illustrations (some on color) of styles, especially suits, throughout. Three related pieces (e.g., cover letter, order form) laid in. Fine copy. Noted as "81R- 3d Edition." OCLC notes that the Winterthur has a 26-page issue of "No. 81" from the Fall/Winter 1912-13. 200.00

138. [Film] **Bass Camera Co. Bass Book of Cinema Apparatus.** Chicago, 1927. 56pp + pictorial wrappers. ¶ Prof. illustrated catalogue of Bass' large line of film cameras and apparatus (e.g., tripods), plus screens, projectors, books, splicers, and related items. Not located in OCLC. 65.00

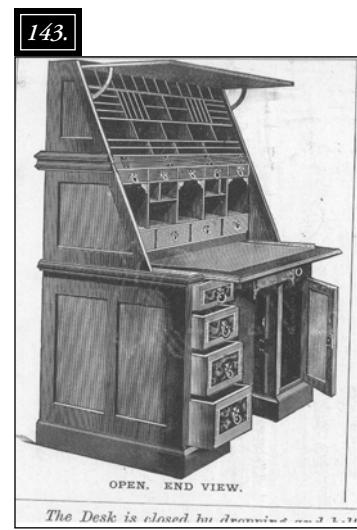
139. [Film] **Cameron Picture Machine Co. A New Motion Picture Machine.** Brooklyn, 1913. [28]pp + wrappers. ¶ Attractively illustrated throughout with sharp half-tones of this company's commercial motion picture projector equipment—"By showing the new Cameron Projecting Machine, we are able to exhibit to our patrons Moving Pictures which are practically *free of the defects* which fatigue the eyes and obscure the scenes." The booklet shows details of the operation, the mechanisms within, fire shield governor, electric arc lamp, the motor driven outfit, variable speed control; with a list of the various patents and the countries, dates covered; the accompanying text with introductory material covering the state of the industry, the Cameron equipment by comparison, safety, cost, followed by a section reproducing 13 letters relating it is patent and to user testimonials (e.g., Motion Picture Patents Co., Pathe Freres, *The Motion Picture Story Magazine*, Flatbush Park Airdrome, The Rose Theatre, and others). **WITH** a nine-page typed draft of the main descriptive text section, here entitled "As We See Ourselves." An interesting motion picture equipment & entertainment industry product from the early part of the 20th century. This booklet also aspired to bring investor consciousness to the financial benefit of the company's stock. Not located in OCLC. 150.00

140. [Film] **Shell Oil. Motion Picture Catalog.** No place, 1956. [28], [2]pp + color pictorial wrappers. ¶ Illustrated catalogue of the oil company's 21 non-fiction films available for free showings at schools, Rotary clubs, Elk clubs, etc etc. Such thrillers as "Birth of An Oil Field," "The Story of Oil Marketing," or "Harnessing Liquids." Not located in OCLC. 45.00

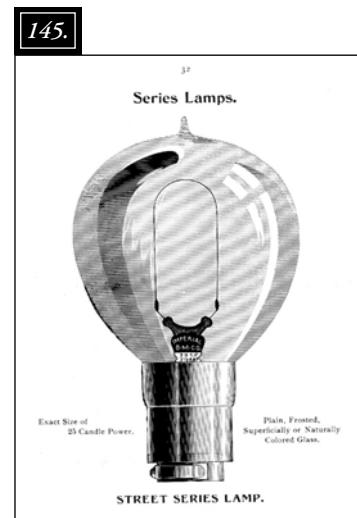
141. [Food] **Charles & Co. Catalogue, May, 1937.** New York, 1937. 319pp. Original pictorial embossed cloth. With 8pp pamphlet on Thanksgiving specials. ¶ Elaborate trade catalogue from this food retailer—"Fancy Grocers and Fruiterers"—with hundreds of pages listing (with prices) just about every conceivable eatable. One of their specialties was the creation of "Bon Voyage" Steamer Packages"—baskets full of goodies [inside front and rear covers have color paste-down ads]. "No more appreciated gift could be

sent than a Charles & Company basket of selected fruits and delicacies." With illustrated ads from manufacturers of many products placed throughout (e.g., "For the discriminating hostess, Ivanhoe Redi-Salads"). Good record of how the 1% of 1937 bought (or rather, how their kitchen staff bought) groceries. 125.00

142. [Food] **H. A. Johnson Co. Nut Meats.** Boston. Ca. 1920. [28]pp + stiff pictorial wrappers. Profusely illustrated with half-tones of different types of nuts (shelled). ¶ "Nut meats are one of the most important products used in the manufacture of candy and yet many confectioners know comparatively little about them." That's just plain nuts! Not located in OCLC. 45.00



143. [Furniture] **Forest City Furniture Co. The Ross Perfection Desk.** Rockford, IL: Gazette Print, ca. 1880. Single-sided illustrated broadside, with three wood-engravings—three of the Desk and one view of the Factory. Variety of typefaces. Light fold marks. ¶ Attractive sales broadside for a fancy office desk—"Business Made a Pleasure by Using This Ingenious Contrivance." The Labor-Saving Invention had been pronounced "by Business Men Using them, a Universal Success." OCLC locates one holding (Winterthur). 100.00



144. [Horticulture] **Schack Artificial Flower Co. Inc. Schack's Spring Flower Book. 1915.** Showing a large and variety collection of floral units and many other new and artistic ideas for window and store decoration for the coming spring and summer seasons. **PRESERVE THIS BOOK** [cover title]. Chicago: Joseph Schack, 1915. Double folio (20 in/ 51cm). 24pp + color pictorial wrappers. ¶ Profusely illustrated catalogue of just about every conceivable combination of fake flower(s)/stands etc., to use in window displays. Rear cover features a selection of "Scenic Paintings for Window Backgrounds." Not the thickest trade catalogue that I have seen—but certainly the largest in height! 125.00

145. [Lighting] **Cleveland, Maurice Hyde. The Fashioning of a Lamp. To which is added An Illustrated Appendix, Embracing the Various Types of Incandescent Lamps.** NY: Bryan-Marshall, 1896. 40pp + original crepe wrappers with ribbon tie. Prof. illustrated. ¶ Article by Cleveland describing the Bryan-Marshall light-bulb factory in Marlborough, Massachusetts is followed a trade catalogue (p.10-40) on the firm's line of incandescent lamps. Not located in OCLC. 150.00

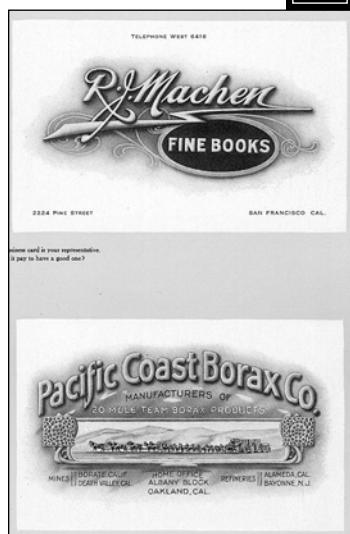
149.

146. [Lighting] **Domestic Engineering Co. Delco-Light, The Complete Electric Light and Power Plant at every Branch of the Oil Industry.** Dayton, ca. 1920. [12]pp including pictorial wrappers. Prof. illus. ¶ Lights for drilling rigs, workmen homes, pumping stations, etc. This publication not located in OCLC. 45.00



161.

147. [Matches] **Detroit Match Works. Price List of Stamped Matches.** Detroit, 1865. Single-sided printed broadside circular in various typefaces. ¶ The proprietor, D.M. Richardson, opens by informing his clientele, "Since issuing my last Circular, labor has advanced, and stock is very scarce and continually advancing. To meet this there is no alternative but to make still another advance in prices. I very much prefer to do business in a more even market, but this is beyond my control." Not located in OCLC. 75.00



148. [Music] **Strohber Diminutive Piano and Player Pianos.** No place or date (ca. 1920). [20]pp + pictorial wrappers. Prof. illustrated with some gilt highlighting. ¶ Illustrations of "the smallest complete upright piano made" in various settings and rooms (domestic and educational). "Full scale, 88 notes—count them." Not located in OCLC. 75.00

149. [Optical] **New Era Optical Co. New Era Money Saving Catalog. No. 55.** Chicago, [1933]. 4to. 84pp, including pictorial wrappers. ¶ Profusely illustrated catalogue of eyeglasses, lenses, frames, advertising aids ("Famous Neoco Model Heads") and other products for optometrists and eye-care stores. Cover ties into the 1933 Century of Progress Expo. This catalogue not located in OCLC; although Davis & Dreyfuss locate a copy at Rochester. 65.00

150. [Packaging] **Wm. A. Gill & Co. Seamless Tin Boxes.** Columbus, 1885. Oblong 12mo. 15pp + stamped wrappers. WITH 1p letter, "To the Drug Trade," promoting its tin boxes for that market, with the two gilt-printed boxes (as on the small catalogue) printed at the top along with its label. Not in Romaine. Not located in OCLC. 60.00

151. [Paper] **Dennison Manufacturing Co. Dennison's Metallic Pyroxylin Coated Papers.** Framingham, [1934?]. Oblong 8vo. 50 sample leaves + six tabbed divider leaves with text + cloth-back die-cut pictorial wrappers (silver finish cover stock) + original mailing envelop. With 6pp price list for Bronze Papers laid in. ¶ Catalogue of fancy papers, in silver and gold as well as various metallic

colors. With a section of 14 embossed samples. Not located in OCLC. 75.00

152. [Pens] **Leroy W. Fairchild & Co. Gold Pens and Pencil Cases.** New York, ca. 1885. 4pp folded, with text on p.1 and p.3; previously folded; gilt printing, including two pens on p.3. ¶ Pushing the firm's assorted product line coupled with "an all metal Mansard Show Case." Romaine (p.222) cites two other small publications from this firm, ca. 1885. 45.00

153. [Pens] **J.W. Stoakes. The Automatic Pen.** Milan, Ohio, ca. 1880. 2pp. Double-page advertising/catalogue letter, with an actual example of this pen, drawn in red and blue inks. With prices and testimonials. 45.00

154. [Photography] **E. Leitz. Leica, The Universal Camera. A Still Camera Using 35 mm Cine Film. Catalogue No. 1166.** NY, 1929. 24pp + color pictorial wrappers. Prof. illustrated with full-page and text vignettes. With a one-page ad on "Leica at the South Pole," plus a testimonial letter on the camera's successful use at the Pole. OCLC only notes a 1931 issue. 125.00

155. [Photography] **Geo. P. Hall & Son. Sights** [cover title0. New York, ca. 1900. Square 8vo. 20pp + wrappers, creased in center. With four pages of half-tone reproductions, with added mss notes by former owner. ¶ Catalogue from this firm of "contracting photographers," listing hundreds of available images, arranged by place, from Albany to Yachts—but mostly scenes in/around New York City. The illustrated section has 11 images, all of NYC—and, as noted, with manuscript comments about the specific locations shown. 85.00

156. [Photography] **Kodak. Hawk-Eye Camera, Rainbow Series and Standard Black Models.** Rochester, 1930. 12mo. [12]pp + color pictorial wrappers. ¶ Colorful models, shown in vignettes throughout with additional designs and scenes. "The choice of legions of grown-ups and children who want to make snapshots the easiest way." All models shown are women—the real intended consumer for this dandy product line. Not located in OCLC. 45.00

157. [Photography] **O.G. Hursten. Miniature Photo Pins and Novelty Photo Jewelry. Made from a picture, photograph or tintype.** Chicago, ca. 1900. Oblong 12mo. 12pp including pictorial wrappers. ¶ Profusely illustrated with examples (plus specifics and prices) of this "Latest Society

Fad." Mr. Hursen's headquarters was in the Palmer House Rotunda. Not located in OCLC. I am also including an actual miniature photo pin (portrait of two couples)—unknown if this pin was created by Hursen. 75.00

158. [Printing] **Brandtjen & Kluge.** *The Kluge Automatic Platen Press Feeder.* Minneapolis, ca. 1920. Thin 8vo. 31pp + color pictorial and embossed wrappers. ¶ Feeder which attached to 10x15 and 12x18 Chandler & Price presses, speeding up production as well as increasing the type of printed items possible.. With numerous testimonials. Not located in OCLC. 45.00

159. [Printing] **Chas. Holbrook & Co. Catalogue.** Portland, Maine, [1886]. 12mo. [16]pp + gold gilt-printed wrappers, rear wrapper rubbed. ¶ Catalogue of prices and services from this job printer who includes seven full-page illustrated ads (presumably set by Holbrook) for "a few well-known business houses" around town. Not in Romaine. Not located in OCLC. 65.00

160. [Printing] **Columbus Card Co. Pocket Sample Case.** Columbus, ca. 1890. Folio (43cm), double-sided, with four mounted cards with tipped on chromolithograph die-cuts + one business card. WITH: **Ohio Card Company. New Sample Book.** Cadiz, OH, ca. 1890. Folio (54cm), double-sided sheet, with four mounted calling cards, each with tipped-on decorative chromolithographed die-cuts. ¶ Two ephemeral pieces promoting the sale of pieces of ephemera—in this case calling and friendship cards, with illustrations of other offered cards, ordering information, etc. 100.00

161. [Printing] **Commercial Art Company. Original Designs for Office Stationery.** San Francisco, ca. 1907. [8]pp including pictorial wrappers. Lithographed samples of this studio's fine work "one year after the First." Not located in OCLC. 50.00

162. [Printing] **Ohio Card Co. Sample Cards.** Cadiz, OH, ca. 1880. 10ff + cloth-backed wrappers, cover creased. ¶ Catalogue of friendship cards, with tipped-on elaborate chromolithograph die-cuts. Cards with fancy-cut borders, some special styles with silk fringe. With five separate cards laid in. 85.00

163. [Prison Furniture] **Illinois Board of Prison Industries. Illustrated Descriptive Catalogue. Second ed.** Springfield: Illinois State Reformatory Print, ca. 1908. Oblong 4to. 75pp + decorative wrappers. Profusely illustrated. WITH: *Price List to Second Edition*, 1908. 8pp, self-wrappers. WITH: two typed cover letters from the Sales Manager. WITH: order form (blank) and return envelope. ¶ Full line of mission-style wood furniture—desks and chairs of all sorts, book cases and cabinets, dressers, settees—but here directed to the Illinois school market. The furniture, we are told, "is made to endure. It is durable, sanitary, attractive and noiseless." All made at the Joliet Prison. School administrators and teachers receive another benefit: they can truthfully say this in class—"Johnny, if you write your name on that desk, you will soon be making them!" OCLC locates a copy at Illinois State Lib. 300.00

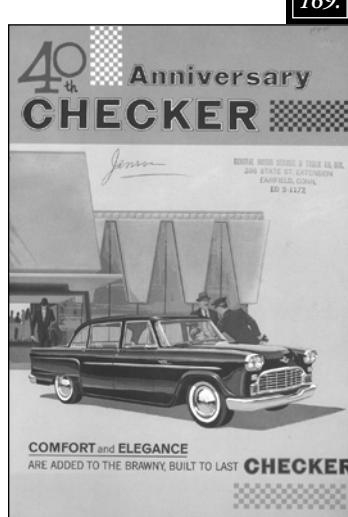
164. [Retail] **Borneman & Co. Successor to Grovers' Show Case Works, The Oldest Show Case Maker in the United States.** Philadelphia, ca. 1886. Oblong 8vo. 32pp + printed wrappers. Staples a little rusted. ¶ Profusely illustrated catalogue— 44 wood-engravings on 32 pages—of class-fronted cases for all types of commercial operations, showing store interiors or large wall cases as well as many styles of counter cases. Not in Romaine. Not located in OCLC. 65.00

165. [Sales] **National Sales & Mfg. Co. The Profit in Popcorn.** Published to point the way to a big, steady income for you from the popular confections, POPCORN and PEANUTS. Des Moines, 1929. [32]pp including color pictorial wrappers. Profusely illustrated with eight full-page color lithographs + numerous vignette illustrations. ¶ Great catalogue on the topic, replete with information on how to get into the business, with descriptions and specifications of nine different models (from the Concession model to the "Bungalow" and "President" models) + supplies + three pages of testimonials ("During the last 11 months, my Popcorn business has totaled \$2,388.96" writes a man from Texas). A great year to enter the snack business. Not located in OCLC. 225.00

166. [Sales] **World Manufacturing Co. Summer Catalogue 1884. Standard Household Articles for Agents at Manufacturer's Prices. The Latest, Best and Fastest Selling Goods.** NY, 1884. [44]pp, self-wrappers, small tear at top of last leaf. Prof. illustrated throughout. ¶ Large line of stuff to be sold by traveling salesmen or stores, and thereby in return they earn premium gifts. With testimonials. Products herein include watches ("almost given away!"), accordions, music boxes, revolvers and rifles, jewelry, novelty items, joke books and popular literature (e.g., "Genteel Behaviour"). OCLC notes two holdings for the 1883 catalogue and one each for 1885 and 1886. 65.00

167. [Shoes] **Clark-Hutchinson Co. 1899 Spring Catalogue.** New York, 1899. 72pp + stiff color designed wrappers. Profusely illustrated, with tinted full-page photo on most rectos. ¶ The best that this wholesaler had to offer to "high-class merchants." Large offering, all priced. Cover design reminiscent of Will Bradley and similar to the then current taste in graphics. Not in Romaine—although UC Santa Barbara has a copy of a Clark-Hutchinson catalogue in the Romaine Collection, but the issue is not noted. 100.00

168. [Windmill] **Aermotor Co. Easy-to-Build-Up Tower and Auto-Oiled Aermotor... 1916 Model.** Chicago, 1916. Six-panel vertical folding (down-ward) broadside (8.75 x 27 inches) on stiff stock, profusely illustrated, printed both sides. ¶ Unusual sales presentation for the firm's windmill tower, with parts shown and described on verso. With string at top for hanging in store. Vertical format provides the illusion of height. This item not located in OCLC. 150.00



169.

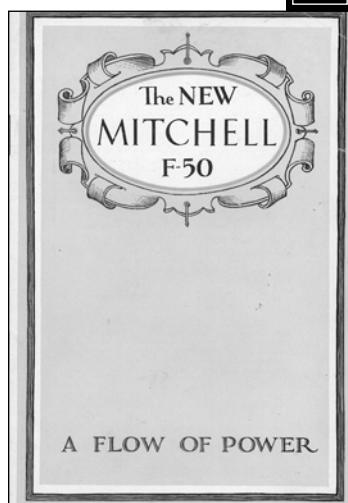
Transportation—Auto, Air, Ship, Train...

169. [Auto] **Checker Motors.** *40th Anniversary Checker. Comfort and Elegance are added to the Brawny Built-to-Last Checker.* No place [Kalamazoo?] or date, ca. 1958-60. 4to, four-page folding brochure with inside flap, opens to 21 x 17 inch illustrated center. ¶ Makers of the iconic Checker Taxi try to break into the post-war consumer auto market... with cars that look like taxis, but with new names... the Marathon! The Superba! "Everything about the car says Quality with a capital 'Q'!" In its heyday, highest annual sales to the non-taxi market reached 3,000 cars. Not located in OCLC. 65.00



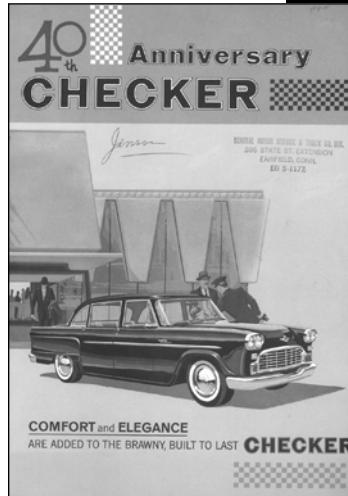
170.

Chevrolet Motor Division. *1940 Chevrolet. Special Deluxe, Master Deluxe, Master 85.* [Detroit, 1939?] Oblong 4to. [12]pp + color wrappers. Profusely illustrated throughout with large color renderings of car models and many small vignettes of features which show that "Chevrolet's FIRST Again!" OCLC locates two copies (Library of MI, Virginia). 85.00



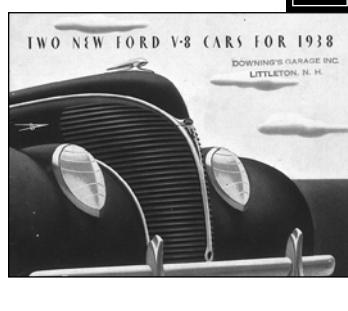
171.

Chevrolet Motors. *Chevrolet, The Only Complete Low-Priced Car.* [Detroit, 1935?] Oblong 8vo. [16]pp with foldout rear cover. Profusely illustrated in color; printed on "linen" stock. Introduction of the "thrilling beauty" of the 1936 models. OCLC notes two holdings (Hagley, SMU). 100.00



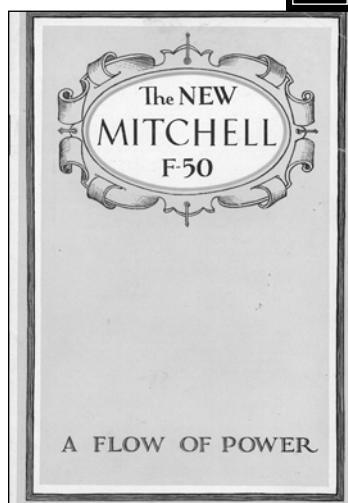
172.

Chrysler Corp. *1939 Dodge Luxury Liner. Dodge's Silver Anniversary Triumph.* [Detroit, 1938.] Oblong 4to. [24]pp + pictorial cover. ¶ Profusely illustrated with renderings and half-tones, a plethora of vignettes (e.g., close-ups of features, struts, etc.). The cover illustration suggests an analogy to a steamship liner, while the nine interior full-page model illustrations have the cars before futuristic/ space station/rocket graphics. OCLC locates one holding (VA). 125.00



173.

Chrysler Corp. *Chrysler. Tailored to Taste!* [Detroit, 1940.] 4to. 8pp folding (four-panel). Profusely illustrated in color. ¶ Models for 1941, pushing the "space-flared bodies," the upholstery, the Vacamatic Transmission! Chrysler recycled the title slogan in 1953. Not located in OCLC. 50.00



174.

Dodge Bros. *Dodge Brothers Motor Car.* [Detroit? ca. 1915.] [16]pp including color decorative wrappers. With six full-page plus numerous vignette color illus. ¶ Attractively illustrated booklet, pushing the engine, the leather, the body, and with two pages of Specifications. 75.00

175. [Auto] **Dodge Bros.** *Dodge Brothers Pictures of Favorites.* [Detroit? ca. 1915?] 12mo. [15]pp including wrappers. ¶ Illustrations of favorite entertainers— Talmadge, Chaplin, Fairbanks, Griffith, Barrymore, Del Rio, Paul Whiteman [conductor]—and four favorite models of sedans and trucks. Not located in OCLC. 45.00

176. [Auto] **Dooling Bros.** *Mercury Miniature Racing Cars.* [Culver City, ca. 1940.] 4to, 4pp folded, illustrations. ¶ Description of three models of such racing cars—streamlined, rear drive, front drive— each complies with the American Miniature Racing Car Association for official racing. Not located in OCLC. 45.00

177. [Auto] **Ford Motors.** *Accessories Designed for Your New '54 Ford.* [Detroit, 1954.] [32]pp including color pictorial wrappers. Prof. illus. ¶ Radios, speakers, defrosters, seat coverings, wheel covers, hood ornaments, mirrors, lights... the car was free but the accessories were all extra! Not located in OCLC. 100.00

178. [Auto] **Ford Motors.** *Two New Ford V-8 Cars for 1938.* [Detroit, 1937.] Oblong 8vo. [16]pp + color pictorial wrappers. ¶ Profusely illustrated with full-page color illustrations, half-color renderings of 11 models, illustrations of interiors and features, small vignettes of cars in actions. OCLC locates one holding (Lib. of MI); Ford issued a different catalogue this same year entitled *Announcing Two New Ford V-8 Cars for 1938* (Hagley). 100.00

179. [Auto] **General Motor Sales Corp.** *Oldsmobile Six and Eight.* [Chicago, 1937.] Oblong 4to. [28]pp + color pictorial wrappers. ¶ Profusely illustrated with full-color renderings as well as numerous vignettes throughout. "Big, Luxurious, Distinguished... Favorite of Those who Demand Fine Things." Great front grill. OCLC notes one holding (Lib. of MI). 125.00

180. [Auto] **General Motors.** *Buick Carries the Banner Forward.* [Detroit: Evans-Winter-Hess, 1938.] Oblong 4to. [32]pp + color pictorial wrappers, very slightly creased. ¶ Profusely illustrated catalogue, with front and back matter covering technical issues... Dynaflash Engine!... while pp. 3-24 has handsome color illustrations, with silver-printing highlights of the many models, all with amazingly long engine/hood areas. Buick recycled this cover title in 1956. Not located in OCLC. 125.00

181. [Auto] **Mitchell Motors Co.** *The New Mitchell F-50. A Flow of Power.* Racine, ca. 1910. [16]pp including color decorative wrappers.

¶ Illustrated, including six half-tones of various models: Touring, Sedan, Four-Passenger Sport, Coupe, and Five- and Six-Passenger Touring Cars. I like this phrase: "The sensible consideration of your pocketbook is likewise evident!" Not located in OCLC. 75.00

182. [Auto] **Mitchell Motors Co.** *New Mitchell Sixes. Series F.* [Racine, WI, ca. 1922?] 8vo. [20]pp + embossed design wrappers. Small tear on last leaf from old tape. Illustrated throughout with line renderings. ¶ Typical boxy cars of the period. "No description here can be adequate. No pictures can visualize the new style ideas, properly." That gets the copy-writer off the hook! One of this manufacturer's last models before it went bankrupt in 1923 and its large Racine factory (touted here in word and birds-eye view) was sold to Nash Motors. This catalogue produced by R.H. Donnelley of Chicago. Not located in OCLC. 75.00

183. [Auto] **Nash Motors.** *LaFayette. Nash-Built.* [Kenosha, WI, 1934.] Oblong 8vo. 8pp + embossed wrappers [embossed cameo of LaFayette], a little scuffed. ¶ Full-color illustrations (renderings) of various models as well as features, such as the De Luxe instrument panel. "A Fine Name—A Fine Car." Not located in OCLC. 65.00

184. [Auto] **Packard-Rochester Motors Inc.** *Introducing the Packard Light Eight.* [Packard Motor Co., 1932.] Oblong 4to, folded, 16pp including pictorial wrappers, wrinkled; + 4pp folding addendum bound with (staples) to the company brochure, from the President of the Rochester dealership—1p text, 3p blank. ¶ Typed letter (Feb. 10, 1932) from J.E. Hansen to a man on Lux St in Rochester, presenting said catalogue which "tells just why Packard can offer a Packard, genuine in everything, at so low a price" and urging the citizen to consider this new model Packard and to stop by the University Ave. office soon. Great auto catalogue with this direct-marketing appeal to the Rochester market! Not located in OCLC. 75.00

185. [Auto] **Pierce-Arrow Motor Car Co.** *Presenting the Pierce-Arrow Dual-Valve Six, Series 33.* Buffalo, [1923] Oblong 4to. 14ff, with full-page photos on rectos (text on verso) and including a title-leaf. Laid into a stiff folder with elegant title label mounted on the front, and with a snap-button closure. ¶ Fancy sales presentation for this luxury automobile—or rather, the line of autos in this series, including sedans, coupes, French limo and the enclosed drive limo. This

series was produced between 1923 and 1926. Said to be a favorite of bootleggers! Not located in OCLC. 250.00

186. [Auto] **Pierce-Arrow Sales Corp.** *Pierce-Arrow, Series 80.* Buffalo, 1925. Oblong 4to. [24]pp + decorative embossed wrappers. ¶ Beautiful catalogue on the new Series 80 line of luxury autos, with color renderings of the models as well as vignette imaginings of said cars in rich locations (e.g., at your mansion gate!) Technical specifications and illustrations included. Prices subject to change without notice. OCLC locates one holding, at the Hagley, with a catalogued date of 1923 (copyright on mine is 1925). 200.00

187.



187. [Auto] **Plymouth.** *America's Smartest Station Wagon... on the 1939 DeLuxe Plymouth Chassis* [cover title]. Oblong 4to. 4pp, folding brochure, opens to center spread (14.5 x 21 in.) with montage images ("Advanced Construction gives New Sturdiness"). Printed in browns and yellows. ¶ Brochure promoting the company's Suburban, with the "woody" sides and its "ultra-modern grille." Not located in OCLC. 65.00

189.



188. [Auto] **Pontiac Motor Co.** *Pontiac Silver Streak Sixes and Eights for 1936.* [Pontiac, 1936?] Oblong 4to. [12]pp + color pictorial wrappers (in blue and silver), slightly wrinkled. Profusely illustrated throughout with color renderings. ¶ Introduction of Pontiac's "smart 'speed-line' design," accentuated by a long metal hood/grill design (aluminum?) running from the front windshield, down the long hood, over the grill, to the bumper area. OCLC locates one holding (Lib. of MI). 100.00

189. [Auto] **Tucker Corporation.** *The Tucker Motor Car. The First Completely New Car in Fifty Years.* [Detroit? 1949?] Folded 8vo brochure, opens (with three folds) to 22 x 17 inch poster... "Step into a New Automotive Age in the Rear Engine Tucker"—profusely illustrated with renderings... "A Word to Women Who Drive or Ride." ¶ Certainly one of the more interesting of American cars, with its "forward-plunging lines." A combination of insurmountable problems—some technical, many financial, including charges of fraud—kept this dream car off the market, with only 50 eventually built in 1949. The text, of course, speaks as if the car was a reality and already on the open road. OCLC locates one holding (Univ. of MI). The Tucker Automobile Club of America reprinted this sheet in 1995. 125.00

192.

- DUCK AIR SERVICES**
OAKLAND
190. [Auto] **Plymouth Motors.** *The Beautifully New Plymouth.* [Detroit? ca. 194-] [16]pp including pictorial wrappers. ¶ Profusely illustration with renderings of all models plus interiors and features. "You get a real thrill when you see the beautifully new Plymouths..." Not located in OCLC. 50.00

193.

- SCALE MODEL**
Aircraft
CONSTRUCTION
PROCEDURE
- FEDERAL SECURITY AGENCY
U.S. OFFICE OF EDUCATION
WASHINGTON, D.C.
191. [Aviation] **Aero Model Co.** *Silver Ace Flying.* Chicago, 1929. Oblong 8vo. 32pp + color pictorial wrappers, slightly wrinkled. Profusely illustrated. ¶ "Every advance of science has left an indelible impress upon people"—including toy makers. Opens with a nine-page illustrated section on the history of aviation followed by a selection of "Flying Model Monoplanes, Biplanes, Seaplanes and Construction Sets." Also with parts and prices. Flying on the wings of interest stirred by Lindberg and Byrd. "I got a Silver Ace for Christmas. It flies swell and was easy to put together." Not located in OCLC. 125.00

197.

- WRIGHT**
WHIRLWIND
ENGINES
1929
192. [Aviation] **Duck Air Services.** *Gentlemen....* Oakland, CA, 1935. 1p typed letter on the Services' illustrated letterhead (May 17. 1935) + original oval four-colored cloth patch. ¶ In the letter, addressed to the Wilcox-Rich Corp., the head of the Services announcing the organization of a "complete aviation ground course for home study" and asks the company to contribute "literature, pictures, and other data regarding your aviation products... We are planning to give this course considerable advertising publicity among thousands of air-minded young men." The letter, with the funky patch, was returned to sender. 85.00

193. [Aviation] **Hambrook, Robert W.** *Scale Model Aircraft Construction Procedure.* Washington: Federal Security Administration, 1942. 12mo. 20pp + color pictorial wrappers. Many text illus. ¶ Unusual war-time program in which the government enlisted "our nation's schools" in the building of scale model airplanes "for such purposes as recognition, range estimation, and determination of cones of fire." The Navy, in fact, asked the schools to make 500,000 such models. This book provides detailed directions. OCLC notes two holdings (Columbia, Stanford). 45.00

194. [Aviation] **McGraw-Hill.** *Features and Benefits for Advertisers and Subscribers in the Aviation Week and Space Technology 1962 Buyers' Guide Issue.* [NY, 1961?] 4to. 4pp folding, with extra illustrated over-flap. Illus. ¶ Advertising to the advertisers, just after Kennedy had pledged (in 1961) that the US was heading to the Moon. Graphically, the piece suggests, "Get aboard the rocket!" Not located in OCLC. 45.00

195. [Aviation] **Michigan Model Airplane Supply Co.** *"Planes of the future will be built by the model makers of today."* Detroit, ca. 1929. 12mo. 47pp including wrappers. Illustrated throughout. Index on inside front wrappers. ¶ Description of the specific models available (e.g., The Stetson-Detroiter), along with parts and accessories. Not located in OCLC. 50.00

196. [Aviation] **United Air Lines.** *Mainliner Flight Information.* [Chicago, 1947.] 4to. Three-panel folding color illustrated folder, with quarter-page flap, holding *Maps of the Main Line Airway* (8vo, 36pp, prof. illustrated with route maps and half-tones, color wrappers) + folding brochure *When the Need Is For Speed, Send It Air Express.* ¶ Information packet on United's cross-county service (in numerous stages) aboard the Mainliner 300 ("will carry up to 58 passengers"). Post-war America takes to the air. The *Maps* brochure is also a directory of towns and cities that one passes over or through. "Yes... you may take this folder with you!" OCLC notes two holdings (Chicago History Museum, Stanford). 50.00

197. [Aviation] **Wright Aeronautical Corp.** *Wright Whirlwind Engines 1929.* Paterson, NJ, 1929. 4to. 16pp + color pictorial wrappers (one image front and back). ¶ History of the firm, record performance of Wright Engines between 1926-29 [Lindberg's plane had a Wright engine], specifications, etc. for the three models (shown). OCLC locates one holding (Rice); there was also a 34-page brochure issued. 150.00

198. [Carriages] **American Carriage Co.** *Catalogue No 17.* Cincinnati, 1902. 64pp + wrappers. Profusely illustrated, with at least two buggy or carriage styles shown on each page. WITH: Price List No. 17. Use with Catalogue No. 17. (1902). 32pp + wrappers. All prices changed by hand in red ink. Company's motto: "This Way Sinners." OCLC notes scattered holdings for a few catalogues from this firm- including a copy of Catalogue No 29 (1910) at Cincinnati Public. 100.00

199. [Carriages] **Haydock Brothers.** *Wholesale Carriage Manufacturers.* St. Louis, 188-. Single-sided profusely illustrated sales sheet, 11 x 17 inches, showing and describing (with prices) 16 different carriages, buggies, and wagons, with equipment prices listed in the center. Light fold marks. Prices added in red ink on a few places. OCLC only cites one holding for an 1888 catalogue (ironically, at the Henry Ford). 85.00

200. [Carriages] **Perkins, Campbell & Co.** *Department No. 2.* Cincinnati, [1889]. Oblong 8vo.

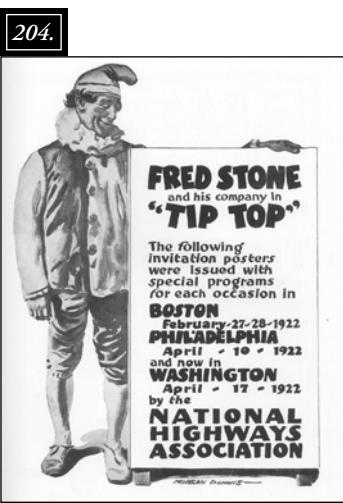
128pp + color lithographed wrappers. Profusely illustrated. ¶ Fine copy on the firm's line of "Single and Double Buggy and Carriage Harness and the various parts of the same which compose the goods we manufacture for our Department No. 2." Includes 16 pages of illustrated advertisements from other firms selling related (but not identical) products (e.g., leather cleaner). Not in Romaine. OCLC notes a photocopy of a similar catalogue—no location noted. 200.00

201. [Roads] **American Association of Creosoted Wood Paving Manufacturers.** *Wood Block Pavements in America. Where They Are, How They Look and How They Please Taxpayers, Drivers, City Authorities and the Citizens.* Chicago, [1910?]. Oblong 8vo. 40pp + decorative type embossed wrappers. Prof. illustrated. ¶ Attractive catalogue and sales piece promoting this method of road paving—durable, noiseless, economical. Full-page captioned plates showing street scenes throughout the country. At this point, Minneapolis had the largest square yardage (638,000) of wood block pavers. Although wood block served well in say, factory floors, the changing environmental factors (e.g., water, freezing) made them a difficult choice for the open road, and today there are only a few surviving short streets still with these pavers. OCLC only locates two holdings for another work on this topic from the Association. 125.00

202. [Roads] **Barrett Manufacturing Co.** *Coal Tar Paving Pitch.* NY, ca. 1910. Oblong 8vo. [36]pp + pictorial wrappers. Prof. illus. ¶ A coal-tar filler for stone, brick and wood-block pavements—keeps them waterproof plus leaves sufficient joints that enable horses to get a foothold while walking on the road. Many half-tones of streets through the land plus testimonial letters from satisfied civil engineers. OCLC notes one holding (Columbia). 85.00

203. [Roads] **Oregon Trail Memorial Association.** *United States Touring Map: Showing 250,000 miles of principal traveled highways including National Park-to-park highways...* Washington DC: National Highways Association for the Oregon Trail..., 1929. Large folding colored map, 92 x 140cm, some expert repairs on some fold spots on verso. ¶ Excellent map—noted as the Fourth edition, all dated from 1929—of the country, from this highway advocacy group, here re-issued as a promotional piece for the Trail Association, highlighting in blue the National Road, connecting with the Oregon Trail region (indicated in type and swatches of blue), with much descriptive text along the large left-hand margin on the Trail Association's work in getting a national trail marker system created. 125.00

204. [Roads] **National Highways Association.** *The National Highways Association asks you to attend the National Theatre, Washington, D.C., during the week of April 16 to 22, 1922, the performance of Fred Stone and his company in "Tip top"* [p.1]. [Washington DC? 1922.] Folio. [65]pp + folding color map of highways in North Carolina + embossed pictorial wrappers with red/white/blue ribbon tie; small library withdrawn stamp in upper corner of front cover, only mark. ¶ A most elaborate souvenir program of a benefit variety show assembled by the performer Fred Stone, on behalf of the Association. Stone called the show "Tip Top" and in the spring of 1922 it played in Boston, Philadelphia, and Washington. This large volume includes reproductions of advertising photos, cartoons, biographies, full synopsis of the show, photos and publicity material relating to the various performers—such as the Duncan Sisters and the wacky clown-saxophone Brown Brothers—many full-page portraits of Stone in his various roles in this piece of non-sense (e.g., American Indian, Cowboy), pics of the chorus girls... and concluding with four pages outlining in detail the Association's ideas for a national highways system, "A system of 150,000 miles of National Highways, built and forever maintained by the National Government." OCLC notes six locations, although pagination varies (e.g., 78pp) and place (e.g., Princeton has the Boston issue). Cover title: *National Highways and Good Roads Everywhere.* 125.00



205. [Roads] **Rudolph S. Blome Co.** *The Blome Company Patented Gratitoid Concrete Pavement.* Chicago, [ca. 1910]. Oblong 8vo. [32]pp + embossed wrappers with laid-down color plate, slight wrinkling on cover; center signature sprung. ¶ Prof. illustrated—with 18 full-page half-tones of street scenes in cities and small town paved with these blocks made from Portland Concrete. Not located in OCLC. 80.00

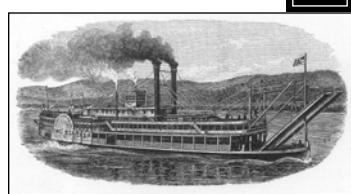
206. [Roads] **Standard Oil Co. of California.** *Asphaltic Concrete. The Durable County Highway.* [San Francisco, ca. 1929]. 51pp + color wrappers. Profusely illustrated with full- and partial-page half-tones. ¶ On the Oil Company's paving matter—"rock, gravel, and sand permanently and thoroughly bonded with asphalt" [an oil-derived product]—with captioned photos and examples from throughout the Pacific Coast. At the time of publication, "approximately 2,700 miles of county highways on the Pacific Coast are paved with asphaltic concrete." Printed by Taylor & Taylor of San Francisco. Not located in OCLC. 65.00

208.



207. [Roads] **Standard Oil Co. of California. Asphaltic Concrete. The Durable Town Pavement.** No place or date, ca. 1929. 30pp + color wrappers. Profusely illustrated with full- and partial-page half-tones. ¶ Sequel to the "County Highway" catalogue, here showing the use of asphalt in towns, and by this date it had been laid down in 232 Pacific Coast towns, some shown in the captioned photos here. Identical in design, graphics, typography, cover as above—hence, presumably also produced by the fine commercial printing house of Taylor & Taylor. Not located in OCLC. 65.00

210.



208. [Ship] **Cunard Lines. The "Queen Mary" Supersalesman for YOUR Product!** No place or date [1935?] 4to. 4pp, with die-cut cover. Illus. ¶ "A merchandising IDEA with 'News' Interest for Alert Manufacturers and Retailers." How to cash in on the new ship (due in NY on its maiden voyage, June 1st 1936). Page four reprints an ad from *Fortune* from the Venus-Velvet pencil company ("Here's how one Advertiser Did It"). Not located in OCLC. 45.00

211.



209. [Ship] **Cunard White Star. R.M.S. "Queen Mary" Cabin Accommodation.** [Liverpool, ca. 1936?] Square 12mo. [12]pp + decorative wrappers (slightly rubbed and wrinkled). Prof. illustrated in captioned half-tones. Printed in yellow and gilt. 45.00

210. [Ship] **Hays, Will S. The Guiding Star. Dedicated to Captain J. D. Hegler, Steamer Guiding Star. Copyrighted by Captain J.D. Hegler, Steamer Guiding Star.** [Cincinnati? 1885]. Large format sheet music, 4pp, with pictorial cover (featuring center engraved view of the *Guiding Star*), sheet slightly trimmed. ¶ Song that sings the praises of the "Majestic monster" that ran from Cincinnati to New Orleans. The full lyrics of this song about the "Cincinnati, Louisville and New Orleans Palace Passenger Steamer" and its well-known Captain are printed on the rear cover, along with a list of Representatives—"The following gentlemen represent the Steamer *Guiding Star*, at their respective points," beginning with Mossett and Co. of Cincinnati, then 13 other individuals or firms all the way down the Ohio and Mississippi Rivers to New Orleans. Hays himself was the boat's representative based in Louisville. OCLC notes that Cincinnati Public has a copy of an undated pamphlet on this ship (28pp), *Palace Steamer Guiding Star*. ¶ PLUS: Hays, Col. Will[iam] S[hakespeare]. *Little Jake. Song and Chorus Written and Composed by...* Published and

Copyrighted by Captain J.D. Hegler, Steamer "Guiding Star." Cincinnati: A.H. Pugh Printing Co., (1892). Large format sheet music, 4pp, with repair made to inside fold and to small tears along the edge. Pictorial cover with half-tone image of "Jake" standing on a dock and the "Guiding Star" in the River behind him. ¶ Song by the prolific and well-known Hays, a lyricist and writer from Louisville (1837-1907), about the son of Captain Hegler, with all of the lyrics printed on the rear page as well as with an anecdote about Jake. This is a completely different set of lyrics from the 1885 song (above), although the rear cover also provides the same list of "Representatives." OCLC notes only an electronic version of both songs at Louisville. Captain Hegler's ownership of the copyright of both of these tunes, and his role in their publication, suggests that Hegler commissioned these. For the pair: 125.00

211. [Ship] **United States Lines. Cabin Class Staterooms on the Washington [and] Manhattan. Fastest American Liners** [cover title]. [NY, 1936.] Oblong 8vo. [16]pp + color pictorial wrappers. ¶ Prof. illustrated throughout with color renderings of the various classes of staterooms available on this liners. "Live in Luxury As You Travel Smoothly." 45.00

212. [Train] **Chicago & NorthWestern. The Corn King Limited.** [Chicago, 1929.] 12mo. [24]pp + decorative wrappers. Prof. illustrated with interior half-tones on almost all pages. ¶ Descriptive brochure on the Line's new train running from Chicago to Omaha. Although called *The King*, the text talks of the train in the feminine (as in a ship): "She is smart—Mechanically she is a train of today running on a regular schedule—In art, in speed, in comfort—safety—she's the train of tomorrow." OCLC locates one holding (Abe Lincoln Library). 85.00

213. [Train] **Chicago, Burlington and Quincy. Dear Sir:** Boston, 1873. Illustrated letterhead, with 2pp manuscript letter. At top of recto is a route map of the Rail Road's lines from Chicago westward [to Fr. Kearney]. ¶ Content of the letter, sent from the Boston office, concerns the purchase of "branch bonds"—specifically bonds from the Chicago Dubuque & Minnesota and the Chicago Clinton & Dubuque roads. 125.00

214. [Train] **Chicago, Milwaukee & St. Paul Railway. The Trail of the Olympian, 2000 Miles of Scenic Splendor—Chicago to Puget Sound.** [Chicago: Rogers, 1916.] Oblong 8vo. [40]pp + embossed pictorial wrappers, slightly soiled. ¶ "A

serial panorama," as the Line calls it—2pp text + 38 captioned half-tones of scenes along the road to Puget Sound. In fact, almost half of the photos show rails or bridges, so it is literally a view book of the train route. OCLC notes single holdings of the various years' issuances. 65.00

215. [Train] **Phelps, John S.** *A Letter to Citizens of Arkansas in Relation to a Pacific Railroad*. St. Louis: George Knapp, 1858. 16pp + original printed front wrapper (rear not present), bound in recent marbled wrappers. ¶ Detailed argument in favor of a *central route* to the West coast—one that would naturally favor St. Louis as a terminus. Representative of the various stances taken on the proposed routes (e.g., north, central, or south) for the transcontinental railway. 200.00

216. [Train] **Pullman Corp.** *Pullman on Dress Parade*. [Chicago? 1948.] Oblong 8vo. [36]pp + color illustrated wrappers. Color litho-illustrated throughout. ¶ Pullman goes after the post-war traveler, with a range of accommodations described and illustrated, from simple sleeper berths to elaborate "Connecting Double Bedroom" compartments, plus other features (e.g., Lounge Car). 65.00

217. [Train] **Union Pacific Railroad.** *Hear what Ed Klippel has to say!* (Omaha? 193-?) Double-sided coated sheet with original 78 r.p.m. record in the center—owner was to "punch out record, following perforated edges. Place on any standard 78 R.P.M. phonograph" and hear what Klippel, the UP's General Passenger Traffic Manager has to say about the System's six "Great Streamliners" serving the Western portion of the country. Not located in OCLC. 45.00

218. [Train] **Westinghouse Electric & Manufacturing Co.** *The Modern Round House Turntable*. Pittsburg, 1898. Oblong 8vo. [12]pp + pictorial wrappers, slight chipping at the top edge, lower corner clipped. With three full-page half-tones and another plate of montage views of the Westinghouse works. Features and benefits of the "Westinghouse turntable 'donkey.'" Not located in OCLC. 100.00

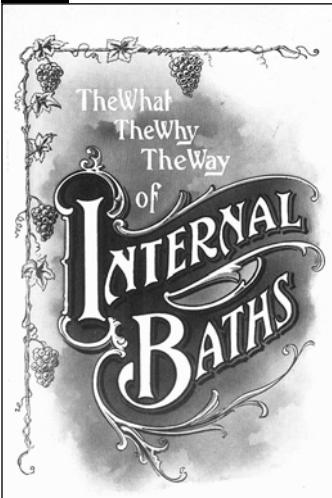
Health & Medicine

219. **Baird, Addison W.** *30 Pictures. Tuberculosis. Communicable, Preventable, Curable*. NY: James T. Dougherty, 1903. 24pp + wrappers. Prof. illus. ¶ A really weird assemblage of illustrations and text... picture of a cow, a lumber camp, laundry on wash lines, Central Park, a

cat, street car, a pocket spittoon. All to show that TB can be contracted anywhere from anything, but it is preventable (e.g., carry a portable spittoon). From the author who brought us *A Talk on Masturbation* and *A Talk To Those About to Wed*. OCLC locates one holding (Harvard). 125.00

220. [Bathing] **Allen Manufacturing Co.** *The Allen Bath System. The Allen Portable Bath Apparatus. Catalogue and Price List*. Toledo, ca. 1910. 12mo. [32]pp including pictorial wrappers. Text illus. ¶ Apparatus that allowed for a bath that used only one gallon of water (hint: "it's in the apparatus"). The way to perfect health. Hoolihan describes a similar pamphlet of 18pp, but in larger format, without a date (*Atwater Coll. S-19*). Not located in OCLC. 60.00

221.

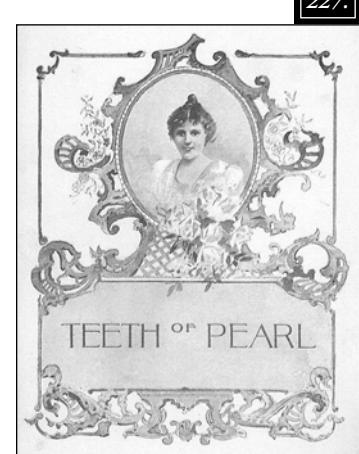


221. [Bathing] **Tyrrell's Hygienic Institute.** *The What, The Why, The Wy of Internal Baths. Being an exposition of Prof. Chas. A. Tyrell's celebrated "J.B.L. Cascade" essentially a home treatment*. NY, 1913. 64pp + pictorial wrappers. Illus. ¶ Long essay on the benefits of Tyrell's internal bath, as practiced at his Castle Springs Open Air Sanatorium at Middletown (Lake Co.), California. Followed by another section (pp.24-64) of testimonials from medical officials all over the place, with an index by disease. Hollihan *Atwater Collection 3630.1*. OCLC notes three holdings of this issue (Rochester, Toledo, Bowling Green). 85.00

222. **Carleton, Will.** *The Country Doctor*. No place, [189-?] Oblong 8vo. [12]pp + pictorial crepe wrappers. ¶ Illustrated version of Carleton's poem, (taken from his *Rhymes of Our Planet*), reissued here as a promotional booklet by Liquid Peptonoids, a palpable elixir that had "nutrient, peptogenic stimulant and reconstructive properties." Ads copy on verso of every leaf. 45.00

223. [Catalogue] **Akron Truss Co.** *Akron Modern Trusses. Body Supporting Garments. Seamless Elastic Hosiery. Catalogue No. 21*. Akron, 1935. 4to. 36pp + wrappers. WITH: Price List, 8pp. Profusely illustrated, including support appliances for women. What they did before core strengthening. "Akron: A Name You Can Truss." Not located in OCLC. 45.00

224. **Children's Free Hospital.** *Souvenir*. Detroit, 1890. Oblong 8vo. 32pp + color pictorial wrappers. Illus. ¶ Account of the hospital partially told through anecdotes or letters from young patients, beginning with "Little Maud" who died there on March 15, 1890—a helluva way to begin such a Souvenir! Not located in OCLC. 65.00



227.

225. [Chiropractic] **Zimmerman, Drs. Arden and Irma.** *Why I Do What I Do.* [San Jose, ca. 1930.] Oblong 12mo. [16]pp + wrappers. Text illus. ¶ The Good Doctors practiced the Palmer Method, and used the Neurocalometer in their chiropractic adjustment (to remove nerve pressure). "All that I do as a chiropractor is to release the interfered and obstructed Life Force and *Nature does the rest.*" Note: Nature, however, does not send the bill. 45.00

226. [Dental] **Chicago Dental Parlors. Chicago Dental Parlors, Home of Painless Dentistry.** [Chicago, ca. 1920]. Double-sided advertising card, 3.75 x 5.75 inches, with seven inset half-tones on recto, text on verso. ¶ Combination advertising/discount card from an African-American dental business, with very small portraits of the staff (two dentists, asst. dentist, and a dental nurse) and four very small (postage stamp) photos of interiors of the South State Street Parlor. On verso is a "Directory of the Leading Colored Churches of Chicago," with the noted "Bring this card with you for rates." And as one is admonished: "Go to Church Every Sunday and Bring this Card with You on Week Days." Printed on sepia stock. What we in the trade call a "rare survivor." 100.00

227. [Dental] **Consolidated Dental Mfg Co. Teeth of Pearl.** New York, [1896?]. [30]pp + color lithographed wrappers. Illustrated throughout with decorative color litho designs, portraits, and scenes of facilities. Laid in is a reduced facsimile of a letter from a supplier of an alloy of platinum. ¶ "This little book is an advertisement. Its object is to sell you some teeth. If it doesn't do that it is in some sense a failure." [The purpose of this catalogue entry is to sell you this pamphlet!] Handsome production, with bios of the firm's principles, a description of the operation (and production of false teeth), other services (e.g., prosthetic dentistry) and the Company's branches in other cities. We are informed that all of the work in the Trimming Room "is done by young ladies, whose sense of touch is carefully educated to the use of the delicate files and saws." Catalogue produced by "The Gallison and Hobron Co., Catalogue Makers." Not located in OCLC; although Davis & Dreyfuss (*The Finest Instruments Ever Made*, pp.100-101) cite a number of catalogues from this firm 100.00

228. [Dermatology] **Cabinet Mfg. Co. Your Skin—a Friend or a Foe?** Quincy, IL, ca. 1910. 12mo. 16pp + pictorial wrappers. Text vignettes. ¶ Clogged skin is akin to a clogged sewage system or a flue. Open your pores with regular use of the Superior Bath Cabinet, shown and described here. Various models presented, including Superior

Bath Cabinet No. 9, "for the Physician, the Hospital, the Sanitarium, the Massage Parlor, or the Home." OCLC locates a copy at Rochester (dated 1918). 45.00

229. [Diagnostic] **Eastman Kodak Co. X-Rays.** Rochester, 1920. 48pp + wrappers. Text illustrations throughout. ¶ Primer on the creation of x-rays, including the design of the proper photo lab and chemicals, film, etc. With a section on Kodak products (cameras, film, hangers, etc) available for purchase. Early Kodak catalogue on this topic. OCLC locates three holdings (Rochester, Nat. Lib. of Medicine, Arthur Little). 85.00

230. [Dressings] **Johnson & Johnson. Catalogue and Price-List.** NY, 1887. 12mo. 32pp + decorative orange wrappers. ¶ Catalogue mostly devoted to a large line of plasters—e.g., corn & bunion, breast, belladonna, mustard—but a few medications, such as "Papoid." Early J&J catalogue, issued the year the firm incorporated. 40.00

231. **Erie Medical Co. Samples of Thousands... Buffalo, ca. 1897.** Large single-sided sheet printed on tissue paper (20 x 29pp). PLUS: *What the Patients Say. Gleanings from Our Correspondence* (32pp) + *One Hundred! [Testimonials]* (12pp) + four smaller pieces. ¶ A varied assortment of printed pieces from this firm that sold an "instrument"—never described herein, but only called the *Erie Vacuum Appliance*—to aid in "men only" problems. [It was actually a vacuum pump for....] Or as one testimonial commented, "I am convinced that your treatment for impotence and sexual decay in males is the best known in the medical profession." The firm's main venue of advertising was peppering the market with vague testimonials—"With pleasure I announce to you that I am fully restored"—and EMC even offers to "mail you several thousand" letters, reprinted in book format. The large delicate broadside is a collection of such testimonials, just a few "samples of thousands"—reproduced in the writers' pens (although suspiciously all similar!) with a printed note in the center that "This work is done by a process known as photo-engraving. The writing is photographed upon wax...." and then the process is further described. Hoolihan lists 10 different publications from this firm such as *Perfect manhood and the way to attain it* (cf. *Atwater Collection, Supplement S-368.3 — S-368.12*) — but not the above pieces. 150.00

232. [Eugenics] **Gordon, Rev. James. Race Suicide and Birth Control.** San Francisco: First Congregational Church, n.d. [ca. 1900]. 12mo.

16pp + printed wrappers. ¶ Thoughts from the minister of the First Congregational Church (Post and Mason), who argued that because only the higher classes practiced birth control, they have smaller families while the lower classes, without any control (so to speak), breed larger families, hence leading to "Class Suicide." Classic argument. OCLC locates one holding (Duke). 65.00

233. [Food] American Meat Institute. *Eat The Right Foods/ Based on the Government's Guide to Good Nutrition.* No place or date, ca. 1940. Large color-illustrated poster, 38 x 29.5 inches, printed on recto only. ¶ Poster with six paneled sections illustrating the various necessary food groups, with (ironically!) meat and meat products getting top billing (literally) as well as the most space. "In balancing meals with meat, remember... Meat has essential B Vitamins, Proteins, Minerals." This diet plan earned the acceptance seal of the American Medical Assn. Council on Foods. Slogans and text matches the Institute's magazine-ad campaign of the early 1940s and was cited in the Institute's 1945 *Industrial Feeding Management* booklet. Bright—perfect for home, office, or library lunchroom. Not located in OCLC. 125.00

234. McCafferty & Holton. *List of Specialties. Importers and Jobbers of Druggists' Specialties.* NY, 1889. 12mo. [16]pp including wrappers. Illus. throughout. Various products for the drug store... Bailey's Rubber Toilet Brushes, Dr. Blodgett's Sound Multiplier, Dr. Hebra's Viola Cream... **WITH:** illustrated advt insert for "The Graves Brush Rack, for Displaying Hair Brushes." 45.00

235. [Medical Missionary] Bement, Dr. Lucy P. and Frances K. Bement. *Notes from Shaowu.* Foochow: A. B. G. [sic] F. M., 1903 [printed by Romanized Press at Foochow College]. 39pp + six plates of half-tones from photos + two plates of diagrams (of girls' schools) + two folding maps (a few small tears at folds). Original pictorial wrappers, spine with expert repair; former Theological Seminary Library copy with two small marks. ¶ Detailed account of a trip made through the countryside by two American medical workers associated with the American Board of Commissioners of Foreign Missions, with a special focus on their treating of children and women—treating their bodies, as it were, and not specifically attending at the time to their souls. Compassionate, observant. OCLC locates two holdings (Harvard, Oberlin). 250.00

236. [Medicine] Breitenbach, M.J., Co. *Gude's Pepto-Mangan.* Group of a dozen (12) promotional pamphlets distributed by Breitenbach to promote its iron preparation to the medical community, ca. 1893-1900. All are in original decorative wrappers, and most 8pp. The group includes: (1) Chibas, Lino S. *Organic Iron Medication in Sedimentary anaemias* (12pp); (2) Davis, W.O. *A Few Suggestions on the Treatment of Sterility in Women*; (3) Frieser, Dr. J.W. *Notes on Chalyneate Therapy*; (4) Loomis, H.P. *A new preparation of Iron in the treatment of Anaemia*; (5) Lewis, H. Edwin. *Irregular Menstruation in Young Women Due to Anaemic Conditions*; (6) McGuire, Stuart. *Surgical Convalescence*; (7) Metall, Dr. Hermann. *A Contribution to the Therapeutics of Anaemic Conditions*; (8) Perekhan, J.S. *Experimental Reports with Gude's Pepto-Mangan*; (9) Peterson,

H.D. *Clinical Report*; (10) Pohl, Dr. Ludwig. *A Contribution to the Therapeutics of Pepto-Mangan, "Gude."*; (11) Summa, Hugo. *The Value of Gude's Pepto-Mangan in the Treatment of Anaemia*; (12) Wolfe, Samuel. *A Clinical Report on Gude's Pepto-Mangan.* OCLC notes that the College of Physicians of Philadelphia has a collection of 59 pamphlets pushing the Pepto. ¶ In 1905, the *California State Journal of Medicine* (Nov, 1905, pp.339-340) really laid into this product, calling it a "garbled and distorted extract," and attacked the company's main advertising approach, as seen here—getting "honest and confident doctors" to write up pamphlets (presumably, the skeptic here would add, for a fee). "For years, this 'proprietary' has been widely advertised in medical journals—and in drug store windows to the public. For years a venial medical press has published endless 'reading notices' and whole articles, purporting to be original scientific papers, puffing and lauding 'pepto-mangan'; and now we find it, after careful investigation, to be less than half so valuable as other and respectable pharmacopeial preparation of iron." The AMA came to the same conclusions when it criticized the firm for its production and use of these so-called medical reports in its advertising: "There is too much apparent tendency on the part of proprietary houses to accept any report, statement or testimonial that is favorable to their business without question and to suppress apparently unfavorable reports or facts" (1905, reprinted in *The Propaganda for Reform in Proprietary Medicines*, pp.266-7). 150.00

237. [Medicine] R.W. Gardner. *The writers of this pamphlet...* New York, ca. 1898. 13ff, printed on rectos only. Die-cut color printed wrappers; pamphlet is die-cut in the shape of a map of New England. ¶ Booklet from this manufacturer presenting "a few interesting facts about the Medical Profession in New Hampshire," a "copy of the laws regulating the practice of medicine" in the State, "a brief description of two of their products—Gardner's Syrup Hydriodic Acid and Gardner's Syrup Ammonium Hypophosphite." The later was a "stimulating expectorant." In 1907, the AMA removed Gardner's Syrup Hydriodic Acid from the list of approved remedies, finding it to be virtually useless (Cf. AMA, *The Propaganda for Reform in Proprietary Medicines*, pp.59-63). Not located in OCLC. 200.00

238. [Patent Med.] Barker, Moore & Mein Medicine Co. *Barker's "Komic" Picture Souvenir. Books 1-3.* Philadelphia, 189?. Three volumes, each oblong 8vo. [24]pp + chromolithographed wrappers. Prof. illustrated. ¶ One of the wackiest publications ever, each page with amazing black-and-white comic "Puzzle Picture" wood-block illustration, each full of balloon dialogue and other text, including promotional text for Barker's Nerve & Bone Liniment, "for man & beast," and every leaf with at least two testimonial statements. A lucky soul could procure this Revised Edition by sending in pink slips found in packages or bottles. Although this particular Edition was comprised of three Books, we are informed that Each Book "is complete in itself." A. Walker Bingham rightly called the illustrations "thigh-slapping cartoons" (*The Snake-Oil Syndrome*, reproducing the cover of Part 4, from the earlier edition). Hoolihan only lists a run of the firm's *Illustrated Almanacs*, from 1883 to 1919 (Atwater S-103.1). 450.00

239. [Patent Med.] **Brown Chemical Co.** *A Poetical Description of the United States. Matters of Interest, Facts about Health.* Baltimore: J.D. Ehlers & Co., [1883]. Square 8vo. [24]pp + chromolithographed pictorial wrappers. ¶ Poetic alphabet—A-Z plus Roman numerals I-X—with poems on the firm's tonic ("B for Brown's Bitters of Iron"), plus with poems on the states; facing pages have facts about each state plus brief testimonial statements from customers in said states. Hollihan, citing this issue, notes that Bitters' composition included 30% alcohol (Atwater S-185). A is for Alcohol... Set 'em, Dr. Joe. OCLC notes eight holdings. 85.00
240. [Patent Med.] **Brown, Lyman.** *Seven Barks Almanac 1888.* NY, 1887. 12mo. 32pp + chromolithographed wrappers. ¶ Illustrated patent medicine almanac with the usual mixture of a little calendar information and a lot of testimonial matter for this catarrh-curing wonder. With a separate tipped-on ad slip from the Greenleaf Drug Store of Galesburg, Illinois. 45.00
241. [Patent Med.] **Desmond & Co.** *Family Guide.* Philadelphia, [187-]. 12mo. 36pp + yellow-printed wrappers. ¶ Miscellany of poetry interspersed with ad copy and testimonials for Desmond's Samaritan's Root and Herb Juices, a vegetable remedy for just about everything (two other remedies are advertised on the wrappers). Concludes with a three-page table, "Battles and Engagements During the Rebellion." Atwater Collection S-327.4. 75.00
242. [Patent Med.] **Dr. Crook's Wine of Tar Alphabet.** Dayton: S.N. Smith, 1883? 12mo. [16]pp + color pictorial wrappers. Prof. illustrated. ¶ Comic illustrated alphabet sandwiched between full- and half-pages of testimonials from satisfied users of this drink, made from pine tree tar, "in combination with certain vegetable products." The leading remedy for coughs, consumption, and wasting diseases. "C is for Carl, Whose brain's in a snarl." Hollihan cites an earlier and shorter version of this abecedary (Atwater S-298.5). OCLC notes two holdings (Rochester Med., National Lib. of Med.). 85.00
243. [Patent Med.] **Lukutate Corp. of America.** *Lukutate. A tale of ancient lore and modern science; Oriental jungle and European laboratory.* NY, ca. 1928. 12mo. [32]pp + wrappers. With separate testimonial letters from Virginia doctor. ¶ Promotional booklet for concoction to stimulate the endocrine system (and thus by gaining control of glands, enhancing beauty), made in European laboratories "from certain Indian fruits—fruits which grow in highly elevated parts of the Malayan Archipelago, Java, Borneo, Sumatra, and neighboring countries." OCLC notes that the AMA's Dept. of Investigation has a folder with information relating to Lukutate, "an alleged health food and rejuvenation product, 1928-1966." 60.00
244. [Patent Med.] **Nicholson, J.H.** *Grayline. The Greatest and only Perfect Hair Restorer Every Discovered. Vis-à-vis with: Dr. Simpson's Catarrh Cure.* NY, 1883. [11], [5]pp + pictorial wrappers; a few edge tears. ¶ Twin promotional items in one—a beauty product and a patent medicine cure. Not located in OCLC. 45.00
245. [Patent Med.] **Peruvian Catarrah Cure Co.** *Moscos, The Great Peruvian Catarrh Cure. Purely Vegetable Sure Cure.* New York, ca. 1870. 12mo. 24pp + pictorial wrappers. ¶ History of the greatest cure ever, discovered by Dr. Edward Turner, "an adventurous and daring Englishman," from some Indians in the Andes. Includes a history of Turner's last days in Africa, where he was killed by Zulus "while defending the Prince Imperial of France." As Hollihan notes, "The pamphlet begins with a device common to many proprietary botanic cures, i.e., the strange and remarkable story of its discovery and how the recipe was acquired by the American manufacturer" (Atwater S-987, citing a 32pp issue). With directions, list of references, and other matter. OCLC locates one holding (Rochester). 75.00
246. [Patent Med.] **Riggs, John A.** *Mr. Mrs. Or Miss Sick or Well. Here's a Little Booklet about a Medicine That May Save You or Your Loved Ones Life and Hundreds of Dollars. Read it Carefully.* [Hot Springs, AK? 1929.] 12mo. 32pp including wrappers. ¶ Harmless tonic good for just about everything (e.g., constipation, piles, complexion, body odors). Based on a recipe learned by an American railroader while in South America from "a Famous Specialist by the name of J.G. Lopez." Riggs also drops in some promotional chatter about the Hot Springs. Cover title: *Sick Man Woman Can Yoy [sic] Afford to be Sick?* 45.00
247. [Patent Med.] **Scott & Bowne.** *"Gems of Art."* NY, ca. 1890. Large oblong 8vo. 9ff + decorative wrappers with string tie, slightly soiled. ¶ Collection of eight chromolithograph plates of reproductions of paintings (studies from nature—birds and flowers—with facing text on said work and suggestions on how to reproduce same. Prepared as an encouragement to art in the home. "These beautiful studies present the leading methods of treatment adopted in the foremost studios of the Metropolis. Every picture is an exact counterpart of its original, the individual touch of each artist being faithfully preserved in the reproduction. The Publishers beg leave to say that they are the manufacturers of SCOTT'S EMULSION, now so universally prescribed by the medical profession for sickly, delicate children, and for Amaemia and Consumption with such remarkable success." Atwater-Hoolihan note some similar chromolithographed items from this firm—which pushed its product as a treatment for "wasting diseases of children"—but does not cite this piece. OCLC notes two holdings: Boston's Museum of Fine Arts and Walmart's Crystal Bridges Museum! 125.00
248. [Patent Med.] **Wright, Sr. William.** *Wright's Pictorial Family Almanac 1858.* Philadelphia: Brown's Steam-Power Book and Job Printing Office, [1857]. 24pp + yellow pictorial wrappers. ¶ Classic patent-medicine almanac, here touting Wright's Indian Vegetable Pills and Indian Vegetable Tonic. Comic cartoon on every recto but for a double-page spread of words and music to Frank Romer's "May Guardian Angeles Hover Near Thee." Atwater S-1538, noting this date as well as others. 60.00
249. [Physical Culture] **Croft & Allen.** *Dr. U.S. Manuels Course of Physical Culture.* Philadelphia, 1904. 12mo. [32]pp + pictorial wrappers, chromolithographed throughout, slight

crease on corner of cover. ¶ Brief manual by Manuels, presenting 16 different exercises—"approved of by a jury of experts"—described and illustrated. Published by a manufacturer of chocolate products—always good for your health!—with 12pp of advertising matter; package illustrations printed on the inside covers, with a view of factory on rear cover. Not located in OCLC. 65.00

250. [Physical Culture] **Jowett, George F.** *Let Me Show You the Way to a He-Man's Physique!* No place or date, ca. 1925. 4to. Three-panel (6pp) folding illustrated brochure, old damp stain in lower corner. WITH: Why They Call Me Champion of Champions. 16pp, self-wrappers, prof. illustrated. ¶ Two samples from the Big Muscle School—when it was thought that strength depended upon the large external muscle groups. Jowell—much like Charles Atlas shortly after this—developed a "in three short months" mail-order course. "Rarely has 200 lbs of muscular manhood possessed such symmetry and physical perfection." 45.00

251. [Public Health] **Board of Trustees of the Sanitary District of Chicago.** *Mosquito Facts for Mosquito Hunters.* Chicago: Kallididit, ca. 1925. 48pp + color pictorial wrappers. Prof. illustrated with line drawings and half-tones from photos. ¶ Primer on skitters written for school kids, in ten illustrated lessons, followed by another illustrated section showing and describing the anti-mosquito activities in the Chicago/Cook County area. OCLC locates two holdings (National Lib. of Medicine, Milwaukee County). 85.00

252. [Schemes] **Thompson, Dr. J. Douglas.** *Where Health is Contagious.* [Oakland, 1933.] 32pp, including pictorial wrappers. Prof. illus. ¶ Promotion booklet for the practice of Thompson, a "Diet Specialist and Diagnostician, Author" operating out of a private 33-room hospital of sorts where he promoted his large line of publications (many co-written by his wife, Nellie, who also ran the reception desk). With eight pages of illustrated testimonials, all from patients in Northern California (and the majority from Oakland). The Thompson approach was in a nutshell, "Eating Your Way to Health." He was once called the "Oakland Bernarr MacFadden." Three years after this piece, Thompson—who also billed himself as a chiropractor and was known as a "radio doctor" because of his brief local-station advice show—was arraigned on charges of questionable claims about his blood-acid preparation, "Dubla." The rear wrapper shows "Sunset in the City Where Health is Contagious," a scene at twilight along Oakland's Lake Merritt. OCLC notes two holdings (Yale Med., Harvard). 65.00

253. Segal, Ralph H. *Bodyscope.* NY: Bodyscope Publications, 1935. Large double-sided color printed board (20 x 16 in.) with printed text and illustrations, and with four-die-cut windows and a turning "wheel" on the side. ¶ Double-sided single-board version of Segal's *Bodyscope*, which was also published in the more common two-board version (separate boards for man and woman), folded and in a case. Here, the male and female are combined (or rather, presented side by side). One side covers the organs—abdominal, heart, lung, the sex organs; the verso presents the nervous system, skin, teeth, the head, with ears and eyes. As one turns the wheel, color illustrations appear in the different windows, keyed to the three different indices: e.g., The Nose/The Nasal Cavities/The Skin. 125.00

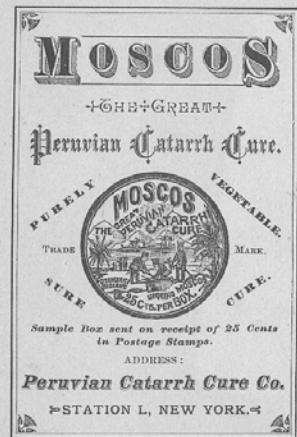
254. [Wheelchairs] **Stevens Chair Co.** *Sevens' Reclining and Invalids' Wheel Chairs. 1901-1902 Catalogue.* Pittsburg [PA], 1901. Large oblong 8vo. 32pp + pictorial wrappers. Profusely illustrated with half-tones and wood-engraved text vignettes throughout (many to a page). ¶ Extensive line of wheelchairs as well as reclining chairs ("solid comfort for sick and well") and hand-operated tricycles, and some accessories (e.g., bed trays, commode chair ("In sickness this special chair should be in every home. It is a necessity"), and the Improved Invalids' Bed. OCLC only locates single holdings of a few others issues. 150.00

Women's Culture—Beauty, Domestics...

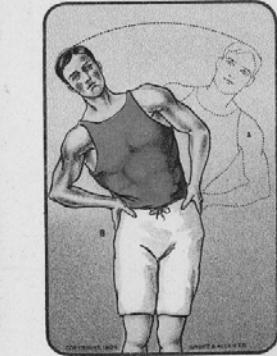
255. [Advice] **Anon.** *The Lover's Hand Book Or How to Woo, Win and Wed. A Guide to Sure Success in Love and Marriage.* No place or date, ca. 1880. 48pp—uncut, and presently in one large sheet (24pp each side) measuring 26 x 27.5 inches opened. ¶ Pamphlet (here unstitched) for the popular market... how to pitch the woo to a Poetical Young Woman or a Religious Woman, behaviour and etiquette (of dating and of the inevitable wedding), and the ultimate chapter on Bashfulness. Not located in OCLC. 65.00

256. American Red Cross. Roosevelt Club. [Manila: Photo At Studio, 1946.] [28]pp + color pictorial wrappers, old damp stain on corner of covers. ¶ Prof. illustrated souvenir of this four-story social club (built out of the ruins of the former Jail Alai Club) opened right after the re-taking of the Philippines and operated by the Red Cross as place for R&R for servicemen—"an installation that would meet the needs and desires of every serviceman." Full of photo montages of events and people, many photos of staff, floor plans, with much on the staff. Not located in OCLC. 75.00

245.



249.



No. 9. Trunk Exercise.

- 1st. Raise the hands to hips as in eighth exercise.
- 2d. Bend the trunk to the right, without twisting it or raising either heel (a).
- 3d. Bend the trunk similarly to the left (b).
- Continue exercise by bending trunk to right and left as described. Execute both movements slowly.

255.



262.



PICTURE VI.

"Now she seems to glow
With more declared presence, glorified."

257. [Beauty] **Potter, Mrs.** *Counsel to Ladies*. Cincinnati: Mrs. Potter's Hygienic Supply Co., ca. 1900. 12mo. 36pp + color pictorial wrappers. Text vignettes of lovely women. ¶ Small but full catalogue of Mrs. Potter's Hygienic Preparations, some medical, but mostly cosmetic—Laxative Salt, Hygienic Bust Cream, Oriental Bronze, Walnut Tint Hair Stain. "What a fickle thing the complexion is! One week is it clear, the next week all blotted up." The verb "blotched" sold me! Cover title: *Cupid's Tools*. Not located in OCLC. 65.00

258. [Beauty] **Toilet Mask Co.** *Treatise. Descriptive of Mme. Rowley's Toilet Mask for Beautifying and Preserving Complexion*. NY, [1879?] Square 8vo. [2], 32, [2]pp + tinted lithograph pictorial wrappers, light vertical fold. ¶ Description of the Mask—the sure way to a "faultless and pure complexion"—with some testimonial letters, some in facsimile, and one plate with a montage of views of the manufacturing in the Mask factory (all women employees). First preliminary leaf shows two views, printed in colors, of the mask "or face glove" in position; the last leaf is a reduce facsimile of Mme. Rowley's Patent award from the US Patent Office. OCLC notes two holdings (Cornell, Smith) and one for a later issue (1896). 125.00

259. [Beauty] **Yardley & Co.** *Complexions in the Mayfair Manner*. [NY, 1935.] Square 8vo. [24]pp + color pictorial wrappers. Color photos throughout. ¶ British beauty products and toiletries aimed at American women. "The Englishwoman's complexion is not, as it is so often believed, the result of lengthy, wearisome treatment or qualities of expensive products." I stand corrected! Only liberal use of lots of Yardley soaps and powders. Not located in OCLC. 45.00

260. [Cigarette Cards] **Wm. S. Kimball & Co.** *Dancing Girls of the World*. Rochester, 1880. 12ff + stiff chromolithographed wrappers, with red-string tie. ¶ Highly colorful arrangement of this tobacco firm's series of cigarette cards featuring some suggestive and racy depictions... bare ankles, exposed thighs!... of women of various named countries in native costume and (presumably) caught in a pose of a native dance. Five cards per leaf, set among a landscape background, and with two plates showing a single winsome gal. Total of 50 cards depicted. Firm's decorative ad on inside rear cover. No lithographer noted. OCLC locates three holdings (Wake Forest, Harvard, NYPL). 250.00

261. [Cigarette Cards] **W. Duke & Sons.** *Yacht Colors of the World*. [NY and Durham:

Duke, 1889.] Large oblong 8vo. 18ff, chromolithographs, printed on rectos only + chromo pictorial wrappers with cloth back strip. ¶ Anthology of Duke cigarette cards, with five plates having 50 reproductions of cards featuring actresses wearing colors and flags of various yacht clubs (e.g., Lillian Russell in colors of Seawanhaka Yacht Club) followed by six plates showing "Fancy Dress Fall Costumes" with 53 cards of actresses wearing very weird hats—Violet Cameron with fire crackers in her hat—followed by "Musical Instruments of the World" title with an elaborate chromo plate + six plates with 50 cards of fancy-dressed women holding instruments (e.g., flute, hurdy-gurdy, bass drum). OCLC cataloguing states 22ff, but mine (of 18ff + covers) shows no removals, and all with light off-setting (on blank versos) from facing plates. 175.00

262. [Dance] **Cooper, Anna D.** *Fedalma's Dance. Illustrated Pantomimed Scene from "The Spanish Gipsy."* Poem by George Eliot. Pantomime and Poses under Director of and Lesson-Talk by Anna D. Cooper. NY: Edgar S. Warner, 1907. 25, [3]pp advts + pictorial wrappers. With 11 half-tone full-page illus. ¶ Cooper's detailed instructions permit one to replicate this dance, with added "Tambourine effects." One of a number of such pantomimes created by Cooper (e.g., "Rock Me to Sleep," "Star-Spangled Banner") and published by Werner. OCLC locates two holdings (OSU, Illinois). 65.00

263.



Fashionable Lingerie.

263. [Fashion] **Demorest, W. Jenning.** *Just what every lady, milliner, dressmaker and merchants wants to know about the Fall and Winter Fashions 1877-1878.* Mme. Demorest's *What to Wear and How to Make It; Or Information on Dress and Dressmaking*. NY: Demorest, 1877. [160]pp + wrappers. ¶ Profusely illustrated guide, covering fashion in clothing as well as in jewelry (e.g., finger rings) and other matters (e.g., engraved stationary). Full range of clothing for women... evening wear, mourning wear, underwear... and useful advice, such as how to build a perfect tournure (e.g., support for trained skirts). Towards the back there is an illustrated section (in miniature) of available Demorest patterns. OCLC cites one holding for this specific issue (Abe. Lincoln); some other issues are floating about (e.g., AAS has the brief 34-page issue from 1872). 200.00

264. [Fashion] **Henry S. Lombard.** *Catalogue of Yachting Uniforms, Middy Suits and Specialties for Misses.* Boston, 1916. 12mo. 32pp + color pictorial wrappers. Prof. illustrated. ¶ The firm's catalogue for Spring—illustrated and

priced—available only from its Boston store (“We do not sell to dealers”). Cover title: *Lombard Blouses*. OCLC locates two holdings (Winterthur, The Strong). 85.00

265. [Hair] Fleischer, Joseph. *A Catalogue and Guide on Quality Hair Pieces*. NY, 1948. 4to. 48pp + pictorial wrappers. ¶ Profusely illustrated for the firm's line of “Fashion-Right Hair Pieces,” with an amazing array of wigs and dos and extensions, etc., shown and described, with a plethora of fashion suggestions throughout. Don't forget “Chignona”—they are “sorcery in your hair.” Inside back cover has illustrated quiz: “Which Hair Piece Type Are You?” I will accept ANY kind of hair. OCLC locates two holdings under the cover title (Buffalo, State Lib. of OH) and one (NYPL) under above title *Fashion-Right Hair Pieces*. 75.00

266. Kirk, Alice Gitchell. *Mother and Daughter War Cooking Recipes and Food Talks*. Cleveland: Judson Printing Co., 1918. 8vo. 128pp + wrappers, expert conservation repairs to the wrappers. ¶ Long section of recipes proceeded by chapters on domestic science, and food economy for the war effort. OCLC locates one copy (Nat. Agr. Library). 85.00

267. [Labor] Concord Steam Landry. Illustrated bill-head stationary. Concord, NH, 1892. With engraved scene at top of sheet, showing the interior of the Laundry with at least 13 women working at various tasks and machinery (e.g., clothes press), while a mysterious man is visible in the far doorway... perhaps it is the proprietor whose half-tone image is printed on the included mailing envelope. 60.00

268. Langdon & Batcheller. *The Glove Fitting Corset Insures a Perfect Fit*. [NY, 1895.] 16mo, die-cut, 12pp + chromolithograph wrappers (by Donaldson Bros.). Wood-engraved cut on every page; 1895 calendar printed on inside wrappers. Elegant and petite brochure. OCLC locates one holding (Hagley). 40.00

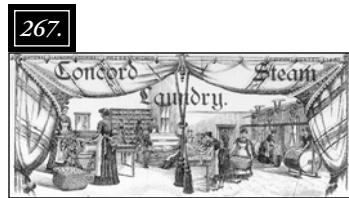
269. Larkin, W.A. *Beauty Culture: Questions and Answers* [cover title]. No place, 1936. 40pp + wrappers, slightly wrinkled. Top of first leaf clipped (no text loss). ¶ Catechism on health and beauty, with hundreds of Q&As. “This volume of questions and answers has been compiled to assist the student Beauty Culturist in preparing for State Board examinations.” Topics range from the scientific and medical—on bacteriology, the vascular system, glands, osteology,

neurology—to shampoos and rinses, permanent curling, manicuring, and use of electricity and ultra-violet light. Not located in OCLC; I have not been able to determine the originating State for this exam. 45.00

270. Mineral Art League of Boston. *Constitution*. [Boston, 1892.] Oblong 8vo. [11]pp + pebbled linen-backed wrappers. ¶ Organizing document for an all-women's club—at least all of the 21 Charter Members listed were women—whose object “shall be the improvement of its members in the art of mineral painting” and each member “shall be required to exhibit at least three pieces at the annual exhibition.” Not in OCLC. 75.00



271. [Patent Med.] Marchisi, Dr. J.B. *Daughters, Wives and Mothers*. Utica, [1882]. 12mo. [12]pp + pictorial wrappers. ¶ Promotional booklet for Marchisi's Uterine Catholicon, for Female Complaints, Cancer of the Womb, Suppression of the Urine, etc., a concoction that acts “in harmony with the female system at all times.” Also with two pages on the good Doctor's “Italian Pile Ointment.” Pieces like this make me proud to be an Italian-American! Hollihan cities an 1898 issue (Atwater 2363.1). OCLC only locates one copy, at Rochester. 45.00

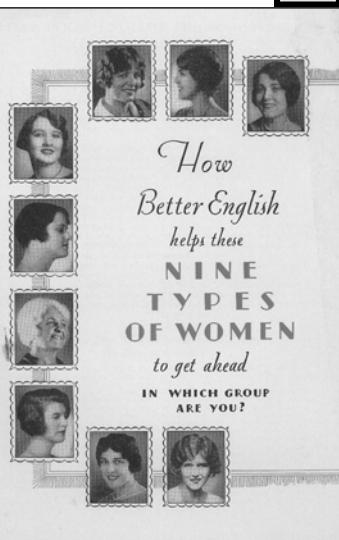


272. [Sex] Conger, Horace O. and Caroline P. Crane. *Obstetrics Scientifically Illustrated*. No place or date [Chicago? 189?]. 40pp + printed wrappers. Profusely illustrated. ¶ The deliberate companion work to the couple's *Vitology* (“The first and Only Complete practical family medical work published”—NOT Pearl Jam's third album, although that band did use the front cover of that book for its album cover!). However, the good doctors believed that certain illustrations—such as of the male and female “organization”—should not be available for all to peruse “either on the table or in the library.” So this separate work was issued at great expense and was to accompany the printed tome. This pamphlet was be used “as a private study by the rightful parties when reference is necessary.” Cover title: *Vitology, Private words to Men and Women. Sex Pamphlet. Illustrated*. Conger & Crane seem to have co-opted the early subscription book of the same name, by Wood & Ruddock. Hollihan (Atwater S-284) cites this issue, as well as one with 45pp (S-283) that does not have *Vitology* on the cover but does have an additional chapter on the “Prevention of Pregnancy” which is not in this 40pp version. Both are scarce. OCLC locates one holding (Rochester) while McMasters has a 36pp undated version with the same title. 75.00



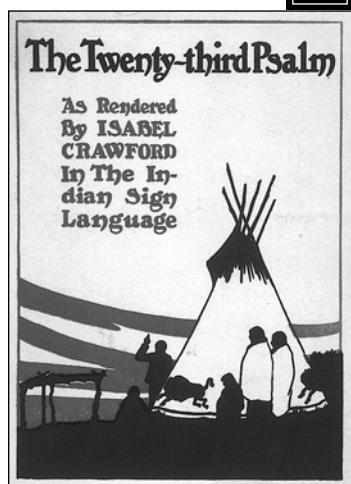
274.

273. [Sex] **Eugenics Publishing Co.** *Eugenic News*. New York, 1930. Folio (42cm). 4pp, folded, profusely illustrated. ¶ Advertisement in newspaper format—hence, making it all seem like legitimate news—for two controversial books by Dr. William J. Robinson: *Woman: Her Sex and Love Life* and *Birth Control*. We learn, for example, “Promiscuous kissing is dangerous!” Hollihan cites many titles by Thompson along with an excellent biography (Cf. Atwater 2996). 45.00



275.

274. **Sherwin Cody School of English.** *How Better English helps these Nine Types of Women to get ahead. In which group are you?* [Rochester, 1935.] [12]pp including pictorial self-wrappers; light old stamp stain on edge. Portraits. ¶ Diction school aimed at women—“Poor English Handicaps Women In Every Station of Life.” Talk like a white man—this program endorsed by Donald Trump! Not located in OCLC. 40.00



279.

275. [Sign Language] **Crawford, Isabel.** *The Twenty-third Psalm, as Rendered by... in the Indian Sign Language.* [Chicago: Woman's American Baptist Home Mission Society, 1912.] 19pp + color pictorial wrappers. With five full-page half-tones of Crawford, in native costume, signing a word in corresponding text. The entire Psalm was reduced to the signing of six words: ‘Chief Love satisfied move ‘Big Tepee’ forever.’ 75.00



276. [Stripper] **Jennie Lee, The Bazoom Girl.** Hollywood, ca. 1950? [16]pp including pictorial wrappers. ¶ Prof. illustrated souvenir booklet of buxom “performer” who did some acting, including stage and stag films, either scantily clad or topless. Intimate glimpses of “Miss 44 and Plenty More.” Not located in OCLC! Sold as a cultural artifact only! 45.00

277. [Temperance] **Barnes, Mrs. Frances J., ed.** *WCTU Almanac 1902.* Boston: Women's Christian Temperance Union, [1901]. 72pp + embossed pictorial wrappers. ¶ Calendar information, poetry, portraits of Union officers in US and other countries, Biblical quotations (for every day). Some ads. Numerous half-tones, such as “Cuban Young Woman Saluting the Army of Liberation.” 65.00

278. **Temple, Oda May.** *My Trip with the Press Congress of the World to Hawaii.* No place, [1921?]. 82pp + wrappers. Half-tone vignettes throughout. Presentation from the

author. ¶ Detailed memoir of Temple's trip to Hawaii—setting out by steamer from San Francisco—with detailed comments and observations about Hawaii—landscape, citizens, customs, etc. Temple was either from Ohio or Virginia—and I cannot divine what newspaper she worked for. However, as this narrative attests, she enjoyed writing! She dedicated the work to her daughter, Aloise, “who remained at home while her mother gallivanted”; the one full-page plate is a portrait of the little girl. Temple's rare narrative is a good companion to the official version written by the Congress President, Walter Williams, and which is widely held (*The Press Congress of the World on Hawaii*, 1921). Temple's work not located in OCLC. 250.00

279. **U.S. Navy.** *Join the Navy Nurse Corps. You Can Help [But You Need More Than Just The Will to Help].* [US Dept. of Navy, 1952.] [24]pp + color pictorial wrappers. Profusely illustrated, some color. ¶ Recruitment brochure covering opportunities at Navy hospitals and on ships, many illustrations of nurses with male patients, travel (nurses in Naples!). Not located in OCLC. 60.00

Amusements & Entertainments

280. **Army Emergency Relief/ Navy Relief Society.** *Souvenir Program, Hollywood Victory Caravan. Coliseum, Houston, Texas, May 1, 1942.* [Houston, 1942.] 4to. [36]pp + color pictorial wrappers. ¶ The Hollywood canten show on its Houston night during the Caravan's three-week road trip, with Bob Hope as MC, and stars from Desi Arnez to Spencer Tracy (in between, Cagney, Colbert, Crosby, Grant, Laurell [sic] and Hardy, Groucho Marx)... writers included George Kaufman, special music by Kern and Mercer. The Program and line-up is specific to the Houston evening (but without delineating specific numbers) + numerous cartoons, many local ads, essays by Robert Benchley, Robert E. Sherwood, and Anita Loos (“How We Girls Can Win the War!”). With halves of two ticket stubs from a pair who sat up in the balcony that night. Not located in OCLC, but apparently reprinted in the 2013 *Hollywood Victory Caravan scrapbook: a pictorial history of America's largest bond drive.* 85.00

281. [Ball] **Veiled Prophet [Ball] October 8th 1889.** [St. Louis: no printer, 1889.] A most elaborate die-cut invitation consisting of the outer portion printed (including gilt) to resemble a pair of opera glasses; with eight folding sections of var-

ious designs, opening to a montage of seven different scenes from some imaged theatrical performance that includes scenes from various historical epochs (e.g., French court, Chinese emperor). Beautiful relic of this annual festival—whose original intent and origins were and remain somewhat veiled—ostensibly to place St. Louis on the pageantry map (esp. the Miss. Valley one). Not located in OCLC. 300.00

282. [Baseball] *Oakland Tribune. Oaks Win First Flag in 21 Years.* Oakland, 1948. 4to. 4pp, folded, illustrated. ¶ Celebratory souvenir of the Oakland Oaks (aka the Acorns) winning the championship of the Pacific Coast League, for the first time in decades, under the management of Casey Stengel. Front page is a facsimile (reduced) of the *Tribune*'s front page; inside spread with photos of 26 members of the team, keyed to the back cover which provides the names and space for Autographs. However, all of the autographs are present—but suspiciously all in the same blue ink, and presumably here reproduced in facsimile. The team—which had been nicknamed the “Nine Old Men” because so many of the players were older veterans of the majors—included Cookie Lavagetto, Ernie Lombardi, Nick Etten, and a young Billy Martin at second. Not located in OCLC, but it could lurk in an archive collection (e.g., Casey Stengel scrapbook at Cooperstown). 65.00

283. [Benefit Performance] *San Francisco Examiner. Benefit for the Sufferers from Flood and Storm arranged by The Examiner, Through the Courtesy of Theaters of Oakland with the Cooperation of their Players* [cover title] [Oakland? Phoenix Photo-Engraving Co., 1913.] Large 8vo, 4pp folded, pictorial cover. ¶ Local actors do their part to raise money for relief efforts for the sufferers of the floods in the Ohio Valley. Twenty-eight features... Miss Helen MacGregor doing imitations of Harry Lauder! “Motion Pictures of the Ohio Disaster.” Not located in OCLC. 65.00

284. [Circus] *Goodwin, Wendell J. WPA Circus.* New York: Federal Theatre Project/WPA, 1937. 4to. 27pp, mimeograph on rectos only, stapled in corner. ¶ Record of one of the more interesting of the New Deal programs. “The official route book for the 1937 tenting season of the WPA Federal Theatre Project’s mighty three-ring circus, complete with route, official program, roster of show, date by date happenings, stake and chain chat-

ter and many interesting comments from New York newspapers.” OCLC locates two holdings (Whitman; Broward County, with some press releases). 125.00

285. [Festival] *Fourth Annual Festival of Mountain and Plain. Official Program.* Denver, Colo. 1898. Die-cut 8vo. [48]pp + chromolithographed pictorial wrappers. ¶ An elaborate program for a most elaborate and somewhat silly local extravaganza, which had a two-fold aim: “Entertainment and Education.” On one hand, “the story of our western advancement from savagery to civilization is told in pictorial float and alluring allegory... Many a forgotten line of history is vividly recalled, never more to be effaced.” The second day of the three-day festival was devoted to a Grand Peace Jubilee (here represented by **at least six floats pertaining to the Spanish-AM War**, including “Cuba Entering the Circle of American Republics”) and the third day was dedicated to the Goddess of Frivolity. Another feature was the illuminated night parade of the Slaves of the Silver Serpent. Most of this Program is devoted to color-printed renderings of many floats and “alluring allegories,” each captioned. A short-lived event to rival Mardi Gras. OCLC locates six holdings. 200.00

286. [Film] *Department of Public Safety. Operators [sic] License.* Philadelphia, 1915. Printed document, completed in ink, 8 x 10 inch, with original photograph (passportish type) of one Frank C. Jobson in upper corner. Licenses Jobson to “operate Moving Pictures Machines in the City of Philadelphia.” 45.00

287. [Film] *Fifth Avenue Playhouse. Surrealist and Fantastic Film Festival.* NY, 1941. [16]pp including pictorial wrappers. Illustrations and graphics throughout. ¶ Rare descriptive catalogue of the films shown at the Festival’s four Programs. The promoters admit that they do not “expect that Cocteau and Man Ray will have the same appeal as Gable and Boyer.” An imaginative (no pun) series, beginning with Cocteau’s *Blood of a Poet* and then a range of features... *The Fall of the House of Usher*, Chaplin’s version of *Carmen*, Oslway’s *The Living Dead* [“a pre-Hitler German film fantasy”], Karl Dryer’s *Vampire*, and the premiere showing of Lotte Reinger’s spectacular *The Adventures of Prince Achmed* (told in silhouette). OCLC notes three holdings (Hofstra, LA Museum of Art, MI). 175.00

282.

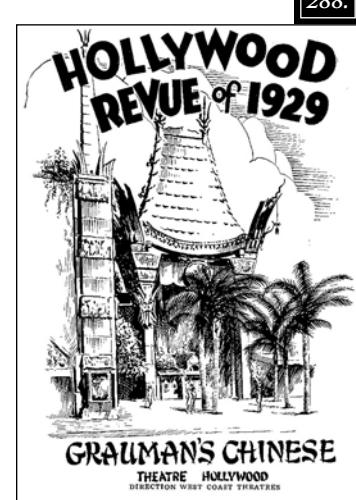


283.



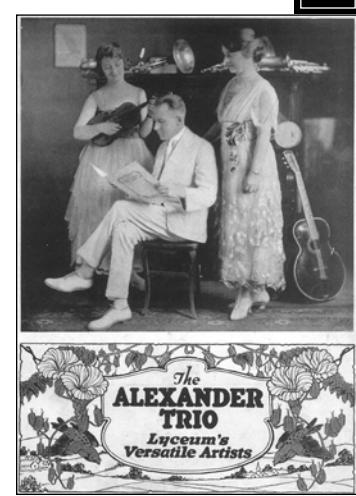
287.





288.

Grauman's Chinese Theatre. *Hollywood Revue of 1929.* [LA, 1929.] [24]pp including pictorial wrappers, prof. illustrated. **WITH: M.G.M's The Hollywood Review of 1929.** 4pp illustrated flyer. ¶ Two souvenirs from the premiere of MGM's second feature-length musical—a real hodge-podge of a film, more like a vaudeville show, full of skits, with Jackie Benny and Conrad Nagle as MCs. The larger booklet has portraits and bios on the stars... John Gilbert, Joan Crawford, Buster Keaton, Laurel & Hardy, Lionel Barrymore... while the flyer has the specific program for one of the "Billion Dollar Matinees" held on Saturday nights, full of live dancing and musical numbers (e.g., Buster Keaton doing "Dance of the Sea"). Today the film is mostly known for having introduced the classic tune, "Singing in the Rain" (sung here by Cliff Edwards aka Ukulele Ike). 85.00



289.

Selig's Cinematograph Production. *The Panama Canal in 1912. Descriptive Film Exhibited at GRAND THEATRE, APRIL 30th, May 1st and 2d. The World's Greatest Engineering Achievement.* [Reno? 1912] 4pp, folded sheet, with two-panel reprint of "Aeronautical View" of the Canal. ¶ Souvenir program for this documentary film shown in Reno, with Canal Facts and a Description of the Film. By 1916, the Grand Theatre was playing "vaudeville exclusively." Not located in OCLC. 60.00



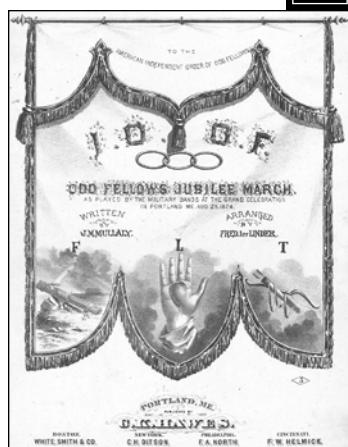
302.

Warner Bros. *John Barrymore in "When a Man Loves" with Dolores Costello.* [NY: Edwin S. Kleeblatt Press, 4to. [16]pp + pictorial embossed wrappers. ¶ Prof. illustrated press book/souvenir of this silent film costume drama, based on the opera, *Manon Lescaut*. The embossed cover and many of the illustrations within cash in on the famous Barrymore profile. Articles about the plot, the research, montage of scenes, etc. Although a silent film, the movie was shown with a pre-recorded Vitaphone soundtrack (provided by the Vitaphone Symphony Orchestra). OCLC locates one copy (MI State). 45.00

Ancient Arabic Order Nobles of the Mystic Shrine *A.A.O.N.M.S. Ladies Night Hella Temple, Grand Ceremonial Sessions, Oasis of Dallas, Texas, Friday November 17th 1911.* Dallas: Dorsey Litho [1911]. 24pp + chromolithograph pictorial wrappers, with silk tie. Illustrations and cartoons throughout. ¶ News, jokes, sage advice, creed of a Shriner, etc. Attractive souvenir with a great cover illustration. OCLC notes one holding (SMU). 45.00

Islam Temple. *Islam. Ceremonial Session. Manila, Philippines.*

February 8-9-1923 [cover title] [Manila, 1923]. [24]pp + color pictorial red wrappers, rubbed and creased. Die-cut pamphlet in the shape of a fez, with a straw tassel added at the top. Prof. illustrated. ¶ Fancy souvenir of a large convention of Shriners—8,000 strong—in Manila. That's a lot of fezzes. With many portraits, menu of banquet, tips, dance card for the Ball (e.g., Mecca Waltz, Mohammed Fox Trot). The Grand Master, in welcoming the brethren to the self-proclaimed "Pearl of the Orient," points out that the Manila lodges, proving how pleasant it is for men to dwell together tolerantly," have as members "Christians, Hebrews, Buddhist and Mohammedans." I wonder how men dressed as shown here, in faux-Eastern garb with fez, would navigate today's airport security. Not located in OCLC. 65.00



Anonymous. Craps. *Being the Analysis of a Game in Which the Player Seldom Does the Right Thing at the Right Time.* [San Francisco: Warsett Publishing Co., 1941.] 29pp + fold-out plate (7 x 28 inches) + color pictorial wrappers. ¶ Odds, wagers, playing the bank, percentages, bets... it's all here but a pair of ivories. The large plate illustrates "Reference Numbers of Combinations" also with percentages noted. "If you are even you are ahead." Wanna bet who owns the only other copy? Right, UNV/Las Vegas. 65.00

Archarena Co. *Rules for Family Games on Archarena Combination Game Board.* Peoria, [1899]. 12mo. 40pp + chromolithographed wrappers (by J.W. Franks & Sons, Peoria). Small stain at bottom of cover, and little nibble on edge of two leaves. ¶ Description of 54 games that could be played on the firm's mahogany-finished board (also using supplied tops and "Carrom Rings," created as a substitute for dice). Not located in OCLC. 75.00

Catalogue of the Art Loan Exhibition of Burlington, Iowa for the Benefit of the Church of the Good Shepherd, At Gilbert's Block, January 12 to 17th, 1880. Burlington: Acres, Blackmar & Co., [1888]. 63pp + printed wrappers, old glue mark across top of cover. ¶ Record of a fantastic community event, with people from throughout the town contributing over 2,000 items of all sorts—here arranged and numbered by type. Jewelry, relics and curiosities, oil paintings, engravings, ceramics and pottery, laces and textiles fabrics, Indian relics, books and manuscripts. As usual with these fund-raising loan exhibits, the contributor of each item is named. With 10 pages of local advertisements throughout. Not located in OCLC. 150.00

296. [Magic] **Vernon, Dai.** *Dai Vernon's Select Secrets. Illustrated. Privately Printed.* Brooklyn: Vernon, 1941. 30pp + pictorial wrappers, slightly soiled. Text illus. ¶ Collection of 10 slight-of-hand routines described and illustrated, from "Topping the Deck"—"an example of the type of magic that has been my specialty for many years"—to "Snow Storm in China." Vernon calls the information herein not miracles but "good practical every-day effects." 50.00
297. [Music] **The Alexander Trio. Lyceum's Versatile Artists.** [Chicago: W.M. King Service, ca. 1920.] 4to. Three-panel (6pp) folding illustrated brochure on stiff stock. "A Trio of Real Artistic Worth... Unsurpassed in Novelty Features. Numerous photos including Anna Alexander with her sax. 50.00
298. [Music] **Capitol Records. "Innovations in modern music for 1950." Stan Kenton and His Orchestra in Concert.** [Los Angeles: Popular Products, 1950.] 4to. [12]pp + color pictorial wrappers. Prof. illustrated. WITH two copies of the Concert Program (one with added mss notes). ¶ Souvenir of Stan-the-Man's great 1950 season—with a center-spread montage of the musicians. The band—with a full string session—included Maynard Ferguson and Shorty Rogers on trumpets, Art Pepper on sax, and Shelly Manne on drums. With a two-page essay by Stan, "What's With Modern Music?" Not located in OCLC. 45.00
299. Music] **Cox, Palmer.** *Libretto of Palmer Cox's Brownies. Words by Palmer Cox, Music by Malcolm Douglas.* Chicago: Will Rossiter, [1894?] 4to. [15]pp + color pictorial wrappers, slightly soiled; a few small old tape repairs on blank inside wrappers. Includes music to the songs. Production managed by C.B. Jefferson, Klaw & Erlanger. OCLC locates one holding, in the Cotsen Collection (Princeton) but it describes the cover as depicting "children performing various tasks." My cover—printed red on a blue/green cover—has a decorative title and typography set within a border of a group of Brownies being chased by a Brownie-cop, all designed by Cox. 150.00
300. [Music] **Handy, W.C.** *The Jogo Blues. Played by Handy and His Bands as the Memphis Itch.* Memphis: Pace & Handy, (1913). Large format sheet music, 6pp, advt on rear cover. Color pictorial wrappers, slight spotted. ¶ Early composition by the "Father of the Blues," just published a few months after the instrumental version of "Memphis Blues," the song considered by many to be the first blues song and a year before the publication of Handy's most famous song, "St. Louis Blues." Actually Handy took much of the melody of the first strain of "Jogo Blues" and incorporated it into the chorus of "St. Louis Blues." In hearing "Jogo" one is apt to immediately say, "That's 'St. Louis'!" Also see Peter Muir's *Long Lost Blues: Popular Blues in America, 1850-1920* (pp. 112-115). OCLC locates three holdings (Baylor, Michigan, Morgan Lib.). 200.00
301. [Music] **Hart, Will H. (words) & Max Friedman (music).** *Uncle Tom's Cabin Rag.* Pittsburgh: Max Friedman, 1915. Large format sheet music. 6pp, rear soiled; color pictorial cover. ¶ Comic song mostly about a stage performance of *Uncle Tom's Cabin*. Cover "art" is a fine example of a bad illustration, almost a kind of naïve or primitive work. Friedman published a number of songs that never went anywhere. This one didn't even make it into the OCLC Parade; not to be confused with Harry Tierney's better-known tune of the same title (1911). 125.00
302. [Music] **Mullaly, J.M.** *Odd Fellow's Grand Jubilee March.* Portland: C.K. Hawes, 1874. Large format sheet music. [6], [2] blank. With pictorial lithograph cover (by Buford). Litho cover incorporated I.O.O.F. symbols. The March "was played by the Military Bands at the Grand Celebration in Portland, Me. Aug. 25, 1874." Not located in OCLC. 85.00
303. [Music] **Victor Talking Machine Co.** *How to get the most out of your Victorola.* Camden, [1920]. [32]pp + embossed wrappers. Two color plates + many text vignettes from ink drawings. ¶ In praise of the range of music that one can play on this instrument—with many of said records available from the company: opera, sacred music, popular music, dance music, band music, "the lesser instruments." Take a hall room, make it your ballroom. 45.00
304. [Song] **Goldberg, David.** *The Cop on the Beat.* Philadelphia: Buddy Music, 1937. Regular format sheet. 5, [1]pp, with cover inset portrait of Sergeant Earl L. Raleigh, "Songbird of the Philadelphia Police Dept." ¶ From the days when the cop on the beat carried a tune, not a tazer. "Dedicated to those valiant defenders of our lives and property everywhere in the United States." Not located in OCLC. 45.00
305. [Song] **Richter, Dr. William B. et al.** *Refugee (Flichtling).* Philadelphia: Tin Pan Alley, 1939. Regular format sheet music, 6pp, with portrait of Richter on cover. Presentation inscription from unknown person on cover. ¶ "This song is respectfully dedicated to Refugees the world over. A substantial portion of all profits accrued from the sales of this song will be donated for the relief of the Refugees." WITH Spanish and Yiddish lyrics contributed by Maurrie Merl and Chinese lyrics by Howard Wong. Sadly, a song that never goes out of style. Richter, that "Internationally Known Author," wrote a number of tunes that never made it to the Hit Parade. Not located in OCLC. 100.00
306. [Sport] **Chicago Roller Skate Co.** *Entertainment and Attractions for Roller Rink and Ballroom. A Treatise with suggestions and methods for entertaining the patrons of Roller Rinks and Ballrooms.* Chicago, 1926. 53pp + original suede binding, title stamped in gilt. ¶ Idea book published (at \$10!) for the trade, with suggestions on all sorts of parties for any occasion or reason (e.g., "Clock Party," "Bag Tag Party") How to turn your rink into a bank. Not located in OCLC. 50.00
307. [Sport] **International Aquatic Follies. Souvenir Program.** No place, [1938]. 4to. [12]pp + color pictorial wrappers. Prof. illustrated. ¶ Program saved by a woman from Pittsburgh who witnessed "the greatest array of divers to ever perform together in a single unit," and who set out to get the signature of every performer (apparently but one), including Marshall Wayne (world's No. 1 platform diver), San Howard, Helen Hayden, MC Allen Spaulding, Larry Griswold (comedy diver!), Leonard & Mary Spence, and the girls from the water ballet company. The Follies also boasted of having the world's largest portable swimming pool. Not located in OCLC. 45.00



308. [Sport] **Chicago Cubs. Official Program, Wrigley Field.** [Chicago: Neely Printing Co., 1959.] 4to. 4pp, folded, with color illustrated cover. ¶ Program for July 3rd, 1959, with the Cubs vs. the SF Giants (with Mays and Cepeda in the field). Cubs took it, 10-4. Some information, including food, printed herein. 60.00

309. [Thomas, Walter E.] **The Thomas Trio, In a Fast Comedy Bounding Bar Act.** [Chicago? Ca. 1910.] Large 8vo. 4pp, folded brochure, a little old tape at rear. PLUS four unused sheets of the Trio's illustrated stationary. PLUS: three original 8x10 press photographs, two in character and one as a straight portrait. ¶ Ephemeral relics of an acrobatic comedy act, "Different from Others, Combining Comedy, Skill and Daring." 65.00

310. **Wilson and Co. Brother Jonathan, For the Christmas Holidays of 1846.** Issued semi-annually, on Christmas & Fourth of July. Season of Presents—New York, January 1, 1846. Double folio, 8pp (one massive sheet, 62 x 44 inches, folded), untrimmed and uncut at top. Evidence of very old and minimum worming on bottom edge; fold marks, otherwise intact and good. ¶ Profusely illustrated Christmas miscellany issued in massive newspaper format and a fine example of what Frank Luther Mott called a "monster folio." As with the smaller quarto magazine issue, *Brother Jonathan* borrowed its text liberally and many of the over 50 woodcuts and engravings "conveyed" from a variety of sources. Mott noted, the "special issues of the 'mammoth' weeklies—such as the 'Pictorial Jubilee Numbers of the Brother Jonathan' issued every Fourth of July and Christmas,' consisted chiefly of woodcuts. Some of these engravings were very large" (*A History of American Magazines*, I, p.524). Page one, center, has a large cut (10 x 11.5 in.) by R. Roberts of two children waking up in bed of Christmas Morning (with a poem to that effect below it). "The Early Adventures of Ralph Ringwood" by Washington Irving occupies most of the second page. 300.00

311. **York County Wheelmen. 1892. Minstrels. York County Wheelmen's Second Annual Entertainment.** [Biddeford? 1892.] [36]pp + chromolithographed wrappers with string tie, some separation along spine. ¶ Full program of this lively event by Maine cyclists sandwiched among many advertisements from local establishments, with a great array of job-printing typography. Lyrics of many of the songs included within the Programme (The Chinese Choruses' "Lip Ting Ping-e-wing"). Not located in OCLC. 65.00

312. [Zoo] **St. Louis Agricultural & Mechanical Association. 24th Great St. Louis Fair and Zoological Gardens.** St. Louis: John J. Daly Stationery & Printing Co., 1884. 56pp + pictorial wrappers, spine slightly chipped. With seven full-page woodcuts + a map + wood cuts views on the wrappers. ¶ Handbook to a large fair (broader than a county fair) held at the St. Louis Zoological Gardens, with views of features of the Zoo (e.g., Bear Pit, Monkey House) engraved by the St. Louis firm of Wittenburg & Sorber. The Gardens boasted of having the largest amphitheater in the world. OCLC notes a copy at Washington Univ. 100.00

Education

313. **A. J. Fouch & Co. 1905-1906. Catalogue... Educational and Art Publishers. Publishers Importers and Manufacturers. Books, Cards, Teachers' Supplies.** Warren, PA, 1905. Small 8vo. [96]pp + wrappers. Vignette illustrations throughout. ¶ Large offering of books. Everything here but the students. OCLC notes some single holdings for other catalogues, but not for this year. 75.00

314. **Bradley, Milton. Bradley's Picture Cut-Outs.** Springfield, ca. 1920. [16]pp including pictorial wrappers. Printed in white and blue tints. Illus. ¶ Catalogue of the various cut-out sets sold by the firm—fairy tale, rhyme, historic, seasonable—"for coloring, paper cutting, construction in school, at home." Not located in OCLC. 45.00

315. **Bradley, Milton. Free Brush Pattern in Color and Design.** Springfield, 1929. 32pp + color pictorial wrappers. Profusely illustrated throughout in color. ¶ Fifteen color plates of suggestions and possible designs (created by public-school students) + a section of Bradley products for creating such works: watercolor sets, crayons, tempera, papers. OCLC locates three holdings (NYU, Mass. History Society, Penn. State). 75.00

316. **Bradley, Milton. Materials and Books for Manual Arts.** Springfield, 1913. 48pp + decorative embossed wrappers. Profusely illustrated trade catalogue of school materials. Not located in OCLC. 45.00

317. **Canada Business College. Guide to Success.** Chatham, Ontario, [1890?]. Large 8vo. [28]pp + embossed wrappers. With 4pp illustrated flyer from the College for its magazine, *The International Penman*. ¶ Profusely illustrated brochure with five full-page engraved views of co-ed classrooms; all pages set within decorative red-

printed borders, with some full-page examples of fancy penmanship. OCLC locates a pamphlet from this school—"Canada's greatest school of business"—dated 1904 with different title. Other publications pertaining to CBC are on microfilm or digital. 65.00

318. Fryeburg Academy. *The Fall Term of This Institution will commence on Monday, Sept. 3, under the continued charge of Alvin Boody...* Portland: B. Thurston, Steam Printer, 1855. Single-sided broadside (30cm) with a variety of decorative typography set within a decorative border. ¶ Small private Academy in small Maine town. Mr. Broody was assisted by Richard Howe ("a thorough scholar and successful teacher"), and Miss Mary C. Hurd (music) and Miss Hannah M. Cook (Drawing). Young Master Garrett Scott, please note: "FAST YOUNG GENTS... who know more than all their teachers about anything except their studies—ARE NOT WANTED." Not located in OCLC. 85.00

319. Hebrew Union College Cincinnati [cover title]. 4to. [Cincinnati: Press of May & Kreidler, ca. 1910.] 4to. 8ff of halftones, with interleaved "spider-web" tissue guards. Decorative engraved stiff wrappers. Some light sun lines on cover, otherwise fine. ¶ View book, as it were, of this College, distributed as a *Souvenir of the Twenty-third Council of the Union of American Hebrew Congregations*, held in Cincinnati, Jan. 20-23, 1913. With the very worn original mailing envelope—and with a padded folding leather case provided to Council attendees, for keeping this booklet and other items intact (with title of the Council stamped inside). Not located in OCLC. 125.00

320. Metropolitan Business College. *Prospectus of the Short-Hand and Type-Writing School...* Chicago, 1892. 20pp + pictorial red-embossed wrappers. With four full-page illustrations (line drawings) + vignettes throughout. ¶ Co-educational business schools, with male and female teachers as well as co-ed classes. OCLC reveals a few holdings, but as a serial publication without further dates. 45.00

321. [North Dakota] The Agricultural College, North Dakota. *Some Pictures Showing its Principal Buildings and Laboratories.* [Fargo? ca. 189?.] Oblong 8vo. 16ff of original photographs mounted on rectos of leaves + captioned tissue leaves (only lacking initial one) + printed wrappers with string tie. ¶ Good selection of views of facilities at this land-grant prairie school, whose motto was "Practice with Science,"

including interiors of the various laboratories. Not located in OCLC. 75.00

322. Scott, Foresman & Co. *Dick, Jane, and Sally Cutouts for Use in Kindergarten and Grade 1.* [Chicago, 1963.] 4to. Three-panel fold-outs, with die-cut color illustrations, still intact. Lacks a pamphlet that accompanied the work. ¶ Naturally the cut-outs includes Spot, toys, bucket of water, package of hot dogs, teddy bear... Companion to the company's *Basic Reader 1* textbook. A Baby-Boomer special! With the original pictorial mailing envelope. 75.00

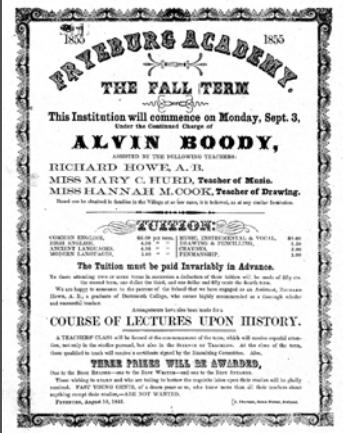
323. W.M. Welch Mfg. Co. *Catalog No. 3.* Chicago, 1915. 12mo. 144pp + pictorial wrappers. ¶ Vest-pocket catalogue chock-full of illustrated products for the classroom "at Factory Cost." OCLC only located later publications from this company. 60.00

324. Wheeling Female College. *Fifth Annual Catalogue for the Academic Year 1869-70.* 32pp + soiled wrappers. Lithograph frontispiece of main building by Calvert Litho. of Detroit. Faculty, students, curriculum. OCLC notes one holding, within a bound colleague of the College publications (Ohio County Public Lib.). 45.00

325. Worman, Dr. J.H. *Round Lake Summer Schools.* [Troy? 1886.] 24pp including wrappers, some spotting on covers. With a few illustrated ads. ¶ Five-week residential program of classes in many topics— oratory, fine arts, language, math—a rival to the better-known Chautauqua over on the other side of the State. OCLC notes one holding (Winterthur). 45.00

326. Worts, William, compiler. *The World At One View. On which is shewn the various empires, kingdoms, republics, states, principal islands, and colonies of Europe, Asia, Africa, North and South America, and Australasia; their extent, lat. & lon., number of inhabitants, chief cities, and other population... Compiled from the latest authorities.* NY: J.M. Elliott, 1837. Single-sided printed folio (33.5 x 23.25 in) broadside, untrimmed. Text within ornamental borders. Folded; two portions nibbled from upper blank borders, some light foxing, otherwise very good. ¶ Attractive statistical chart, with text in double-rule components. Certainly a pedagogical item, for use at school or home. OCLC records a single copy of an 1833 issue (American Philosophical Society), but holding located for this 1837 version. In 1839, Worts—once a publisher based in Newark—published a map and guidebook to New York City. 450.00

318.



322.



328.



Primarily Miscellaneous

327. **Albertype Co. *Scenes along the... Columbia River. Photo-Gravures.*** Portland: Olds, Wortman & King, ca. 1890. Large oblong 8vo. Title leaf + 18ff, printed on rectos only. Plus wrappers with mounted illustration, string-tie binding. ¶ Fine copy and example of the regional view books produced by Brooklyn's Albertype Co. Here, scenes along the River, including numerous views of steamers working the waters. 75.00

328. [California] **B.P.O. Elks Grand Lodge. *Los Angeles, July 11-18, 1909.*** [Chicago: Corbitt Railway Co., 1909.] Square 8vo, folds to thin 8vo. 36pp [each leaf 2pp] including pictorial wrappers. Profusely illustrated. ¶ Promotion souvenir for the fraternal trip to LA via the Santa Fe Lines (from Chicago), with center-spread showing route and elevation charts plus bird's-eye view of LA business district; other information about the trip west-ward but mostly about Los Angeles. One of a few scarce publications memorializing this event; this not located in OCLC. 85.00

329. [California] **City of Piedmont, California. *Financial Reports, June 30th, 1911.*** 4to. 16pp + [7]pp half-tones. Original wrappers. ¶ Early report on this residential community—completely surrounded by the city of Oakland—that was incorporated in 1907. Within 20 years it was known as the “City of Millionaires” because it had the largest number of millionaires per square of an American city. The half-tones show the attractive bucolic appearance that drew the wealth. Not located in OCLC, although the Bancroft has it. 85.00

330. [California] **Los Angeles Chamber of Commerce & Merchants & Mfgs. Assn. *Benefit for the Sufferers of the Times Disaster Program.*** [Los Angeles, 1910.] Oblong 4to. [16]pp + pictorial wrappers. ¶ Benefit to aid the victims of the bombing of the *Los Angeles Times* building by two union members (brothers) of the International Association of Bridge and Structural Iron Workers. The explosion killed 20 newspaper employees and injured 100 more. The bombing had a paralyzing effect on the American labor movement. With Clarence Darrow as their lawyer—hired by the American Federation of Labor—the McNamara Brothers eventually pled guilty. This program not located in OCLC. 150.00

331. [California] **Prison Solidarity Committee. *From Soledad to San Quentin.***

[San Francisco, 1972?] 4to. [28]pp + color pictorial graphic cover. ¶ Articles, poems, protest in support of the defense of six African-American prisoners at San Quentin who were being “accused of the murder of 3 guards and 2 inmates on August 21, 1971, as a cover-up of the real incident in which the prison guards murdered George Jackson and fired indiscriminately into the cell block” [text from the poster-like center-spread]. 45.00

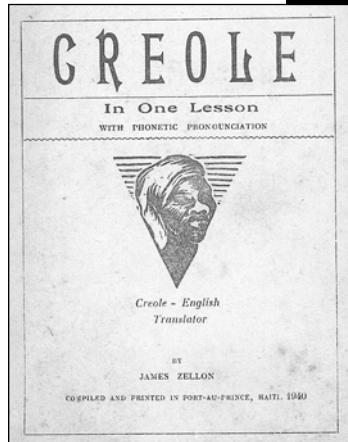
332. [California] **Roberts Brothers. *Menu.*** Los Angeles, ca. 1940. 4to. 4pp Menu with pictorial cover that opens in the center, revealing the full menu, including Fountain Specials; copy on verso on the firm's five different drive-ins in the Los Angeles area (e.g., The Hollywood, at Cahuenga and Sunset). Small tear at top of Menu. 60.00

333. [Cemetery] **Allegheny Cemetery: An Historical Account of Incidents and Events Connected with Its Establishment... Remarks on the Ornamentation and Arrangement of Cemeteries... Illustrated with sixteen photographic views.** Pittsburgh: Bakewell and Marthens, 1873. 166pp + 16 original photographs. Original black cloth. ¶ Account of the first “rural cemetery” to be built in Pittsburgh, using a large rural tract of land with plots for sale to the public, designed to replace the system of small, crowded sectarian or private burial grounds in the city. The sixteen sepia photographs were taken by S. V. Albee. Includes information on the formation of the cemetery in 1844, descriptions and illustrations of many large monuments, description of the landscaping, and a reprint of Wilson McCandless’ *Funeral Oration* “delivered on the occasion of the removal to the Allegheny Cemetery of the Remains of Commodore Barney and Lieutenant Parker” in 1848. ¶ Among the inhabitants of this cemetery are Stephen Foster, Lillian Russell, and my Paternal Grandparents (Leonardo and Antoinette). After immigrating to Pittsburgh from Italy in 1912, my grandfather worked here as a gardener, with duties that included grave digging. Fellow workers later said that he could dig two six-foot graves in a day. He never learned to drive well enough to earn a driver’s license, but all the same he kept a ‘37 Studebaker at the cemetery. On Sunday afternoons, the family would walk to the cemetery, pile into the old car, and Grandpa would take off, singing operatic arias while careening all over the place, knocking over an occasional headstone. This was all great fun to my father, Armando, who usually was bouncing around in the rumble-seat. Grandpap worked here until his retirement. 150.00

336.



343.



334. [Colorado] **Cripple Creek Chamber of Commerce. Official Guide to Cripple Creek District. Vol. I, No. 2, July, 1902.** 16pp + pictorial wrappers with expert repairs. Illustrated, including five full-page half-tones. ¶ Guide that stresses the local gold fields, with a list of rooming houses in town, railroad schedules, and some local ads. OCLC notes only one holding, at Denver Public (which also has two later issues; NYPL has July 1903; SMU has Sept. 1903). 85.00

335. [Cuba] **Tabacalera Cubana, S.A. Album/ Historia de Cuba** [cover title]. Habana, 1935. Oblong folio. 43ff, with 600 actual photographically illustrated cards mounted on rectos, with facing descriptive and narrative text on the facing versos. Original boards, slightly scuffed on edges. Interior and cards fine. ¶ An interesting album of "600 magnificas postales fotográficas, cada una de las cuales representa un motivo interesante de la Historia de Cuba," presented by the manufacturer of those two famous brands of cigars, La Corona and Susini. Presents a profusion of cards and text on the colonial period, the wars of independence, the American occupation, and the Republican era. The cards were distributed throughout boxes of the firm's cigars. OCLC notes one copy at the Biblioteca Nacional de España and three in US (Stanford, Notre Dame, LC). 350.00

336. [Disaster] **Atwater. Cyclone View, May 27, 1898.** St. Louis, 1898. Four original cabinet-card photographs showing devastation caused by the cyclone (aka, tornado) that hit the city, especially in residential and commercial areas. Captions in the mount. Photographer not located in OCLC—nor is the photographer Atwater listed in Mautz's *Biographies of Western Photographers*. 150.00

337. [Disaster] **Barnard's Studio. Snow Slide at Mace, Idaho, Sunday, February 27, 1910, at 11 o'Clock p.m. Sixteen Killed—Twenty-Five Injured.** Wallace, ID; Barnard [1910]. Large original photo (6.5 x 8.5 in) on a 11 x 13.5 inch mount with caption and imprint information printed on the mount. Small chip in corner and some offsetting on the mount, but photo is fine. Not located in OCLC. 125.00

338. [Disaster] **Foster, J. Heron. A Full Account of the Great Fire at Pittsburgh, on the Tenth Day of April, 1845; with the individual losses, and contributions for relief.** Pittsburgh: J.W. Cook, 1845. Plate + map + 52pp + 16pp "Business Cards." No wrappers, but rebound in later black cover with gilt-stamped title. Some contemporary corrections in text. ¶ Best contemporary account of this fire that devastated a large portion of the downtown area of Pittsburgh. The "Business Card" section is devoted to ads, many illustrated, of local establishments (e.g., cooking stoves, tobacco, forges, newspaper) as well as the printers' (Whitney, Dumars & Wright) "large lithographic pictures" of the City, including of the Ruins; there are also four pages with many smaller ads. Howes P-400, noting the advertising section. OCLC notes only 52 pages in the Ur entry, and of the holdings listed, about half (in their specific catalogues) only cite 52pp—perhaps just repeating the initial

erroneous entry?—including Yale, LC, AAS (with only one plate) and the Clements (all citing only 52pp). Sabin (25235) erroneously cited 92pp. 300.00

339. [Disaster] **The Johnstown Flood Illustrated.** [Pittsburgh: R.B. Barker, 1889.] Oblong 8vo. [32]pp + chipped original wrappers. With 12 full-page sketches from photos by Bull & Staub. ¶ Rare souvenir history of the famous Johnstown Flood, caused in part by the failure of the dam owned (and poorly maintained) by the South Fork Hunting & Fishing Club (whose members were in the 1%). Unknown to me until now, hence missed in my fairly complete survey of contemporary material about this disaster. Account of the Flood is followed by an 11-page "List of Lost." Not located in OCLC. 85.00

340. [Disaster] **Tribune Association. Library of Tribune Extras. Vol. I, No 7.** NY, July 1889. Large 8vo. 104pp + original wrappers. ¶ Collection of special articles and editorials that had appeared in the *New York Tribune* on major stories of the day—here, on "War Ships Sunk in Samoa" [by a hurricane], the Settlement of Oklahoma (pp21-51) and an **Account of the Johnstown (PA) Calamity** (pp.57-81). OCLC locates two holdings for other issues, but it could be lurking somewhere... 45.00

341. [Disaster] **West Virginia Broadcasting Corp. WWVA Radio Souvenir of the 1936 Wheeling Flood.** [Martins Ferry, OH: Sedgwick Printing Co., 1936.] 4to. [15]pp + decorative wrappers. ¶ Profusely illustrated with captioned half-tones. Waters crested at 54.5 feet on March 19th. The radio station broadcast for 92 1/2 consecutive hours. This disaster souvenir is dedicated "to the thousand of 'friendly' WWVA listeners." Oddly placed single-quotation marks! OCLC cites six holdings. 45.00

342. [Immigration] **Amerikanska Emigrant Kompaniet. American Emigrant Co., Harford Conn.** New York, 1883. 4to. 4pp, folded; with three wood-cuts, including street view (NYC). Small hole at a fold. ¶ Advertising circular issued by Captain R.E. Jeanson, who served as an emigration agent, specializing in aiding Scandinavians—and principally settling them in Iowa. Page one has manuscript text, in space allotted, being a letter to a man in Galesburg, Illinois. Text throughout in Swedish. OCLC locates one holding, under the caption head on p.3 [Vexlar säljs till lägsta pris på Sverige, Norge och Danmark] at the National Library of Sweden. 150.00

343. [Language] **Zellon, James. Creole in One Lesson, with phonetic pronunciation.** Port-au-Prince: Modele, 1940. 12mo. 20pp + pictorial wrappers. Woodblocks in text, and full-page inside front cover, by Petion Savain. WITH a folding colored "Carte de la Republique d'Haiti, with text on verso in English. PLUS 1p *Program* for an evening of Haitian Folk Dance in NYC, 1941. ¶ Zellon—who also served as publisher this small guide—explains that he compiled the work to aid tourists "whether on a pleasure trip or on business" and that it is "a first step in communication between those of Creole and those of the English tongue." OCLC notes one holding (Indiana). 75.00

344. Leek, S[teven] N[elson]. *The Elk, Their Home and Habits.* [Jackson: WY, 1910?] 2ff letterpress + 12ff with mounted sepia photographic plates tipped to leaves with brief printed captions. ¶ A “copyrighted article” by Leek, who owned a ranch in the Rockies, about Elk, with a dozen photos of elk on the hoof (including two related to hunting, with a “prize head” photo). “Steven Leek was a hunter, trapper, dude rancher and guide as well as a writer and wildlife photographer. He also served as a Uinta County Representative in the 1907 session of the Wyoming House of Representatives. He did extensive photographic and motion picture studies of elk, and toured the country on the Orpheus Vaudeville circuit billed as ‘The Father of the Elk.’ Through his photographs, writings and personal appearances he was instrumental in building public support for saving the Jackson Hole elk herd that culminated in the establishment of the National Elk Refuge in Jackson” (Leek Archive, Univ. of Wyoming). Not located in OCLC, but there must be a copy in the Leek Archive at U. of Wyoming. 200.00

345. [Map] Cram, George F. *New Sectional Map of the State of Iowa.* Chicago, 1870. Large folding pocket engraved pocket map (27 x 33 inch), mounted inside original cloth folder, some wear to folder, but cover type still clear; a few small separations of two folds. Three-page “Iowa Guide” mounted to inside front cover, providing census figures (from 1868), list of principal towns, and a one-page description of the state. ¶ An early Cram map, published two years after he had begun business as a map publisher. Gerald Danzer notes that Cram’s earliest surviving imprint was from 1868 (“George F. Cram and the American Perception of Space,” 1984, p.36). A good example of Cram’s Pre-fire printing (his entire stock was destroyed in the 1871 Fire). 300.00

346. [Map] Rand-McNally & Co. *The Rand-McNally Indexed County and Township Pocket Map and Shippers' Guide of Kansas...* Chicago, 1911. Large folding color map (21 x 28) with railroads marked in red and legend printed on margin; tipped into rear of printed booklet, 62pp + wrappers. Pages 38-62 of booklet devoted to illustrated ads, including many businesses located in Kansas. 85.00

347. [Map] Rand-McNally & Co. *The Rand-McNally Vest Pocket Map of Wyoming, showing all countries, cities, towns, railways, lakes, rivers, etc.* Chicago, 1911. Folding colored map (14 x 20.5 in.), with keys on verso; tipped into printed card folder. 75.00

348. [Peyote] Stenberg, Molly Peacock. *The Peyote Culture Among Wyoming Indians. A Transitional Link Between an Indigenous Culture and an Imposed Culture.* IN: *University of Wyoming Publications*, Vol. XX, No. 4- pp.85-156, September 15, 1946. With six plates. Separate offprint, stapled, with added printed title-page (slightly spotted). ¶ Stenberg’s master thesis from Wyoming. The wife of an Indian Service employee, she spent seven years on the Wind River Reservation. “Stenberg participated in rituals of the Shoshone and Northern Arapaho, interviewed leaders, searched out old documents and letters, and accumulated statistics to give a complete picture of peyotism on the Wind River Reservation up to 1944” (Omer Call Stewart, *Peyote*

Religion: A History, p.193). This original separate issue is fairly uncommon—only some recent reprints from the crappy on-demand firms are currently available on the market.” Not cited in Dailey’s Cat. 13, *Phantastica* (1979). 100.00

349. [Political Humor] Anon. *Illustrations of the Campaign. Fine Art in Essex District. New Haven, Conn., October, 1868. Mr. Editor....* [No printer, 1868.] Single-sided broadside (36 x 28 cm) with five comic wood-engraved caricatures, in which the author—identified here only as “Nutmeg”—tears into Richard Henry Dana, Jr., who at the time was serving in the Massachusetts House of Representatives, but in the fall of 1968 was running (unsuccessfully as it were) for the Congressional seat of the Fifth Cong. District) against the darling of the Radical Republicans, Benjamin “Beast” Butler. Although Dana had served the Lincoln Administration well as D.A. for Massachusetts, the Republicans claimed that he deserted the party... became a “copperhead!”... in not supporting Johnson’s onerous treatment of the South. Nutmeg here attacks Dana and his best known work—“What knows he of the trials, the toils, the dangers of the hardy fisherman of your coast?—unless that lately exhumed fossil ‘Two Years Before the Mast’ be taken as a textbook for the mackerel fleet. He has nothing in common with anybody except those bevy of benevolent old gentlemen, who in their second childishness would like to be brought up on the government bottle, and who in the seclusion of their Mutual Admiration Society, rub each others back and pooh-pooh at the canaille.” Not only was the classic *Two Years* (1840) one of the few contemporary books about California at the start of the Gold Rush, but Dana had spent years defending seamen, and in 1841 had written *The Seaman’s Friend*. A mean and wicked piece of writing... but a lively one at that. Some foxing; old repair made to tear in lower corner. OCLC notes two holdings (AAS, Mass. Historical Soc.). 400.00

350. [Politics] Jeffersonian Democrats of the Eleven Western States. *“Government” Democratic Anti Third Term Magazine. Official Organ of the...* Los Angeles, [1940] 4to. 16pp, including pictorial self-wrappers. ¶ Vitriolic attack on FDR, his policies—especially the New Deal, which the writers believed to be unconstitutional—and the War, coupled with overly-enthusiastic support for the Republican Nominee, Wendell L. Wilkie. Not located in OCLC. 85.00

351. [Politics] Old Colony Reporter. *Old Colony Reporter Extra!! To the Careful Consideration of the Voters of North Bridgewater.* North Bridgewater: [Bartlett & Stetson], Nov. 10, 1849. Single-sided broadside, 56 x 20.5 cm, later linen-backed. ¶ Special issue of a small Massachusetts newspaper focused on the nominations for state and local officers, promoting the position of the Democrats and Free Soilers, especially regarding candidates’ position with slavery, beginning the lead article on “Slavery in California.” The other pieces clearly affirm the Free Soilers’ position against slavery and “the admission of slavery into any of the Territories of the United States.” OCLC notes a few holdings of this newspaper, but I do not know if this *Extra!!* is among them. 300.00

352. [Politics] **The Jeffersonian. The Dawn of a New Era in American Democracy. Vol. I, No. 1.** Minneapolis, October 1928. Folio, 4pp folded, four half-tone portraits. ¶ Political paper from Minnesota supporting the candidacy of Alfred E. Smith for President, with a large portrait on p.1 and inside (pp.2-3), "What Everybody Wants to Know about Alfred E. Smith," with description of Smith's positions (e.g., housing, water power, veterans affairs, prisons). Not located in OCLC. 85.00

353. [Poultry] **Forest City Poultry & Pet Stock Assoc. Premium List and Rules of the First Annual Exhibition of the Forest City Poultry and Pet Stock Show to be held at Forest City, Iowa, February 26 and 27, 1890.** Forest City, Iowa: Summit Print, 1890. 32pp + printed wrappers. Separate printed *Entry Blank* form laid in. ¶ Opens with the Association's *Constitution*, then other matter—including a list of prizes contributed—plus 10 pages of ads from local businesses. Perfect example, and topic, of small-town job printing (from the home of the Winnebago!) Surely the Black Tulip of Poultriana. 75.00

354. [Prohibition] **Crowder, Thomas J. First Grand National Prohibition Camp Meeting! To be held at Decatur, Illinois, July 1st to 10th, 1884.** Decatur: Powne, Ackerman & Co., 1884. Single-sided printed broadside, 44cm; recent expert repairs made to a few breaks on verso. Variety of typefaces. ¶ Announcement of this grand event, with a daily Programme provided—with a balance mixture of male and female speakers on the topic (e.g., Francis Willard, Lucy Simpson). Singing "will be conducted by Prof. Lutz and a Thousand Trained Voices." July 10th was reserved for the "Grand Re-Union of Old Settlers of Central Illinois." At top of sheet: "A School House on Every Hill and No Saloon in the Valley"—a slogan then current in the Midwest. Not located in OCLC. 150.00

355. [Scouting] **Irving, I.W. and L.W. Harrington. Red, White & Blue.** NY, 1915. Large format sheet music, 6pp, with color front cover and inset photo. ¶ The "Official March Step (One Step)" of the United States Boy Scout, and "Distributed by and in the Interest of the National Headquarters." Organization founded by William R. Hearst in 1910, one month after the establishment of the Boy Scouts of America. Hearst's group had a rocky start, with Hearst resigning, then suing. In 1915, the date of this song, the BSA claimed that the USBS carried guns as part of the program—and the Inset photo of an armed Scout troop marching in a field and graphics of two

scouts with rifles seems to support that allegation. This group folded in the 1920s. Customers please note: "Any person purchasing a copy of this March-Song will have the conscious pride of having helped promote the most patriotic Boy Organization of modern times." You also will have the pride of helping this dealer. Not located in OCLC. 85.00

356. [Spanish-AM War] **Cameron, Rod. Fair Isle of Cuba.** Jersey City: Adams Music Co., 1898. Large format sheet music, 5pp, blank, with color illustrated cover featuring US and Cuban flag as well as the Cuban shield, printed in red/white/blue, the colors of both countries. Tear on edge of inside sheet. ¶ Rare song written in the midst of the Spanish-American War, referring to Dewey's success in the Philippines and hoping that Commodore Sampson will "prove as successful, when he meets the Spanish Gun boats upon the high seas/ May he blow Morro Castle, clear out of Havana/ And plant Stars and Stripes there to float on the breeze" of the "dear little island of Cuba," now "forever, the home of Insurgents dear isle ever more." OCLC notes a variant—with ad copy on p.[6]—at Univ. of South Carolina. 150.00

349.



357. [Spanish-AM War] **Tenth Regiment, Penn'a Volunteers. Company I Souvenir.** Greensburg, PA? 1899? 20pp + pictorial wrappers. ¶ Ephemeral history of a volunteer regiment organized in 1870 in Greensburg, with first real action as a National Guard unit during the "Great Railroad Riots" (1878) and then later at the Homestead Strike (protecting Carnegie Steel). In 1898 the Regiment was mustered for service in Manila during the Spanish-American War; pages 3-14 covers the Regiment's service, with muster roll, during the War. Also a few poems about the "Fighting Tenth." Not located in OCLC. 100.00

357.



358. [Spanish-AM War] **Triumph Arch Erected in Honor of Admiral Dewey by the City of New York, 1899. Complete Description With Views of Arch Etc. Etc.** [cover title]. No place: H.C. Brown, 1899. 4to. [8]pp + decorative wrappers. Large half-tones on every page; last page with full-page illus. ¶ Chiefly a detailed description of the imagery and symbolism on this Arch and its attendant columns, constructed as "joint work of the American Sculpture Society, and represents an amount of labor estimated at \$350,000." Paris has her triumph arch, we are reminded, as does London... while America's Dewey Arch was purely a temporary construction, much like a world's fair exhibit... that is, "unless the patriotism [aka, money] of the people call for a permanent structure." 75.00

359. [Spanish-AM War] **Wright, William C.G.** *Spirit of '98. Triumphal March.* Detroit: Walker, 1898. Large format sheet music, 6pp, with ad on rear wrapper. Striking color cover with the Cuban flag. Cuba Libre. Not located in OCLC. 100.00

360. [Temperance] **Buckingham, J[ames] S[ilk]** *Advice to British Emigrants.* Mr. Buckingham has addressed the following letter to the English, Scotch, and Irish Emigrants, leaving their homes for America.... Buffalo, on Lake Erie, U.S. of America: August 25, 1838. Single-sided printed broadside (light fold marks), 12 x 7.5 inches; with banner headlines and two-column text (small type). ¶ Rare broadside by this English writer, reformer and MP, whose travels throughout America in 1837-41, resulted in three classics of descriptive Americana (*America, Historical, Statistical, and Descriptive*, 1841; *The Eastern and Western States of America*, 1842; *The Slave States of America*, 1842). Here Buckingham addresses his countrymen back in England who are planning to emigrate on the single topic of temperance—a central preoccupation of his years in Parliament, where he instituted influential reforms: his cautionary text is placed in the context of how they

could best succeed in this new land. For example, if one NEVER touches or taste “stimulating drinks at all” an emigrant may be “certain of obtaining immediate, abundant, and well paid employment.” This circular broadside was sent to British newspaper editors who were “respectfully requested to give it insertion” in their papers. A few years later Buckingham wrote *History and Progress of the Temperance Reformation in Great Britain and other Countries of the Globe* (1854). An account of Buckingham as an “apostle of temperance in America” can be found in Ralph E. Turner’s *James Silk Buckingham* (1934). This broadside not in Howes, Sabin, nor located in OCLC. 650.00

361. [Texas] **Noakes Brothers.** *Corpus Christi. The Ideal Summer and Winter Resort of Texas.* Reached via the San Antonio and Aransas Pass Railway, the scenic line of Texas. Denver: United States Colotype Co., 1920-?] Oblong 4to. 12ff + tissue title leaf + decorative wrappers with color illustrated mounted on front cover, with string tie. ¶ Souvenir view book for the “Ideal Summer and Winter Resort of Texas”, with color plates (5.5 x 7.5. in) mounted on rectos—street views, landscapes, fish, coast, etc. OCLC notes two holdings (SMU, Amon Carter Museum). 125.00

