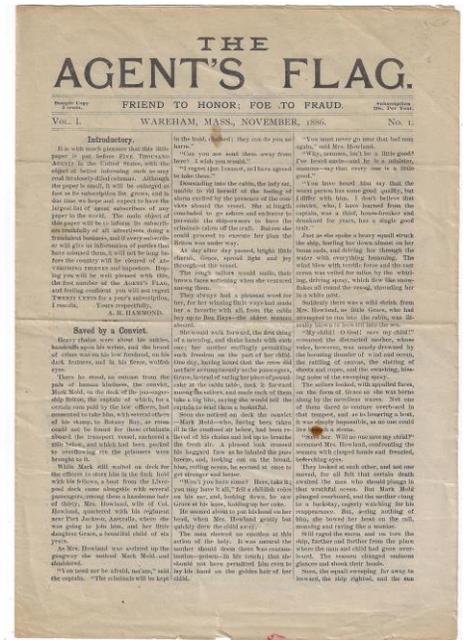


## E-LIST 20: SALES, MARKETING & MERCHANDISING

### Books, Photographs, and Ephemera on the Display, Promotion, and Sale of Merchandise in the United States, 1886-1973

**1. *The Agent's Flag, Vol. I, No. 1, November 1886.*** Wareham, MA: A.H. Hammond, 1886. 11.75" x 8.25", 4 pp, with text in three columns on newsprint. Two small stains, a few short tears; about very good.

First and possibly only issue of an apparently unrecorded periodical aimed at salespeople and bearing the motto "Friend to Honor; Foe to Fraud." The publisher's introduction states that "the main object of this paper will be to inform its subscribers truthfully of all advertisers doing a fraudulent business," and asks that subscribers send in "information about parties that have misused them" so that before long "the country will be cleared of advertising thieves and imposters." Given the audience, we presume the fraudsters in question were fly-by-night companies that lured aspiring sales agents into purchasing their products with a promise of big rewards that never came. (It's difficult to say with certainty, as most of the text for this self-described sample copy consists mainly of the tale of a convict who saved a drowning child and humorous anecdotes unrelated to the stated mission). The final page, however, bears several advertisements with enticements such as "Get rich selling our fast-selling goods" and "Patent Improved Puzzle Key Ring - Agents Sell from 1 to 3 gross a day -- \$8 to \$20 profit." One hopes these were not the very "thieves and imposters" the paper intended to defend against.



\$60



**2. *Circular Advertising a Report Book for Keeping Tabs on Traveling Salesmen, ca. 1892.*** Peoria, IL: Peoria Printing and Stationery Co.. Four-page circular, 8.5" x 5". Undated, but related newspaper advertisements place it at 1892 or 1893. Lightly toned, else fine.

Directed "To the Manager of the Traveling Department," this circular solicits orders for the Peoria Printing and Stationery Company's *Star Report and Expense Book* - a tool intended to help employers keep a closer watch on their traveling salesmen via a daily written account of their activities. And, as some salesmen were bound to be "not always as careful of your best interest" as they ought and would be dismissed, the book would also provide a valuable record of sales routes and calls that could be passed on to the next man.

\$40

### 3. *Our Agent's Companion* and other Materials for Selling Books by Subscription for Franklin Square Bible House of Philadelphia, 1893.

Philadelphia: Franklin Square Bible House, 1893. Three items: a 50-page stapled booklet (3.25" x 6") titled "Our Agent's Companion;" a 6" x 12" circular printed on both sides; and a 5.75" x 8.25" mock "telegraph" printed in red and green on (fictitious) Union Special Messenger Company letterhead. Accompanied by an original stamped mailing envelope and unused reply envelope. Damage to mailing envelope, a little chipping to the circular; very good.

Franklin Square Bible House was a short-lived Philadelphia publishing house that issued just a handful of extant titles between 1891 and 1900, mostly via subscription, although they appear to have picked up and marketed the backlist of another Philadelphia publisher, Thayer Merriam & Co. (1881-1892). Titles included compendiums and "treasuries" of knowledge and literary tidbits, including several for children ("Perfect Jewels," "Little Blossoms," etc.), as well as Bibles, dictionaries, photograph albums, and various educational books. Here they are seeking traveling salespeople ("agents") to go door to door taking orders for their books. The tone of the "telegram" and the circular is exhortative ("hundreds of agents" are taking a "cyclone of orders"; "mountains of books" are "going out on every train," and there are "millions to be divided with you!" Besides which: "This offer will not be made to you again... We can't ask twice; life is too short!"). *The Agent's Companion* is a bit less frantic, but still has optimism oozing off of every densely printed page. With advice on everything from handling poor weather to pacing yourself to how to make your pitch (including specific anecdotes with which you are advised to regale your prospective customers), laziness is the only thing standing between you and the occupation of which may be said "no other [is] more honorable, or that results in the greater good to the people."



\$75



### 4. Hull, Frank H. (Photographer). Photograph of a Wagon Displaying Premiums for Newspaper Subscribers, Medford, Oregon, 1899.

Mounted gelatin silver print, just under 4" x 5" on a ca. 5" x 6" mount.

Although foxed and soiled, this image still offers a wonderful view of a promotional campaign by the *Medford Mail*, a weekly newspaper founded in Medford, Oregon in 1888. A wagon is shown piled high with merchandise and bearing a large banner and many smaller signs reading "Medford Mail Premiums." The image is undated, but certainly from 1899, when the *Mail* ran a large ad announcing \$350 in premiums (which match those shown here) to be awarded by random drawing from a pool including anyone who purchased a new subscription or paid for an existing one--at a cost of \$1.50-- by January 1, 1900. The top prize was the wagon itself, followed by a Wheeler & Wilson sewing machine, a Rambler bicycle, a harness, a plow, a shotgun, a rifle, and "due bills" (the equivalent of gift certificates) to several local businesses. "This is no lottery," declares the ad, "we give you value in your money for a subscription and a chance to win a premium besides." Each prize is described in the paper, with brand names and details on where in town the item may be purchased. The photo is credited "F.H. Hull," in pencil on mount. Frank H. Hull was then a newly established portrait photographer with a studio in Medford. He would go on to become an early Oregon filmmaker and movie theater owner.

\$110

## Brainchild of L. Frank Baum

### 5. *The Show Window, A Journal for the Merchant, Nine Issues, 1901-1902.*

Chicago: The Show Window Publishing Company, 1901-1902. Nine issues (not a consecutive run), 13" x 9.75", each with ca. 40-50 pages of illustrated content and 20-40 pages of advertisements. Fair to good only: two issues with detached covers, several with chipping, tears, soiling, or biopredation or water damage. That said, for the most part quite clean internally. Includes Volume IX, No. 3 (Sept. 1901), Volume X, Nos. 1, 2, 3, 6 (Jan-March, June 1902), and Volume XI Nos. 3, 5, 6 (Sept., Nov., Dec. 1902); the index to Volume X (issued as a supplement) is also present.



Founded by L. Frank Baum in November, 1897,

*The Show Window* was the first periodical published in the United States dedicated to window displays. It was the official publication of the National Association of Window Trimmers of America, also founded by Baum. "Baum had never worked as a window trimmer; he drew upon his early experiences in the theater, as well as his five years' experience in the chinaware trade, for inspiration in window trimming. He advocated rich imagination and fantasy, and spaciousness as opposed to clutter. He was enthusiastic about mechanical displays that endowed window displays with motion, which forced passing crowds to stop and watch. Yet Baum also stipulated that the purpose of good-quality window dressing was to promote commercial success, to move merchandise and sell goods, rather than any aesthetic or other goal" (Oz Wiki). The journal proved successful enough to allow Baum to quit his job as a traveling salesman and devote more time to writing. He published *The Wonderful Wizard of Oz* in 1900, and after its runaway success, promptly sold *The Show Window*. Though these issues post-date Baum's direct involvement, their content reflects his influence. They are illustrated with wonderful images of actual store windows and include articles on creating mechanical and electrified window displays, designing holiday and seasonal windows, photographing show windows, writing text window cards, sale windows, scenic painting, and more. There are also letters to the editor, updates on the journal's annual storefront competition, and notes from the national association. All issues of this pioneering publication are quite scarce.

\$600

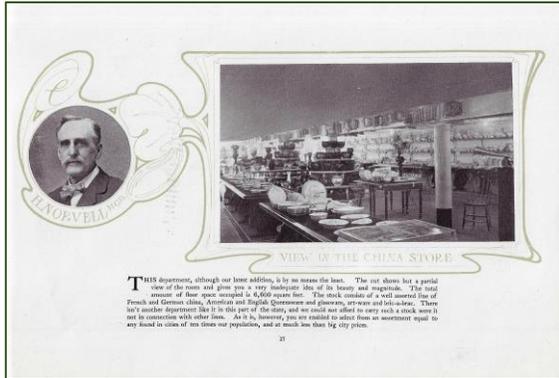


Plate No 2712. By J. Matthieson, for John W. Graham & Co., Spokane, Wash.

Subject: Sporting Goods. Background, scenic; color scheme, dark blue and pale yellow trimmings. Entire display is of baseball goods. It is a clever arrangement, and no

doubt attracted general attention. Diagram of framework is doubt attracted general attention. Draftroom is No. 3, on page 38.

**6. *The W.E. Miller Co's Store As it Is, A Photographic Panorama of its Departments and People.*** Winchester, IN: 1902. 6" x 9" (oblong), 32 pp, extensively illustrated with half-tone photographs, in original wrappers with embossed gilt lettering. Small scuff and crease on front cover, a few pages with ink offsetting, else fine.



A beautifully produced promotional book for this early Indiana department store, which was founded in 1880. The book follows the advice given by many merchandising experts -- to promote and display not only the products you are selling, but the experience of being in your store and the special qualities of the people who work there. Attractive images of each department are accompanied by description of the department's features and photograph of the department manager -- often with comments on the manager's special skills. The size of the store is emphasized (with square footage quoted several times), and we are informed that it has "the only passenger elevator, cable cash carrier, electric carpet machine, and private electric plant in the county." Finally, the text assures us that Miller's sells "only reliable merchandise, at fair prices for everything, to everybody alike without hidden reservations or concessions," never deceives its customers, is continuously making improvements, and "is destined to prove its usefulness to a still larger portion of mankind in the century just begun." **\$100.**

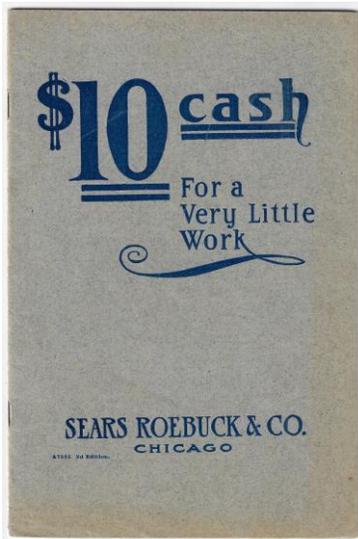
**7. Photograph of a Grocer's Elaborate Horse-Drawn Advertising Display in Antrim, New Hampshire, ca. 1905.**

4" x 5.5" photograph on a ca. 7" x 9" mount showing a horse-drawn wagon carrying large, tiered display holding approximately 300 products, decorated with American flags, and bearing a large banner reading "Angelus Brand, Sold only by Davis Patterson Co." Undated, but ca. 1910. Very good condition, stamped "E.B. Putnam, Photographer, Antrim, N.H." on the back. Angelus Brand was a trade name registered by the Holbrook Grocery Company of Keene, New Hampshire. Most of their products were canned goods (including shrimp, salmon, clams, celery, cranberries, figs, dates, and grapes), but they also sold coffee -- packages of which appear to line the bottom of the first row of the display. Davis Patterson Co. was a general store in Antrim. As this would seem to be a perilous way to actually sell things, we suspect this an example of the time-honored method of advertising via parade float.



As this would seem to be a perilous way to actually sell things, we suspect this an example of the time-honored method of advertising via parade float. **\$85**

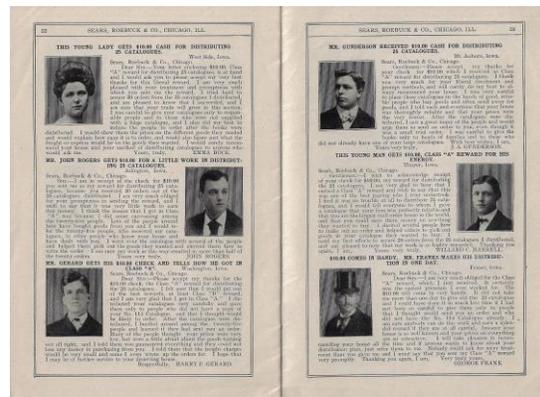
**8. \$10 Cash For a Very Little Work.** Chicago: Sears Roebuck & Co.. Second edition, undated, but ca. 1905. 6" x 9" stapled booklet, 24 pp, illustrated throughout with half-tone photographs. Wraps show minor wear, else fine.



This scarce booklet details Sears Roebuck's clever method for distributing their classic, mammoth catalogues to recipients who were likely to actually make a purchase. Ordinary people ("any man, woman, boy, or girl" could do it) were enlisted to take delivery of 25 catalogues at a time and could aspire to earn \$10 (about \$310 today) or a very nice premium (e.g. bicycle, refrigerator, dining room set) if 20 of the 25 people to whom they gave catalogues made a purchase within 30 days. If that bar was too high (and it certainly sounds high), the distributor would be entitled to a lower tier of reward, depending on how many of their catalogue recipients placed an order. To help new agents be like the many reported \$10 recipients whose testimonials fill several pages of this book, Sears offered careful instructions on how to select the kind of recipient likely to make a purchase. "Delivery among good reliable farmers" was preferred, but for those living in town, a list of suitable professions was provided, along with instructions never to give a

catalogue to a child or to provide more than one to the same household or business. Finally, distributors were urged to put on the pressure by making it known that their own compensation depended on the recipient placing an order. This booklet includes an enticing illustrated list of the premiums available, as well as an order blank in on which the aspiring distributor not only requested their 25 catalogues, but could select their desired premium (and thus dream of it as they worked) before they even got started. Not found in OCLC.

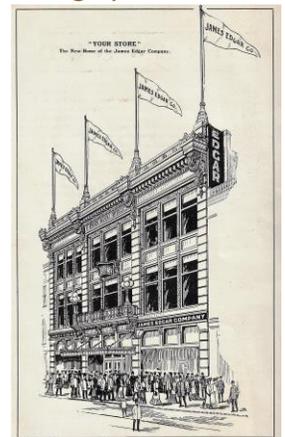
**\$125**



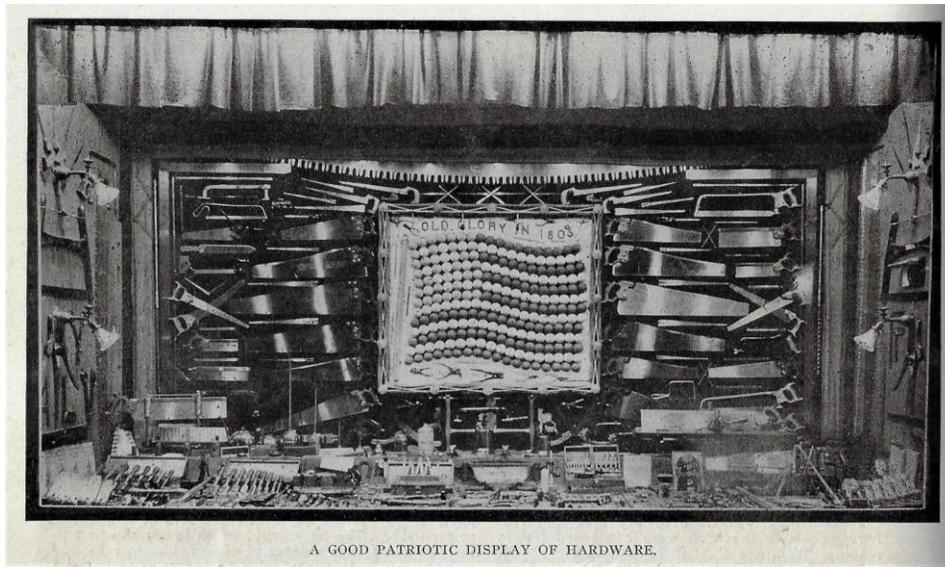
**9. Souvenir Presented by the James Edgar Company on the Occasion of the Opening of their New Store, A.D. 1907.** Campello, MA: Howard Print, 1907. 6" x 9", pp 27, [5] (ads), illustrated with half-tone photographs. Original stapled wrappers somewhat rubbed, light foxing to title page; very good.

The James Edgar Company, also known as Edgar's Department Store or The Boston Store, was a small chain founded in Brockton, Massachusetts in 1878. Among its claims to fame was having the first department store Santa Claus -- played by founder James Edgar himself. This book, published upon the opening of a grand new store on Main Street in Brockton, showcases the company's success and all of the modern features (telephone service, elevators, broad aisles lined with glass showcases, large plate glass display windows, a ladies parlor, "model restaurant," soda fountain, the most modern electrical system available) that will make shopping in the new store a pleasure -- or even a privilege. One copy located in OCLC.

**\$85**

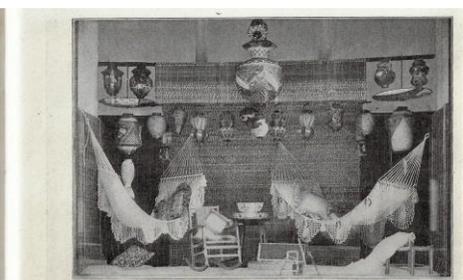
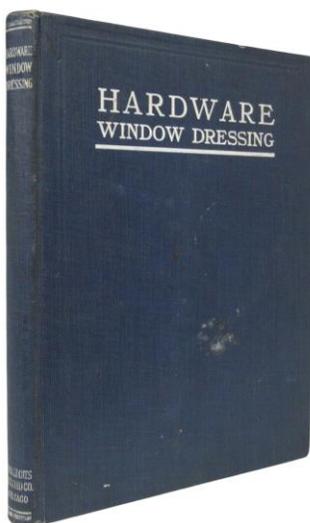


10. Bird, Thomas A. *Hardware Window Dressing: A Complete Manual of Window Display for the Hardware Man, with Full Instructions for Showing all Classes of Merchandise carried by a Hardware Store*. Chicago: The Merchants Record Company, [1908]. 8" x 10.75", 256 pp, extensively illustrated with b/w halftones. Blue cloth boards have some soiling and general wear, hinges tender. A good copy of this uncommon book.



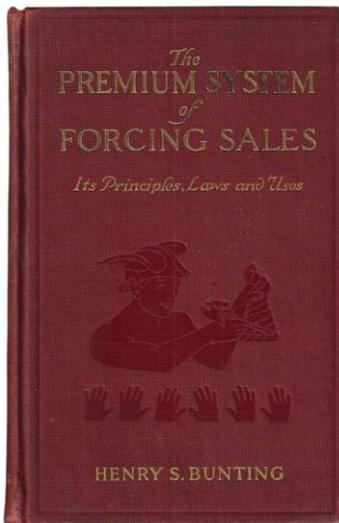
An early, in-depth guide to display merchandising for hardware and general stores ("hardware" being used here a bit more broadly than it is today), covering everything from color and form to fixtures and content, for windows that are themed, un-themed, seasonal, whimsical, practical, elaborate, elegant, and just plain odd. The copious illustrations and examples of real-life displays offer a fascinating window (pardon the pun) onto turn-of-the-century American retail practices and the way browsers of the day would have experienced the shops they visited. As the Introduction states, "If a store has good windows regularly, people will learn to look for them. They will walk blocks out of their way to see what is new.... The returns will come later. Persons who noted the articles shown may not have needed them at the time... [but] when they do need them, they will remember the window in which they saw them."

\$250



**11. Bunting, Henry S. *The Premium System of Forcing Sales: Its Principles, Laws and Uses.***

Chicago: The Novelty News Press, 1913. First Edition. 4.25" x 6.5", 166 pp, in original red cloth boards with gilt titles, blind-stamped illustration on front board. Spine tips and corners rubbed and worn, previous owner's name on the flyleaf, else clean and bright.



Henry Stanhope Bunting, 1865-1948, was an author and historian who wrote several books on advertising and merchandising and published them under his own imprint, the Novelty News Press. He was a leading proponent of the use of premiums--defined here as "an object of value having utility or beauty of both that is given away gratis by a seller of goods to a buyer of goods for the purpose of winning the good will and trade of the buyer"--arguing that because the offer of a premium appealed directly and tangibly to self-interest, it was the most effective way to persuade a buyer to part with his or her money. In this book he delves into all aspects of using premiums in business, explaining how premiums can open doors for salesmen and help small stores compete against large chains, and discussing consumer psychology, the costs involved, how to select and distribute gifts, building business with prize contests, and more.

\$75

**12. [Direct-to-Consumer Sales] *The Jewel Grocery Line.***

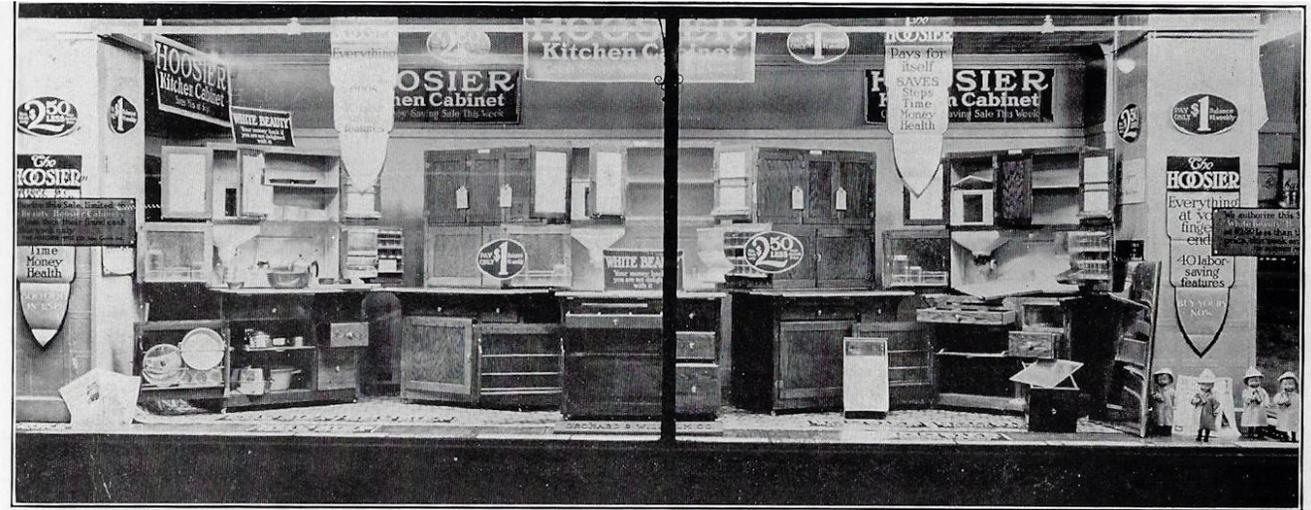
New York and Chicago: Jewel Tea Co, Inc.. Color-illustrated cardboard folder (9.5" x 13.5" when unfolded) used by door-to-door sales agents to show consumers the products available from the Jewel Tea Co. Undated, ca. 1915. Well worn from use, with cloth tape reinforcement to spine; good.



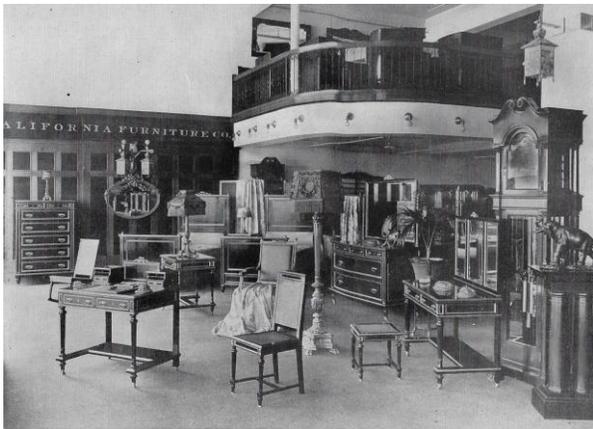
An uncommon early sales tool from this highly successful company, which was founded in Chicago in 1899 by brothers-in-law Frank V. Skiff and Frank Ross. They began by selling coffee (their main product, despite the company name), tea,

and groceries from horse-drawn wagons. According to an article on the website "Chicagology," there were many similar companies at the time "and they all sold door-to-door, giving premium coupons with grocery purchases. When enough coupons had been saved, the customer had a choice of premium items offered. One day Mr. Ross [paid a call on customer who] had saved coupons for six months buying coffee and tea from a 'wagon man' and had expected to get a rug with her coupons. However, the wagon man had stopped coming around. Mr. Ross quickly offered her a premium to be left with her first order, to be paid out with a later trade...The fast-thinking Mr. Ross with his idea of advancing the premium set the Jewel Tea Company apart from all other existing tea companies of the day. By the end of 1901 their sales had reached \$11,000 and they began their own Jewel brand labels. Their sales grew from \$25,000 in 1903 to \$250,000 in 1905. In 1909, they built their own plant and a year later they reached \$1 million in sales with 400 routes. by 1915, they had 850 routes scattered across a wide area in the Midwest and \$8 million in sales." The company continued to expand its product lines and eventually established retail locations. Nonetheless, Jewel salesmen continued to travel the country door-to-door as late as 1981.

\$50



**13. *The Furniture Show Window: The Construction of the Show Window, The Lighting of the Show Window and the Store; Examples of Window Displays.*** Grand Rapids, MI: Periodical Publishing Company, [1915]. 6.25" x 9.5" (oblong), 223 pp, extensively illustrated with line drawings and dozens of reproduced photographs of store windows. Bound in publisher's green cloth with gilt lettering on spine and front board. Some scuffing to boards, internally sound and clean; very good.



An uncommon and well-illustrated book produced in a major center of furniture manufacturing in the United States. At its height around the turn of the twentieth century, Grand Rapids was home to more than 40 furniture companies, with as many as half the city's workers employed in furniture manufacturing or related industries such as sawmills, paint and varnish companies, and manufacturers of woodworking machinery. This book provided guidance on the best way to show off the finished product in a retail setting, not only in window displays, but also in store interiors. It offers floor plans, advice on construction and lighting,

and dozens of photographs of actual displays of kitchen, dining room, living room, bedroom, children's, and outdoor furniture. Eight copies located in OCLC. \$350



**14. [Trade Catalogue] American Fixture & Showcase Mfg. Co. Better Store Equipment.** St. Louis: American Fixture & Showcase Mfg. Co. Illustrated trade catalogue, 7.5" x 5", 72 pp, in stapled illustrated wrappers. Undated, but ca. 1915 (based on printer). Small chip at base of spine, light soiling to rear cover, unevenly trimmed; very good.

This St. Louis-based company offered glass counter showcases, wood and glass wall cases, garment racks, costume forms, pedestals, notion cases, shelving, and a variety of other display fixtures that were used to draw special attention to the merchandise they displayed. The accompanying text promotes good display equipment as "one of the paramount necessities of profitable merchandising" and emphasizes the need to use their products skillfully, so they serve not merely as places to store merchandise but as "silent salesmen." Not found in OCLC. **\$125**



**15. Bunting, Henry S. Added Lines in Modern Merchandising.** Chicago: The Bunting Publications, 1918. First Edition. 4.25" x 6.5", 184 pp, in original red cloth boards with gilt titles. Boards show old insect nibbling, internally clean and sound.

With World War I still raging, Bunting argues that times have changed, and "productivity is every nation's watchword....Every acre must yield its crop quota. Every factory must turn out its maximum. Every man, woman, and child must work. Every dollar of capital must make its prompt and profitable 'turn-over.'" For the retailer, this means diversification of merchandise. "The first signs of the coming evolution in retail merchandising showed themselves in drug stores," says Bunting, noting that in addition to medicines and other health-related items, they now carried "stationery, confectionery, cigars and tobacco, ice cream, soda water...rubber goods, cameras and photo supplies, fountain pens," etc. This book instructs other merchants in how to follow suit, with suggested sidelines for sellers of dry goods, cigars, books, furniture, china, jewelry, shoes, stationery, hardware, candy, and more, as well as advice on how to merchandise these sidelines to maximize profits. **\$75**

**16. [Trade Catalogue] Attractive Store Display Cards for the Following Sales. Anniversary - Easter - Dollar Day - Spring - Summer.** Minneapolis: The Scott Printing Company. Undated, ca. 1920. [20] pp, 8 x 11 inches, side-stapled wrappers. Light soiling to front wrapper, general handling wear; very good.



A catalogue addressed "To the Advertising or Display Manager who desires to make his store more attractive during sales." One page of text is followed by seven sample store sale display cards/signs printed in color, each with a price list for different sizes and quantities on the verso. Two blank order forms are bound in at the back. Buyers are promised that they will be notified if another nearby store has already chosen the same design "to prevent, in so far as possible, any duplications of the same subject in each locality." Several of the offerings have Art Deco design elements. Not recorded in OCLC.

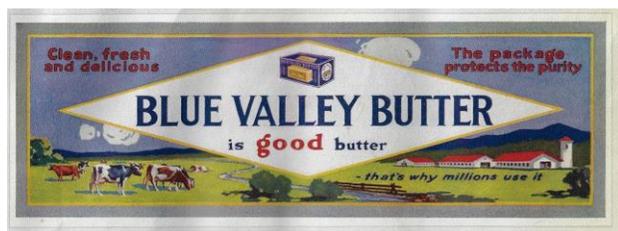
\$50

**17. Outdoor Advertising Association, *Miscellaneous Advertising Book Number Five*.** Printed by the Western Engraving and Colortype Company of Seattle for the Promotion Committee, Outdoor Advertising Association, [1920]. 9" x 16", oblong, [92] pp, extensively illustrated. Fair to good condition only: front cover soiled and heavily chipped at the fore edge, pages lightly rippled, several leaves dogeared, two pages heavily soiled with paint (as if used as scrap paper in an artist's studio), smudging and light soiling to the margins of other pages, but all other color illustrations clean and bright.



Scarce promotional book from a trade organization representing providers of outdoor advertising, illustrated with reproductions of actual advertising billboards created by their members -- 19 of which are beautifully printed in full color. A one-page introduction notes that the Outdoor Advertising Association's members hope "to obtain the best and most representative of business institutions" as advertisers and "to constantly strive for a higher art in presentation of our client's advertising." The rest of the book consists of reproductions of billboards on the rectos and testimonials from clients for whom the billboards were made on the facing versos. Includes many examples of work from two of the largest outdoor advertising firms in North America at the time, the Thos. Cusack Company (focused on the East and Midwest) and Foster & Kleiser (dominating the West Coast market), as well as examples from Donnelly & Sons (Boston); Grand Rapids Advertising Company (Michigan), Bridgeport Outdoor Advertising Company (Connecticut), E.L. Ruddy (Toronto), Walker & Company (Detroit), United Advertising (Newark, NJ), Sunset System (San Antonio), and Harry Duker (Vancouver, BC). Two copies located in OCLC.

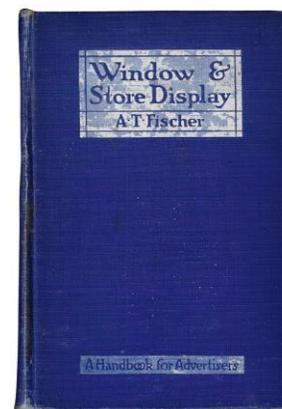
\$475



**18. Fischer, A.T. *Window and Store Display for Advertisers*.** Garden City: Doubleday, Page & Company, 1922. First Edition. 7.5" x 5", 203 pp, illustrated and indexed. A good, sound copy with rubbing to covers, reinforced hinges, internal library discard markings.

An important work aimed directly at advertisers (rather than store owners), and offering a "scientific" approach based on the compilation of a considerable amount of data. Fischer argues that both ad agencies and manufacturers have failed to recognize "the need of a definite linking up and rounding out of the [advertising] campaign by means of properly planned dealer display." Subjects covered include motivating retailers and getting placement in their windows, distribution of window and store display material through the sales force, what determines the "life" of a display, obtaining and capitalizing on counter space, how much sales may increase through displays (citing several interesting research studies), continuity in display use, and the artistic elements of display creation, such as imagination, color, and motion.

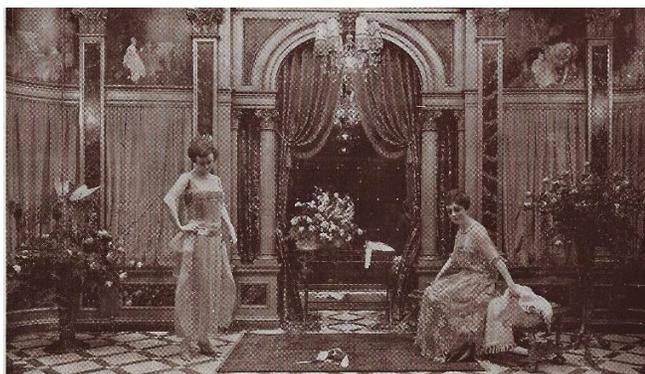
**\$50**



**19. *One Hundred Displays of Women's Ready-to-Wear: A Collection of the Best Window Displays of Women's Suits, Coats, Millinery, etc. Selected from Merchants Record and Show Window*.** Chicago: Merchants Record Company, 1923. Sixth Edition. 9" x 12", [46] pp, extensively illustrated, in stapled brown paper wraps printed in brown ink, with a fold-in flap on the rear wrap forming an envelope-style enclosure of the contents. Some chipping and tears at the top edge, price sticker shadow on front cover, contents clean. Very good.

A compilation of images of the best displays of women's fashions that appeared in the previous year's issues of the periodical *Merchants Record and Show Window*. "In these days of advanced merchandising methods," says the Introduction, "a retail store stands or falls accordingly as the show window attracts or turns away prospective customers. In other words, the public has come to judge the store by the character of the show window." Here, dozens of photographs showcase the store-window-as-stage-set, with delightful early 1920s couture on display. Although this is the sixth of a sporadic "annual" publication (having been previously issued in 1912, 1913, 1915, 1917, and 1919), all editions are surprisingly scarce. We locate only one holding for this edition in OCLC, and none of several of the others. *The Merchants Record and Show Window* itself was published from the early 1900s until at least 1928, and appears to have been folded into *Display World* in the 1930s.

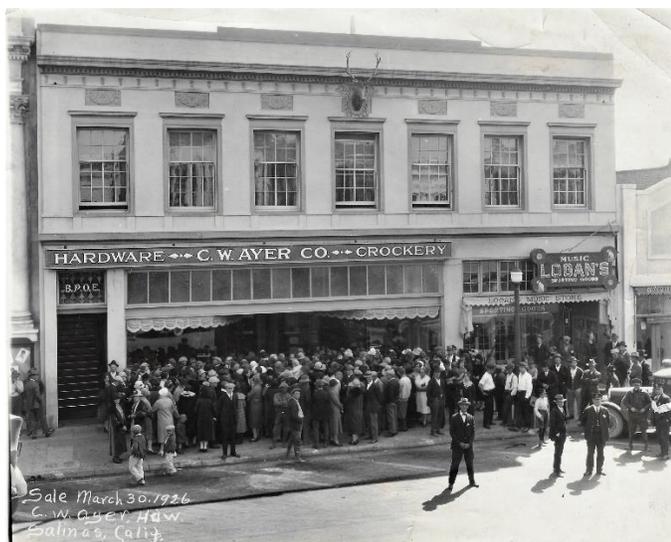
**\$175**



## 20. Photographic Archive Documenting a Company's Effective Use of Time-Limited Offers to Drive Sales in 1920s Nebraska, Texas, Utah, and California.



Collection of 29 black and white photographs (two 5" x 7", the rest ca. 8" x 10") of 15 different locally owned hardware and dry goods stores -- 11 in Nebraska, two in Texas, and one each in Utah and California -- all showing how the Great Northern Manufacturing Company, a Chicago wholesaler of "Quality Brand" aluminum cookware -- successfully used time-limited offers (*One day only! First Come, First Served! Get Yours Now!*) to drive sales for themselves and the mom-and-pop retailers who sold their products. Most in very good condition, a few with marginal chips, tears, or creasing. Many with local photographers identified in the negative or on the back. The cities and towns represented are Salinas, California; Salt Lake City, Utah; McKinney and Marlin, Texas; and Columbus, McCook, Hastings, Arapahoe, North Platte, Crete, Lexington Kearney, Bloomfield, Fremont, and Gothensburg, Nebraska.



Sixteen of these photographs show huge crowds of people gathered outside the stores waiting to get in for the Quality Brand sale, while the others show artful window and interior store displays of stacks of gleaming aluminum pots and pans. We presume these images were used by a Great Northern/Quality Brand salesman -- probably in Nebraska -- to pitch the company's sales strategy to other stores (*Sign on with us and you, too, will have throngs of customers beating down your door!*). The company provided retailers with camera-ready newspaper ads to promote the sales (a few examples of which are included

with this collection for reference), as well as signage for windows and displays. The impressive crowds shown in these photos would have provided concrete and compelling evidence that Great Northern's strategy of building a sense of excitement and urgency around their products was a winner. While we have no details on the results the stores actually saw (though some did repeat one-day sales), it's clear that Great Northern was certainly successful in convincing retailers to give it a go. A search of the Newspapers.com database for "Quality Brand Aluminum" in the period 1920-1925 brings up more than 4,000 advertisements from small retailers throughout the United States -- all emphasizing the need to buy right *now*!

\$1,500



**21. Lippincott, Wilmot. *Outdoor Advertising*. New York: McGraw-Hill, 1923.** First Edition. 340 pp, including 32 pages of uncommonly nice lithographed color plates at center. Mild edgewear, small scuff to spine; binding loosening a bit, but still sound; very good.

A detailed and well-illustrated work on the forms, methods, and advantages of outdoor advertising in the United States. There are chapters dedicated to various outdoor advertising media: posters (design, printing, and placement), street car advertising, electric signage, billboards (here called "bulletins") and other painted signage, and window displays. Other chapters discuss art and color technique, the psychology of outdoor advertising, costs, the role of outdoor advertising companies, and "some interesting examples of outdoor advertising." A final chapter compares the relative merits of different advertising media and delves into specifics on how to create an outdoor advertising campaign. **\$200**

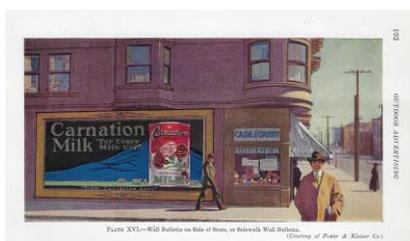


Plate XVII.—Wall Bulletin on Side of Store, or Sidewalk Wall Bulletin. (Courtesy of Peter & Eklow Co.)



Plate XXII.—Special Painted Display Wall. (Courtesy of Peter, Clark Co.)



Plate XXVIII.—A Delicate Clip Bulletin. (Courtesy of Walter & Co.)



Plate XVII.—A "10" x 10" Wall. (Courtesy of Peter & Eklow Co.)

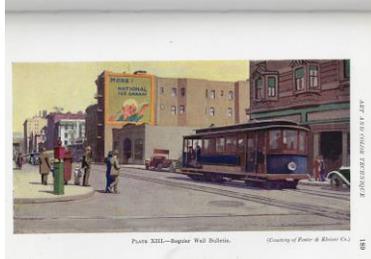


Plate XXIII.—Signage Wall Bulletin. (Courtesy of Peter & Eklow Co.)

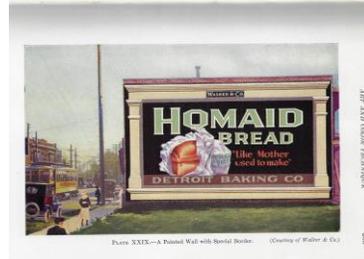


Plate XXIX.—A Painted Wall with Special Bulletin. (Courtesy of Walter & Co.)

## 22. Correspondence Archive of a Traveling Salesman in the Upper Midwest, 1924-1933.

Approximately 375 letters sent to numerous locations in Michigan, Wisconsin and Minnesota, all addressed to traveling salesman Jesse L. Klingman between 1924 and 1933. Approximately 90% handwritten, various sizes and on many different letterheads, many multiple pages, most with original mailing envelopes. Also included are some miscellaneous documents related to his employment, including product order forms, hotel receipts, telegrams, his 1929 income tax return, and the registration for his 1926 Dodge Coupe. Overall very good condition.

Jesse Litton Klingman (1898-1984) was born in Kentucky, served in France at the end of World War I, and by 1924 was employed as a traveling salesman for the J.F. Hartz Company, a medical supply company based in Detroit. The majority of the letters in this collection are from friends and family (including his father, a prominent minister named George Adam Klingman), but there are at least 30 letters from his employers, occasional business letters from clients relating to orders, and many letters that mix business and pleasure. Jess (as he was generally called) was clearly a sociable person with many friends -- particularly women (seemingly casual girlfriends) he seems to have met because they worked at the hospitals and doctors' offices where he made his calls. Dozens of letters sent from the Oshkosh and Marshfield Clinics in Wisconsin and Calumet Memorial and Cheboygan General Hospitals in Michigan, for example, are filled with flirty banter while also referencing orders recently placed or received. These letters also document his itinerant lifestyle, with many having been forwarded from one location to the next, and plenty of complaints from the ladies about how he's always "in Detroit or Kentucky or some other darned place a million miles away." The letters from J.F. Hartz Company (all signed "Hartz" or "The J.F. Hartz Co." rather than with an individual name), most of which date from the earlier part of Jess's career, are quite interesting. Often scolding and sometimes even whiny in tone, they reveal the anxieties of running businesses dependent on the work of young men sent out into the field without supervision.



For example, on May 5, 1924, Hartz writes:

*Dear Jess: Received your orders dated the 2nd, and after looking over your day's work I am writing you as a matter of precaution, not as criticism. Now get this straight and make no mental comments, because you mistake suggestions for criticism and this is more in the nature of a warning. I think you travel too fast; you do not visit doctors long enough. Perhaps you make them nervous; I do not know why, but your orders are too small. After you have had an introduction and gotten into a doctor's office, it seems to me that with the line of goods we have and the talking points we have on our goods, it ought to lead to larger orders -- a larger number of things. In other words perhaps you do not concentrate; you work too fast, and your trip will not be a success unless these orders can be increased in size. The goods you are selling are leaders, and nobody else sells them as cheap....We have a full line of pharmaceuticals, and you surely must find the dispensing doctors. You must find hospitals that use drugs. Today is the day of all kinds of medications for injections. We have not seen any of your orders with Ampules. In writing you this way, I have only one thought in mind -- that you want to make your trip a success with your new car.*

On July 26, 1924:

*In looking over your expense book for the first week of the present trip some questions occurred to me which in the absence of any other information from you I can not satisfactorily answer for myself. We judge that you left Detroit on Monday morning and only got as far as Jackson that day. On Tuesday you were in Detroit. Just why you came back here without letting us know about it you did not state. On Wednesday you were at Battle Creek and on Thursday at Chicago. You did not reach Sparta until Friday. In other words it took you five days to get to your territory. This is one of the reasons why we have not favored the automobile as compared with the train. If you will compute your salary for these four days with your hotel and car expense you will find that it is greatly in excess of what it would have cost you to travel by train. You would also have been on your territory in one-quarter of the time. It seem to me that a salesman who goes out on the road for nearly a week without writing or giving any reason except a telegram asking for a salary check is treating us with indifference and ask for an explanation of this first week of your trip.*

And just a few weeks later:

*We received your orders this morning and must say we are disappointed with same, as you seem to confine yourself to samples, and many of the samples you have are leaders that are sold at reduced prices. You are not making any apparent effort to sell more of the larger things such as double jointed bine forceps and other things illustrated in our catalog. You do not seem to sell any nose and throat or eye instruments, and we have a complete stock. In other words, you seem to follow the course of least resistance which does not make for the best kind of salesmanship.... You left here in the middle of July and your sales total \$1306.64, your expenses are \$387.00 and you can readily see the cost of selling the goods, say nothing about running the house. There are other people to be considered in the profits of our salesmen on the road besides the salesmen.*



Further expressions of alarm follow, but on February 10th, 1925, Jess finally gets some positive feedback: "We are receiving order from [you] much more frequently than on former trips and business seems to be good. Also note you are selling larger stuff from catalog, which pleases me very much, as I knew this could be done if we made a greater effort, as we have a large stock of good that you cannot carry, such as rib shears and bone instruments. A nice order from St. Mary's Hospital came in this morning." Although it seems Jess did settle down and get the hang of the business (given that he was still employed by the company in 1933), moments of frustration persisted over the years, as in this letter from November, 1930:

*As requested, we have exchanged the instruments for the Ashland Doctors. We do not think we ought to be so liberal in exchanging instruments for a doctor who has had them a year. Why don't they return them at the time they are received if they are not what they want. Pretty hard when you have to sell instruments over two and three times, and we think you are just a trifle too easy with them. A doctor cannot use an instrument a year and then get the idea that he wants another kind, and then send it back for exchange. This cannot be done in any other line of business that we know of; and that may be the reason that a business of our kind is not so successful. These things you learn more about when you are in a business of your own, spend your own money, and get nothing for it.*

An interesting collection shedding light on both the life of a traveling salesman and the perspective of those who employed him.

23. [Direct-to Consumer Sales]. Small Archive Relating to the Zanol Products Company.



The Zanol Products Company was founded in Cincinnati in 1907 (as the American Products Company) by Albert Mihalovitch (later known Albert Mills), the son of a successful liquor wholesaler. Albert envisioned a more expansive business than his father's, offering a wide range of goods and serving as manufacturer, wholesaler, and distributor. Like the better-known W. T. Rawleigh (see item #32), he recognized the potential payoff of manufacturing his own products and reaching consumers directly in their homes via door-to-door sales. His Zanol product line included spices, coffee, cocoa, baking mixes, condiments, gelatin, food coloring, soup mixes, peanut butter, powdered drinks, toiletries, cosmetics, and a range of household goods such as furniture and stove polish, insecticide, stain remover, soap, laundry detergent, and other cleaning products. This archive includes an early brochure recruiting sales representatives; a Christmas 1924 issue of "The Zanol Hustler," a monthly circular for representatives; a large Christmas 1924 circular for consumers offering gift ideas; a ca. 1930 group of materials soliciting the recipient to become a salesperson, and a 1931 retail catalogue.

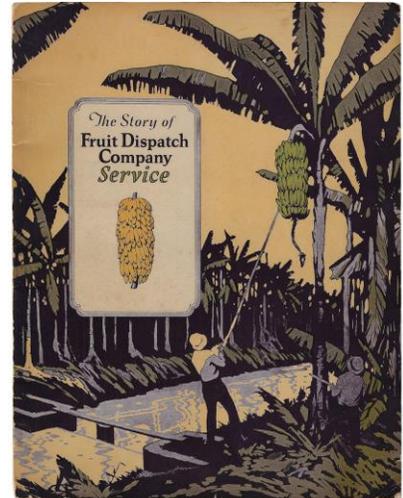
The catalogue (11" x 14", 44 pp) includes an introductory message from Albert Mills describing the company's principles (to provide value without sacrificing quality, naturally), two pages showing the "modern food kitchens and laboratories" where Zanol products are created, and explains how "by dealing direct with our personal Representative you eliminate the excessive costs of the roundabout methods of selling through wholesaler, jobber, and retailer." This is followed by numerous endorsements from celebrities, Good Housekeeping, the Boston Cooking School, etc. The products themselves are showcased with large images of well-designed and appealing packages and generous use of color. The ca. 1930 packet of materials includes a four-page, single-spaced form letter describing all the benefits of being a Zanol "dealer" (i.e., salesperson) -- which include strong profit margins, products that are household necessities with strong name recognition, no waiting for customers to come to you, business opportunities for women, and the opportunity for successful dealers to secure significant bonuses and prizes. Also included is a dense 10-page "Q&A" brochure with still more details about how the business works from the sales end.

\$250

## A Comprehensive Strategy for Selling Bananas

**24. The Story of Fruit Dispatch Company Service.** New York: Fruit Dispatch Company, 1926. 11" x 14", 28 pp, illustrated with line drawings and full-color examples of the company's print advertisements, in nicely illustrated wrappers. Scattered foxing, some wear and minor chipping to wrappers; about very good.

A large promotional book provided to retailers "so that you who handle Fruit Dispatch Company bananas will have a clear idea of what the company is doing to help you sell more of them and thereby increase your profits." Formed in 1900, the Fruit Dispatch Company was a subsidiary of the United Fruit Company (owner and exploiter of vast swaths of agricultural land in Latin America) that coordinated the distribution of bananas in the North American market. This book offers a brief and cheery overview of the company's holdings (land in Panama, Costa Rica, Honduras, Jamaica, Columbia, and Guatemala; 70,000 employees; railroad lines; and a "fleet of more than eighty steamers, all of them specially constructed for the banana trade") and describes the process by which bananas are inspected, prepared for market in special ripening rooms, and distributed once they reach the United States. This is followed by 13 pages of examples of "the most beautiful food advertising ever published" -- a series of print ads appearing in national magazines with a combined circulation of 9,000,000 that makes it "safe to assume that practically every other housewife who enters a retailer's store has read the story of bananas in at least one of these publications." Finally, the company offers a series of "Sales Helps" free to merchants, including counter display advertising, display trays ("tests show that this method of display sells more bananas than if they are left hanging in the bunch"), various printed handouts, and a complete window display that will be assembled by a Fruit Dispatch Company representative. Not found in OCLC.



\$150



**25. General Outdoor Advertising Company Promotional Album, ca. 1927.** 8.25" x 11" post-bound leather album with "Special Embellishments" and "General Outdoor Advertising Company" stamped on front cover. Contains 29 leaves (not counting blanks) with prints, photographs, and clippings mounted rectos only. Includes 11 attractive color prints (4.25" x 7.75") showing how billboards, lighted signs, and large posters can be placed for advertising on roadways and on the sides and roofs of buildings; 12 b/w photographs (4.5" x 5.25") -- 8 of which appear to be images of printed promotional materials for the company, and 4 of which show large sports venues/events where outdoor advertising could be employed; and 6 pages with clippings from other company publications highlighting the benefits of outdoor advertising.

The General Outdoor Advertising Company (GOA) was a large company formed in 1925 through a merger of the two largest providers of outdoor advertising campaigns in the Eastern and Midwest United States -- the Poster Advertising Company and the Thomas Cusack Company. Although the company's base was in New York City, it boasted (according to one of the photos in this album) "57 branch offices out of which radiate over 1200 cities and towns." The items included in this album, which was presumably a salesman's tool, both showcase the company's products and explain why those products are the best place to





spend your advertising budget. The basic message is that societal changes such as the rise of the automobile and increased leisure time have led to more people being outdoors and traveling, making large-scale outdoor advertising is the best way to capture the attention of consumers. Large and easy to understand, posters and billboards are "constantly repeating your message to thousands," and, unlike other advertising media, "can't be folded up, can't be tuned out, can't be thrown away." **\$800**



**26. Nine Training and Promotional Handbooks for Chevrolet Salesmen, 1925-1929.** Eight stapled booklets and a full-length, perfect-bound handbook in original color-printed wrappers, most approx. 7.5" x 5" (a few smaller), many illustrated. Some with minor soiling or previous owner's markings, but overall very good condition. Titles: *25 Selling Ideas to Help you Dig Deep and win a Valuable Prize*, 1925, [16] pp.; *Demonstrate the Improved Chevrolet*, 1925, [24] pp.; *Closing the Sale!*, undated but ca. 1925/1926, 15 pp.; *Selling Chevrolets: A Book of General Information for Chevrolet Retail Salesmen*, 1926, 206 pp.; *Where, When and How to Sell The Chevrolet 6% Purchase Certificate*, 1926, [56] pp.; *Experience: 72 Selling Ideas from Members of the 72 Car Club*, 1927, [16] pp.; *How Chevrolet Salesmen Can Take Advantage of the Greatest Selling Opportunity in Chevrolet History*, 1928, [32] pp.; *Questions and Answers on the Outstanding Chevrolet of Chevrolet History - a Six in the price range of the four!*, 1928, 15 pp.; *6-Cylinder Questions and Answers*, 1929, 27 pp.

An interesting gathering of optimistic, pre-Depression literature providing a detailed look at how Chevrolet trained and incentivized their sales force. Some items enumerate the features and selling points of the latest models so that salesmen will be prepared to "dominate the situation with superior knowledge of the product" and effectively defend against comparisons to other brands. Others offer tips from seasoned salesmen (Get the prospect into the habit of saying "Yes"; Talk to the prospect as if he has already given his order; Sell the woman first) and strategies for overcoming customers' objections or hesitation. One interesting tool was the "Chevrolet 6% Purchase Certificate," which was to be used on customers who seemed genuinely interested but were unwilling to commit to an immediate purchase. The customer could make an initial payment, and would receive 6% interest on that and any further payments until the car was at least one-third paid for (at which point it converted to a regular sale with payment plan), as well as 6% off any repairs or service on their current car. "Selling Chevrolets" provides salesmen with an overview of the company's history, manufacturing facilities, and national advertising campaigns and explains the finer points of making an "album demonstration" (showing a car via photographs and print materials) for door-to-door sales and taking a prospect for a test drive. Collectively, these booklets provide good insight into the early days of the American automobile industry, as now long-established sales techniques were still being experimented with and refined. **\$350**

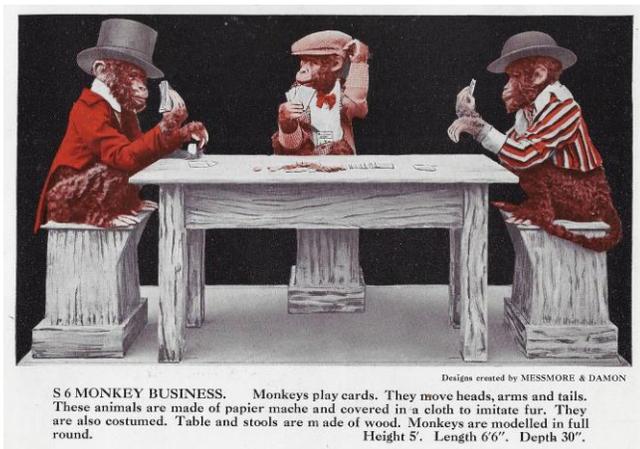


**27. [Trade Catalogue] Christmas Animated Displays By Messmore & Damon.** New York: Messmore & Damon. Undated, likely late 1920s or early 1930s. 8" x 11", 11 pp, copiously illustrated in black and red. Light dust soiling to covers; very good.

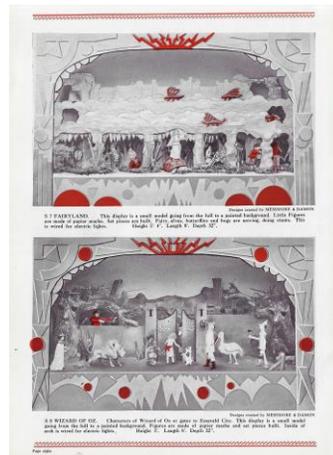
Messmore & Damon was a "design and construction firm begun in 1914 that produced a wide variety of parade floats; dioramas for museums; exhibits for expositions; displays for department stores; scenery for films, Broadway and TV shows; and exhibits for corporate clients. Most of their parade and department store work featured mechanical devices which animated the animal and human figures involved, pioneering in what became known as "animatronics" (Smithsonian). This delightful catalogue depicts 13 new "Animated Super Displays," which, we are told "are the modern vogue of window, store, and many other advertising attractions." Each display is described, including details of materials used, size, mechanical capabilities and whether it is wired for electricity. Animations included circus acts, a Punch magician, card-playing monkeys, and a scene from the Wizard of Oz. We locate one institutional holding of this catalogue, at Fordham University.



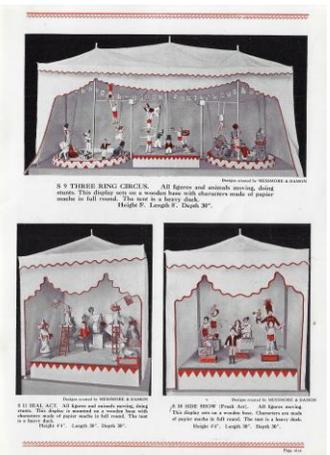
\$175



S 6 MONKEY BUSINESS. Monkeys play cards. They move heads, arms and tails. These animals are made of papier mache and covered in a cloth to imitate fur. They are also costumed. Table and stools are made of wood. Monkeys are modelled in full round. Height 5'. Length 6'6". Depth 30".  
 Designs created by MESSMORE & DAMON



S 7 PARDON ME. This display is a well-acted play from the life of a famous historical figure. The figures are made of papier mache, for more realism. It's made in full round. Height 5'. Length 6'. Depth 30".  
 S 8 THE WIZARD OF OZ. Characters of Wizard of Oz in scene as described. The display is a well-acted play from the life of a famous historical figure. The figures are made of papier mache, for more realism. It's made in full round. Height 5'. Length 6'. Depth 30".



S 5 THREE RING CIRCUS. All figures and animals moving, doing stunts. They chatter, etc. on a mechanical base with electromotor made of papier mache in full round. The stand is in heavy oak. Height 5'. Length 7'. Depth 30".  
 S 11 THE HILL. All figures and animals moving, doing stunts. They chatter, etc. on a mechanical base with electromotor made of papier mache in full round. The stand is in heavy oak. Height 5'. Length 7'. Depth 30".  
 S 12 THE HILL. All figures and animals moving, doing stunts. They chatter, etc. on a mechanical base with electromotor made of papier mache in full round. The stand is in heavy oak. Height 5'. Length 7'. Depth 30".

*With original illustrations and fabric samples*

**28. H. Atwell. Department Manual, Women's Ready-to-Wear.** Unpublished. [Rochester, NY, 1932]. Black buckram springback binder, 9" x 11.25", containing 164 unnumbered leaves with content on rectos only. Very good.

A hand-made manual for selling women's clothing, created in 1932 by an employee of the Duffy-Powers Department Store in Rochester, NY. Founded in 1907 as the Duffy-McInerney Company (the name was changed in 1911), Duffy-Powers was the self-described "largest retail store in New York State outside New York City." The book, which contains handwritten text, fashion illustrations (23 hand-drawn and painted, the rest clipped from magazines) accompanied by actual fabric swatches, and printed instructional and motivational materials for salespeople, includes a short introduction explaining its goals:

*There is a constant drive in every department of a store to secure more business each season.... Experience shows that promoting merchandise which follows the trend of fashion is highly successful...Undeniably fashion is a powerful force which*



*Something tailored and feminine with a checked or corded and shoulder-trimmed very detailed*  
*A novelty woolen fabric a button closing down the front as far as the inserted part that is attached down for either side to release low good pleases*

is responsible for continual rejuvenation in business, increased consumption, and large profits.....Though the buyer follows the trend in selecting the right merchandise, though the advertising department promotes the prevailing mode, though the consumer may be enthusiastic about that which is fashionable, having been well informed through advertising and fashion magazines, unless the salesperson has an accurate knowledge of that which is fashion right and recognizes the value of this information in selling, the result of all efforts is complete failure. The purpose of this manual is to train salespeople in recognizing the place of fashion in relation to other values sought by the customers in the Ready-to-Wear department.

The text is clearly based on considerable research, and the author cites her sources, which include books, magazines, and interviews with Duffys' employees and customers. She begins with an extensive illustrated overview of "Fashion Trends in Women's Clothing" from Ancient Greece through the 1920s. Part II, "Merchandise Information," discusses the composition, manufacturing, and qualities of various textiles made of wool, silk, and rayon. Part III, "Selling Technique," includes advice and training materials for salespeople as well as examples of newspaper ads and articles describing various dress styles currently in fashion. The last section, "Fall and Winter Fashions 1931-1932," includes articles and clipped illustrations from newspapers and magazines describing textiles and showing their use in a variety of garments. This section incorporates 79 fabric swatches, including woolens, silks, satins, velvets, crepes, and chiffons. \$675



181 Empire gown - another product of fashion was Josephine, wife of Napoleon III. With her simple high belted gown, the skirt of which was short and short.

182 After the battle of Waterloo the simple Empire gown was discarded for the more trimmed dress with full skirts.



The flapper of the post-war period with painted lips and cheeks, short tight dresses, high heels, and air of "devil may care."



TWO NEW ALL-CROWN-RAYON FLAT CREPES  
Brought Out By N. FLUEGELMAN & CO., Inc.

THESE two newcomers are worthy additions to the honor roll of Crown fabrics. They passed, with a high rating, the tests prescribed by our Quality Control Plan, and are entitled to bear the Crown insignia.

Both fabrics are flat crepes — eminently smart for fall — with the dull lustre characteristic of the better grade rayons. Both are well styled, the patterns being exceptionally smart and attractive. All-over floral and modernistic effects on dark grounds predominate. These are extremely popular for fall street wear, and for all day wear throughout the winter under a coat. The range of plain shades includes pastel tones for evening as well as the darker shades for morning and afternoon.

Both fabrics are 38-40 inches wide and come in 20 yard pieces rolled on tubes.

Merchandising Department,  
THE VISCOSE COMPANY

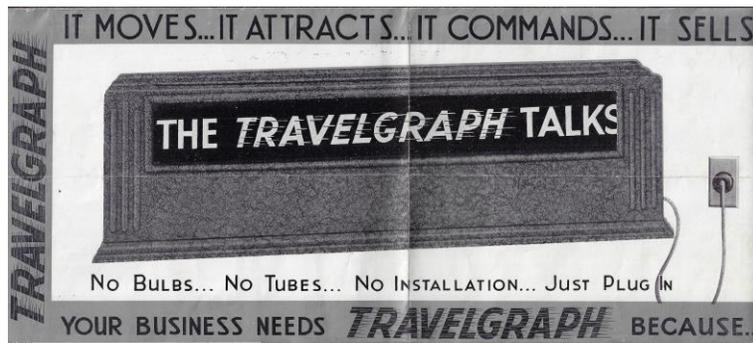
This gown of crepe and satin has contoured shoulder drapes, a touch of the same contrasting folds, the bow in the back, and a few folds in the front.

**I SMILE!**  
BECAUSE - I ENJOY MY WORK - I FIND PLEASURE IN MY CONTACT WITH CUSTOMERS - I AM HAPPY IN KNOWING MY REQUIREMENTS ARE NOW TO DEFY CUSTOMER NEEDS!

**SELL NEW THINGS**  
While they're still new!  
THEY MAY NO LONGER BE SMART NEW OR DESIRABLE TOMORROW!

**NO - I WASN'T BORN A SALESWOMAN!**  
I studied my merchandise. I studied my customers. I adjusted myself to my job. ANYBODY CAN DO IT!

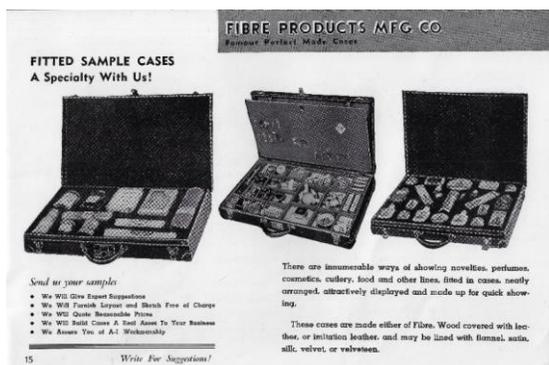
29. [Signage]. *It Moves...It Attracts...It Commands...It Sells: The Travelgraph Talks*. New York: Reliance Specialties Manufacturing Co. , 1932. Single sheet, 17" x 15" when unfolded, printed on both sides in silver and black. Old folding creases, one short tear, a few notations on one panel. Otherwise clean, very good.



An elaborate brochure advertising "the most effective motion sign ever produced." The Travelgraph was a three-foot wide electric sign that would display a continuously scrolling message. "No bulbs. No tubes. Just plug it in!" Deep in the midst of the Depression, the Travelgraph was promoted for its economy ("gives the appearance of a brilliantly illuminated sign, however the cost of operating is astonishingly low") and its ability to "turn shoppers into buyers" by "talking directly to prospective customers" as they gazed into a store window. \$35

30. [Trade Catalogue] *Salesman's Sample Cases. Catalog No. 129*. New York: Fibre Products Mfg. Co., [1938]. 6" x 9" (oblong), 23 pp, stapled wrappers, accompanied by original mailing envelope. Minor toning to back cover, else fine.

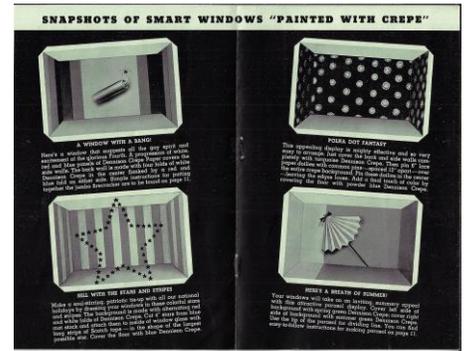
This interesting catalogue offers a wide range of "Famous Perfect Made Cases" to meet the needs of salesmen in different industries. There are cases designed specifically for notions and novelties; hosiery; shirts; dresses; tools; and bottles and jars. There are cases with multiple unfolding trays; fitted sample cases that can be custom-designed for individual products; shipping trunks; suitcases; briefcases; zippered portfolios; and more. The text asserts that these cases will "lower sales resistance by their neat appearance and easy operation," creating effective displays that sell more and save salesmen time and money. \$150



**31. Dennison Manufacturing Company, Display Ideas to Stimulate Summer Sales.**

Framingham, MA: Dennison Manufacturing Company. 8.5" x 5.5" stapled booklet, undated, ca. 1930s. Issued as Volume 7, No 1 of Dennison's "Display Ideas" series.

Dennison was a prominent manufacturer of consumer paper goods (gift boxes, labels, tags, wrapping paper, crepe paper, etc.) for more than 150 years. Here they market their products to retail window designers, urging them to "paint with crepe" as "the easiest, most effective way of transforming your show windows into attractive displays that step up the appeal of your merchandise and command more attention from passers-by." Illustrations demonstrate how their papers can be used to create eye-catching background and ornamentation for windows. And for those left wanting more, the back cover advertises their new book "How to Put the Win in Windows" -- available for just ten cents.



\$35



**32. [Direct to Consumer Sales]. Retailing Rawleigh Products: A Business With 43 Years of Outstanding Business Growth. Why Industrious Rawleigh Dealers Always Make Good Sales and Profits.**

[Freeport, Illinois]: W.T. Rawleigh, [1933]. 8.5" x 11" circular printed in red and black, 4 pp, illustrated throughout with line drawings and half-tones. Short splits along mailing folds, some scuffing to the first page; good. Accompanied by a return-mail and a color-illustrated postcard soliciting agents.

W.T. Rawleigh, manufacturer of medicines, supplements, chewing gum, spices, flavorings, cleaning supplies, and a variety of other household products, was founded in 1889 and is still in operation today. The company was an early adopter of the vertical supply chain, sourcing their own ingredients, making their own bottles and other packaging, and selling direct to the consumer. By 1915, an estimated 2,000 "Rawleigh men" sold and distributed products while visiting approximately 20,000 customers daily. Many were equipped with "Rawleigh Factory-Built Inside Auto-Body Outfits," ready-made kits full of samples designed for display from a passenger car. Here, "Bulletin No. 681," explains the advantages of becoming a Rawleigh dealer -- namely that the company sells "prime necessities of life" directly to the consumer at the lowest possible prices, with minimal start-up costs for agents. Success stories are recounted (and one illustration shows a "fine, beautiful home" paid for with profits from being a Rawleigh dealer), as are sales figures for individual agents.

\$45

**33. H.J. Heinz Merchandising Circular for Restaurants, ca. 1930s.**

Pittsburgh: [H. J. Heinz Co.]. Single sheet folded to 8.75" x 12", illustrated and printed in green and black on all 4 pp. Staple holes at spine, else fine. Aimed at restaurant owners, this circular touts the "Millions of Heinz Ads" currently "selling America the pleasures of dining out" in the pages of *Time*, *Life*, *Newsweek*, and the *Saturday Evening Post* and offers "modern merchandising units" that will "help you cash in on powerful Heinz advertising."



They offered four models of the Heinz "Soup Kitchen" (a phrase that clearly had a different meaning at the time) -- a display made for counters or back-bars that held up to 40 cans of soup and had built in compartments (in some models) for bowls, plates, crackers, and silverware. Also available were heated pots for dispensing (and advertising) Heinz chili and baked beans, as well as additional point-of-sale display materials that "combine to do an outstanding selling job with all your patrons."

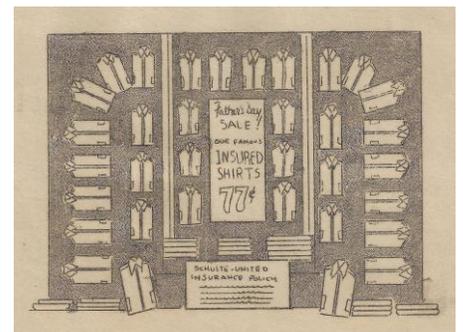
\$40

**34. Schulte-United Department Stores Merchandising Archive, ca. 1935-1941.** Collection of 88 b/w photographs and 18 pages of internal instructional materials, all relating to the display of merchandise at the Schulte-United chain of discount department stores. The majority of photos are three-hole punched at one edge, but otherwise in very good condition; a few have minor damage. The collection is housed in archival sleeves in a three-ring binder.



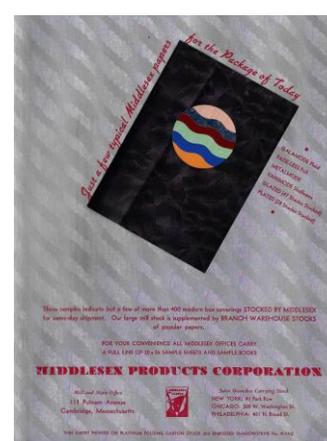
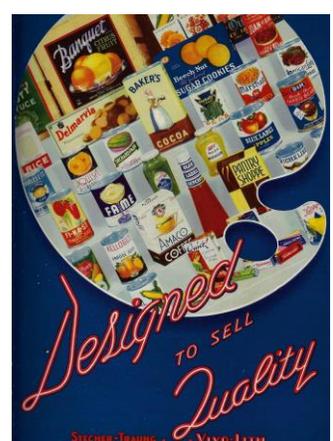
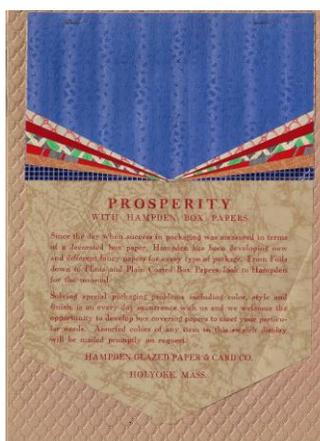
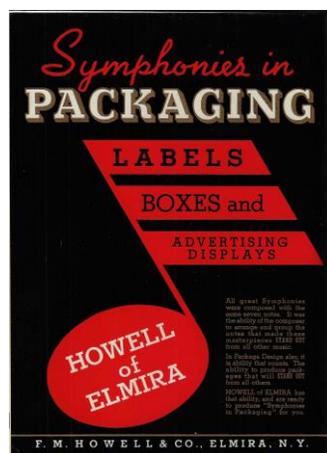
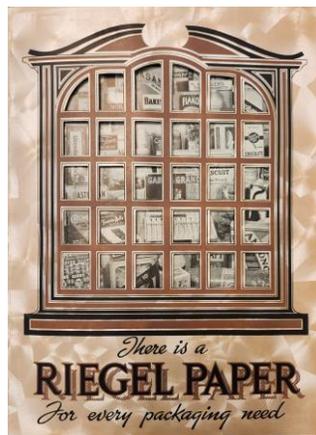
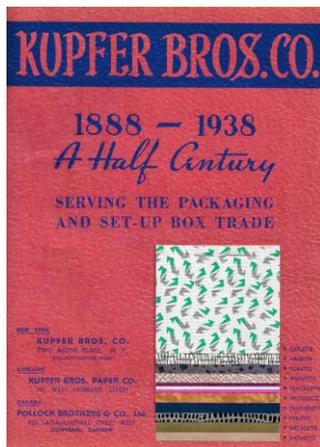
Schulte-United chain was founded in 1928 and led by David Albert Schulte, a self-made real estate investor who earned his fortune through a national chain of cigar stores. Although it originally followed a five-and-dime model, within a few years Schulte-United had evolved into more of a budget department store. The photographs in this archive show spacious stores with large areas devoted to sportswear, lingerie, shoes, perfume, menswear, children's clothing and toys, uniforms, coats, fabric, accessories (handbags, gloves, etc.), dry goods, candy, and cookwear. The departments are meticulously laid out, with eye-catching displays and copious signage. Other photos show similarly well-designed window displays. The accompanying paperwork, made for internal distribution, documents how the company leadership guided managers in creating these displays. There are drawings of displays for ties, socks, shoes, curtains, slippers, and shirts, and more elaborate schematics (some with written instructions) for the construction of special displays for straw hats, a summer sale, and a window display for toys. A 1934 letter to a Philadelphia store manager relates to a counter-display contest among store managers that received "several hundred" entries. Very little has been written about Schulte-United, despite its presence in major American cities through at least the 1950s, and we have been unable to locate more than a handful of images of the chain's windows or interiors in any institutional collection or online. The photographs in this archive show several different Schulte-United stores, not all of which are identified. The locations we do know are represented (based on photographers' stamps or notations on the backs of photos) are Passaic, NJ; Red Bank, NJ; Peekskill, NY; Auburn, NY; Akron, OH; Zanesville, OH; and Cleveland, OH.

**\$1,250**



**35. 1938 Packaging Catalog. Practical Information Relating to Materials, Equipment and Procedure Used in Package Design, Production, and Merchandising...** New York: Breskin & Charlton Publishing Corporation, 1938. 9" x 11.5", 544 pp, bound in embossed gray buckram. Corners and spine ends rubbed, mild stress to binding; very good.

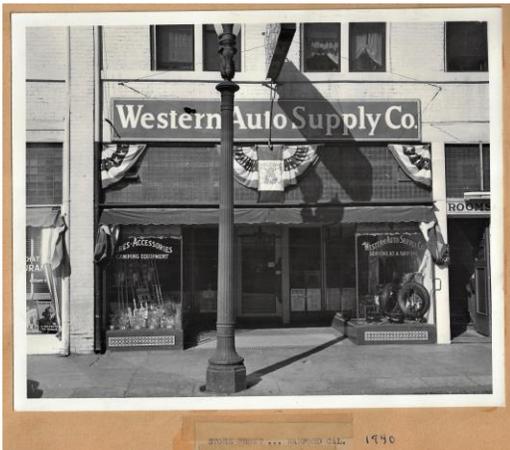
A hefty and magnificent catalogue filled with tipped-in samples of the latest in packaging materials (paper, cardboard, foil, labels, tags, fabric, etc.) and glossy full-color ads showing the myriad ways in which good packaging can help your product sell. Articles on packaging design principles are followed by sections devoted to paper boxes; bags; wrappings & ties; metal containers; glass containers and closures; labels, seals, and tags; plastics; displays; machinery and supplies; printing; and shipping. Each section includes ads from suppliers as well as articles on recent developments in the industry. **\$400**



### 36. Three Catalogues of Window Display Accessories from Adler-Jones Designers, 1938-1940.

Three color-illustrated catalogues: Spring and Summer 1938 (24 pp), Autumn, 1940 (24 pp) and Christmas 1940 (16 pp). All three a bit ruffled from handling, but otherwise very good.

Established around 1916, Adler-Jones Display Designers was a Chicago-based company offering decorative items for use in retail window displays. The founders were Joseph I Adler, a specialist in artificial flowers, and Harry T. Jones, one of the "foremost display men in America," according to an article in *Merchants Record and Show Window* (May, 1916), who had previously spent a decade designing windows for the Mandel Brothers Department Store. These catalogues offer display ideas as well as the items needed to implement them. Artificial flowers and foliage feature heavily, but there are also figurative cut-outs and sculptures, foil stars and bells, pennants, fabric and papers for creating backgrounds, pre-made decorative panels, columns, moulding, pedestals, frames, spotlights, and a variety of merchandise display stands. Few of these catalogues have survived (we find just two from any year in OCLC); they offer an informative view of the tools available to the professional window designer at this time. **\$100**



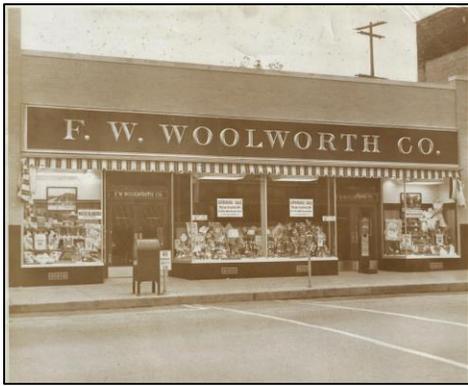
### 37. Borene, Cliff. 1940 Hanford California Western Auto Supply Store Experiment Scrapbook.

String-tied commercial scrapbook, 15" x 12," with typed text and photographs mounted on 75 hand-numbered pages. Rear cover detached but present, one photograph missing, some chipping to page edges, otherwise very good. Includes a total of 55 original black and white photographs, of which approximately 35 are large format (8" x 10" or similar).

This detailed and interesting report describes how an auto parts store was extensively reorganized and remodeled with the aim of increasing sales by improving product visibility. Apparently intended for use by managers of other branches of Western Auto Supply, the text describes the changes that were

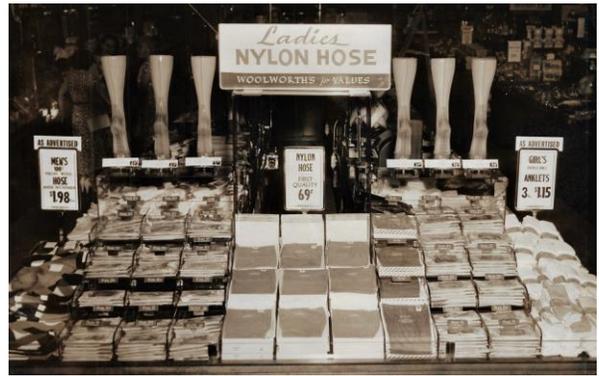
made to the store's layout and fixtures, explains the reasoning behind them, answers possible objections, and provides preliminary statistics showing the impact of the changes. The good-quality accompanying images show a range of individual displays as well as the layout of the whole store. Among the major changes was to "departmentize" the merchandise so that items related to the same type of project were next to each other rather than keeping, for example, all electrical items together, regardless of their purpose. Borene argues that "too much stress is laid upon lining up merchandise in our stores in accordance with the stock record book" in order to make taking inventory easy, when "the thing to keep foremost in mind is 'where will the customer think of looking for the item' and 'where will it present the best opportunity for additional sales.'" His theories (which now seem obvious) apparently proved correct, based on the statistics he provides, which show increased movement within the store and a 17% increase in sales when comparing the browsing activity and purchases of 25 customers before and after the reorganization. An interesting case study showing evolving thought about display merchandising, as well as a good visual record of the merchandise itself, which included appliances, tools, and some general household items as well as auto parts. **\$425**





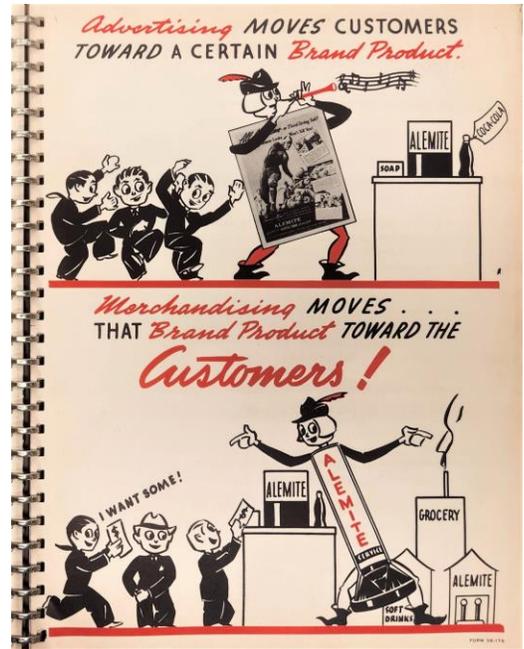
**38. F.W. Woolworth's Store Photographs Showing Displays of Cosmetics, Hosiery, Gifts, Linens, and More, ca. 1940.** Collection of fifteen 8" x 10" black and white photographs of a Woolworth's store or stores. Four have a stamp on the back identifying the location as Store 260 in Lewiston, Maine; the rest are unidentified, but were acquired with the Lewiston images. All in very good condition. The group includes two exterior photographs (one showing window displays), two shots giving broad views of the store's interior, and 12 focused on individual displays of merchandise.

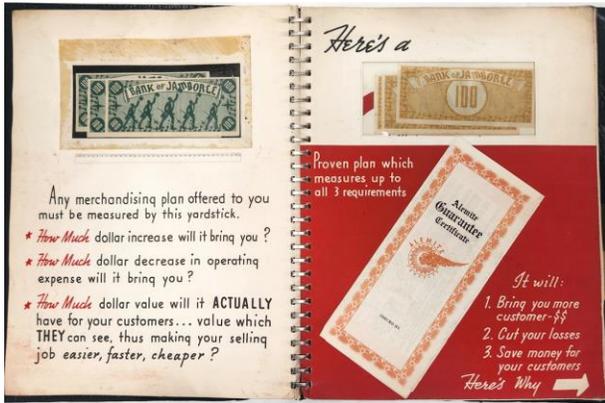
The F.W. Woolworth Company -- better known simply as Woolworth's -- was one of the earliest and most successful American five-and-ten cent store chains and a pioneer in discount-store merchandising. These photographs document the company's classic approach to offering low-income customers the same sensory delights found in high-end department stores - offering not only life's necessities, but a gleaming array of alluring yet inexpensive cosmetics, jewelry, and decorative items. One photo shows a large display of "imported gift novelties," another a selection of house plants together with a variety of decorative planters--many priced at just 29 cents. Others show generous floral arrangements ornamenting displays of bath towels and women's underwear, adding a little sense of luxury to the everyday.



**39. Guaranteed Profits, 1940 - A Motor Oil Company's Elaborate Merchandising Package for Car Dealers.** 12" x 14" faux leather covers over metal comb binding. Unpaginated, but ca. 60 pp, with many additional materials tipped or laid in. Covers edgeworn and detached from text block, a few items (testimonial letters or similar) once tipped in now missing or laid in loose, otherwise very good.

The Alemite Lubrication Company was founded in 1918. Still in business today, it was a pioneer in developing lubrication systems for a wide range of applications, but probably best known to the public as a manufacturer of motor oil. The company marketed heavily--directly to car owners as well as to service stations and dealerships--to convince all of the importance of proper lubrication for automobiles. "As automobiles became more affordable, gasoline stations began to see a way to capitalize on other aspects of the automobile industry. Many of them quickly changed into "service stations," relieving the automobile owner of the disagreeable task of lubrication... It soon became common throughout the industry to "alemite" vehicles... In 1925, Alemite introduced gear lubrication service as part of its national advertising campaign. The campaign encouraged motorists to change their motor oil every 500 miles, thus creating the first maintenance standard for the automotive service industry" (Alemite website).





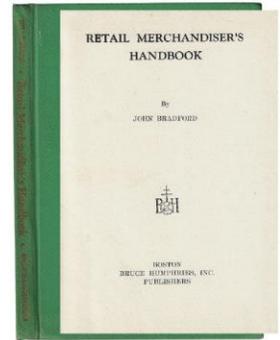
The expansive merchandising program detailed in this binder pitched dealers on the idea that they could sell more cars (new or used) if those cars were offered with "the Alemite 30,000 mile guarantee" -- which said that all lubricated parts of the car were guaranteed for two years or 30,000 miles, as long as the owner brought the car back to the dealership for service every 1,000 miles. According to Alemite, it was a win all around -- customers would feel more confident, dealers would sell more cars, customers would be back in regularly (not only paying for service, but being tempted by the dealer's latest models), and Alemite would sell more lubrication systems and oil. Materials in the binder show all the ways Alemite supported this campaign, providing dealers with customized print advertising, direct-mail materials, wall charts, displays, and more, as well as extensive data and testimonials showing how the plan had worked to increase profits for other dealers. An impressive production that offers good insight into the evolution of American automobile merchandising and marketing methods. \$300

#### 40. Collection of 1940s Photographs Showing Displays at the Beir Brothers Department Store in Niagara Falls, New York.

Ten professional 8" x 10" black and white photographs of Beir Brothers Department Store, which operated in Niagara Falls for nearly a century, from the early 1890s until 1986. The store offered a high-end shopping experience and was particularly known for its elaborate Christmas windows. Seven of the photographs in this collection are interior shots, showing the display of merchandise in various departments -- including shoes, linens, lingerie, draperies, dresses, accessories, and men's sportswear. One shows a springtime window display featuring the Carole King line of dresses and accessories and includes an announcement of an upcoming fashion show. Two shots show full store exteriors with window displays of clothing and household decorative items visible. Despite this store being a community fixture for decades, very little seems to have been written about it, and we have found only a few other images documenting the appearance of the store's interior. \$175



**41. Bradford, John. *Retail Merchandiser's Handbook*.** Boston: Bruce Humphries, Inc. , [1945]. 8" x 5.5", 73 pp, in publisher's green cloth. No dust jacket. Light wear to extremities, internally sound and clean. Very good.



A straightforward guide to all aspects of merchandising, based on the author's "twenty years of experience in a drug store." Includes guidance on promoting what is special or unusual about your particular store and personnel, understanding customer psychology, use of slogans, seasonal and thematic merchandising, changing displays, etc., and offers many concrete examples and suggestions. **\$50**

**42. *Let's Sell Ice Cream*.** Washington, D.C.: Ice Cream Merchandising Institute, Inc., 1947. 11" x 8.75, 306 pp, illustrated with color and b/w photos, line drawings. Covers worn, a few pages with finger smudges; good.



Presents "a wealth of material on the merchandising of ice cream" as well as "an outstanding collection of formulas for the various types of Ice Cream services and combinations," sales techniques, routines for maintaining ice cream equipment, and useful information for ice cream store management (hiring, window displays, menu writing, figuring costs, etc.). Also includes a history of ice cream and its emergence as a business in the United States (around 1850). The Ice Cream Merchandising Institute was an educational affiliate of the International Association of Ice Cream Manufacturers (founded in 1900). **\$60**

**43. Interior and Exterior Photos of a Newly Opened Bell Shops Location in Woburn, Massachusetts, 1950s.**

Bell Shops was founded in Boston in 1929 as Bell's Hosiery Shops, a discount women's hosiery and lingerie chain, but soon shortened the name and expanded to include a broader line of clothing for women and girls. According to blogger Dave Aldrich, by the end of World War II, there were nearly 30 Bell Shops in the New England area, and in 1946, the company doubled its number of stores with its buyout of Nugents, another women's specialty chain with stores in New York, Pennsylvania, Delaware, New Jersey, and Washington, D.C. This collection consists of eleven 4" x 5" black and white photographs which show the effective use of signage and marketing messages at a Bell Shops in Woburn, Massachusetts both before and after opening (or possibly re-opening). The pre-opening images show the storefront covered by large signage telling passers-by to "Watch Bell Shops Grow," promising "High Fashions, Low Prices," and listing some of the items carried at the store (Hosiery, Handbags, Lingerie, Corsetry, Blouses, Sportswear, Dresses, Coats, Suits). An exterior photo taken after opening now shows large, attention-grabbing window signs shouting "Save! Save! Buy Now," and the interior images show the store's bright lighting, orderly arrangement of merchandise, and prominent signage offering Opening Specials. **\$65**



**44. [Mascots] [Racism in Marketing]. Two Photographs Showing "Aunt Jemima in Person" Serving Pancake Samples in a Supermarket, ca. 1950.**

Two 8" x 10" black and white publicity photographs taken at an unknown supermarket. Undated, but we located newspaper advertisements for a matching promotion (i.e., "Aunt Jemima in Person, Serving Her Famous Pancakes Free") between the period 1949 and 1952. A Black woman dressed as the well-known Aunt Jemima character, in checkered apron and bandana, stands before an enormous display of Aunt Jemima pancake mixes, preparing and serving samples to an eager white crowd.

The full history and evolving interpretation of the Aunt Jemima character--linked as it is to slavery and the romanticization of the pre-Civil War South--is sufficiently long and complex as to be beyond the scope of this catalogue entry. In brief, however, the brand was developed in 1889, after one of the creators of a new self-rising pancake mix was inspired by a blackface minstrel performance featuring a southern "mammy" and accompanied by a tune called "Old Aunt Jemima." The character was talented in the kitchen, but otherwise an ignorant, grinning bumbler. Within a few years, a skillful ad-man had come up with the idea to truly personify the brand by hiring a "real" Aunt Jemima to serve pancakes at fairs and festivals. She made her debut at the 1893 World's Columbian Exposition, where Nancy Green, a woman born into slavery in Kentucky, greeted guests and cooked pancakes in a booth shaped like a giant flour barrel while singing songs and telling stories of plantation life. Although Aunt Jemima's image was changed over the years in an attempt to make her less of a caricature, it was not until 2021 that Quaker Foods North America finally retired the brand, stating: "We recognize Aunt Jemima's origins are based on a racial stereotype. While work has been done over the years to update the brand in a manner intended to be appropriate and respectful, we realize those changes are not enough." \$85



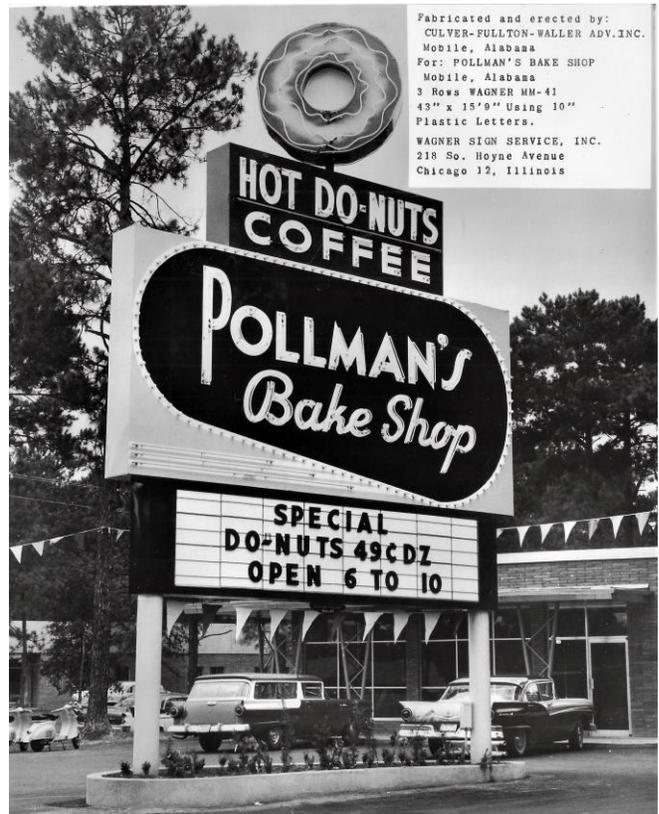
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**45. To Keep 'em Rolling Keep Promoting.** National Bowling Council, 1950. 13.75" x 10.5", 39 pp, with additional materials in a rear pocket. Some chipping to front wrapper, rear wrapper detached, otherwise very good.

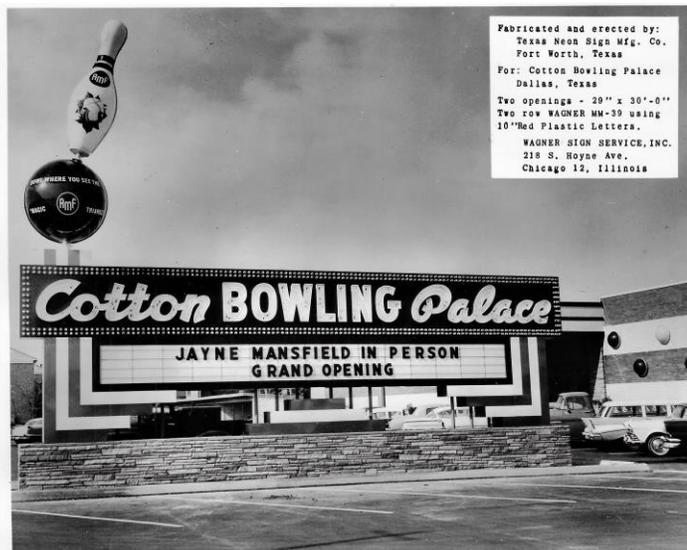
The National Bowling Council was founded in 1943 by manufacturers of bowling equipment, proprietors of bowling alleys, and various bowling membership groups to promote the sport through national campaigns. This detailed packet is aimed at proprietors and offers strategies for "well-planned, consistent, hard-hitting promotion" that will "keep your lanes crowded with customers." Readers are advised to build their business plans around league play ("the backbone of bowling") and offers strategies for recruiting leagues from merchants and civic organizations, churches, clubs, lodges, women's clubs, and the armed forces, as well as suggestions for making teams well-balanced, scheduling them for "morning, noon, and night," speeding up play, and running tournaments (which "make the cash registers ring." A section on advertising (which includes the materials in the rear pocket) offers sample print ads, direct mail postcards and circular letters, and text for radio spots, and also suggests using television and display advertising, premiums, and movie trailers. \$95



46. Archive of 122 Photographs of Advertising Signs for Businesses Across the United States, 1950s-1960s

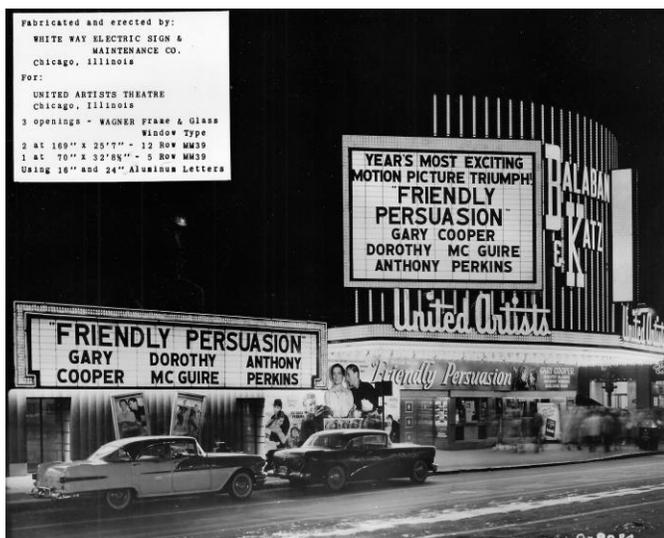


One hundred twenty-two 7" x 9" black and white photographs housed in a presentation binder from Chicago-based Wagner Sign Service. Titled on the front "Wagner, Changeable Display Letters and Mounting Equipment for Theatrical and Commercial Uses." Each photograph shows in-situ advertising signage and includes a caption identifying the business and location, fabricator, and Wagner products (lettering, frames, glass, etc.) used in creating the sign. Some include notations that the image was entered in a photo contest (usually with a date given) or provide additional details on the usage or other attributes of the sign. All are in very good condition.



Offering fantastic documentation of classic mid-century American design aesthetics, this collection includes images of signs for restaurants, grocery stores, drug stores, movie theaters, liquor stores, realtors, banks, shopping centers, utilities, chambers of commerce, churches, bowling alleys, dry cleaners, sports venues, and more. Twenty-six states from coast to coast are represented (Alabama, Arkansas, California, Connecticut, Florida, Illinois, Indiana, Iowa, Louisiana, Michigan, Missouri, Montana, Nebraska, New Jersey, New York, Ohio, Oklahoma, Oregon, Pennsylvania, Tennessee, Texas, Utah, Virginia, Washington, West Virginia, and Wisconsin) as are the Canadian provinces of Ontario and Manitoba. Many of these signs demonstrate the new, sculptural qualities of outdoor advertising design that emerged in the 1950s, incorporating a creative range of lettering styles and materials--including metal, glass, and neon--and eye-catching asymmetrical elements. Most of these signs are long gone, but similar signs still existing today are widely considered landmarks worthy of preservation.

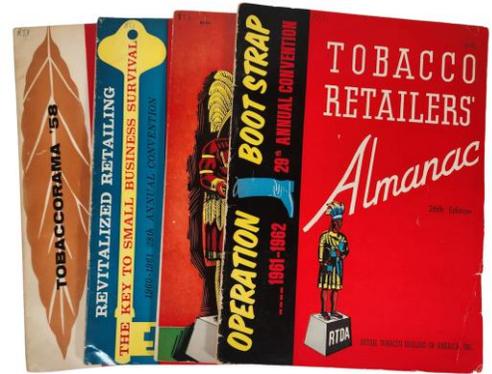
\$3,750



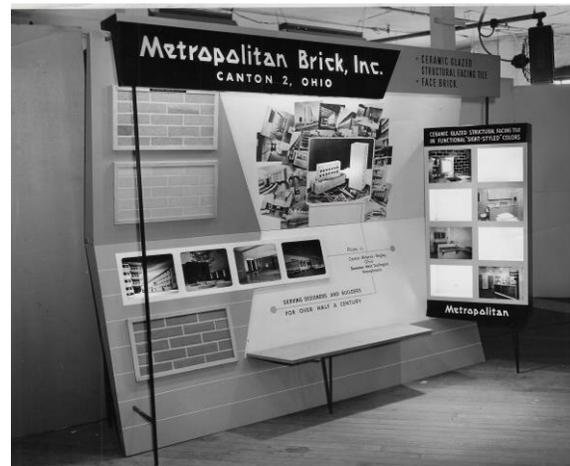
**47. Tobacco Retailers' Almanac, 1958-1965.** New York: Retail Tobacco Dealers of America, Inc. Four issues measuring 12" x 9": the 23rd edition (1958, 120 pp), 25th edition (1960-61, 124 pp), 26th edition (1961-62, 120 pp), and 29th edition (1964-65). Three have just light general handling wear, 1958 issue has some damage to the cover. Very good overall.

This annual publication of the Retail Tobacco Dealers of America (founded 1933) was aimed at sellers of cigarettes, cigars, pipes, chewing and smoking tobacco, and related accessories. These issues provide industry news, introduce retailers to the latest products (via ads that document the packaging trends of the period), address challenges to retailers relating to legislation and social change, and offer strategies for how to display products and increase sales.

**\$125**



**48. Rogers Display Studios, Inc. Archive of 102 Photographs of Trade Show Booths and Displays, ca. 1952-1963.** 100 black and white photographs, of which 94 are 8" x 10" and 6 are snapshot-sized. All of the larger photos are stamped with the company name on the back, and some are dated. All in fine condition, housed in clear sleeves in a three-ring binder.



Rogers Display Studios was founded in Cleveland, Ohio in 1945 by Van Rensselaer Rogers, a commercial artist who had previously worked as a sculptor for Walt Disney. Rogers helped establish the Exhibit Designers & Producers Association and the National Trade Show Exhibitors Association. The company, which is still in business, originally created store window displays and exposition exhibits as well as the trade show booths that are now their sole concern. This archive showcases some of their early trade show work. Sixty-two of the images show displays created for Reliance Electric and Engineering Company, a Cleveland-based manufacturer of electric motors. Some are designed to show a motor in the context of its intended use. For example, under a sign proclaiming "For Maximum Production - Maximum Profit Reliance Provides the Right Drive for Dairy Power," several motors are displayed along with milk bottles and a plastic cow. A number show a character named "Horace Power," who appears to be a standard ventriloquist's dummy dressed up in various guises (an astronaut, a knight, a laboratory technician). While these seem somewhat hokey, there are also appealing modern design elements in many, typical of the futuristic style of the period. Neighboring booths are also visible in some views. Displays shown in



the other photographs were made for several different companies, including Addex Corporation (an asphalt and roofing company whose display incorporates product samples and examples of their direct mail and print advertising), Alliance Garage Doors (whose display includes a full diorama showing a car pulling into in a driveway as the garage door rolls up), Bearfoot Rubber Products, Eaton Marine, Metropolitan Brick, Tinnerman Fasteners, and others. A few images offer close-ups of models made for displays, including several insects. In all, excellent visual documentation of approaches to marketing and merchandising via trade shows at mid-century.

\$600

#### 49. Photographs of Eye-Catching, Slightly Bizarre Window Displays at a Belk Department Store in 1960s Florida.

Eleven 8" x 10" b/w photographs showing window displays at a Tampa-St. Petersburg location of Belk Department Store in the 1960s. Some staining to versos, but images remain very good; several stamped "Prepared by St. Petersburg Times Commercial Photographic Dept." on the back.

Belk, Inc. is a southern department store chain that was founded in North Carolina in 1888 and today has nearly 300 locations in 16 states. The windows captured here offer standard department-store fare: men's and women's sportswear, lingerie, swimwear, hosiery, and children's clothes. But some of the displays are almost surreal, among them a group of hipster musicians in sunglasses and berets; an elegant woman outfitted with heels, hat, gloves, jewelry, and pencil skirt, but only a bra on top, seated by a sign reading "I dreamed I went shopping in my Maidenform"; children frolicking with large acrobatic rabbits; and a conductor leading an orchestra of socks (each with its own sheet music).



\$325



## *Model for Home Depot*

### **50. Photograph Album Containing 38 Large-Format Interior Views of Builders Emporium, a California Home Improvement Store, 1973**

12" x 11.5" commercial photograph album with title stamped in gilt on front cover: "Builders Emporium, 640 Redwood City, February 1973." Contains 38 8" x 10" color photographs mounted on both sides of 19 adhesive-coated cardstock leaves typical of albums of this period. Read cover of album partially detached, otherwise about fine.

Builders Emporium was an early chain of DIY home improvement stores based in southern California. The first store opened in the late 1940s. When it closed in 1993, there were 82 stores in Southern California and 15 in other states. Using the motto "Everything to Build Anything," Builders Emporium introduced the concept of a comprehensive, self-service hardware store with a "do it yourself" educational component that would become the model for The Home Depot. This album, which dates from five years before The Home Depot was founded, shows the Redwood City store ready for its Grand Opening, with bright lights, copious signage, and displays of the latest home improvement products, including paint, lumber, and tools; bathroom fixtures and plumbing supplies; lighting fixtures and electrical supplies; sporting goods; housewares; automotive supplies; unfinished furniture; shelving; a small electronics department; outdoor furniture; and a large garden center with plants, pots, tools, mowers, and lawn care products. An excellent visual record of both the merchandise and the merchandising strategies of this pioneering chain.



\$475

