



Guide to the Advertising, sales, and merchandising ephemera collection, 1885-2004

This collection guide was produced in **January 2025**.

This PDF version was created on **April 2, 2026**.

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

URL: <https://library.duke.edu/rubenstein/>

Table of Contents

Summary	3
Background	4
Arrangement	4
Administrative Information	4
Related Materials	5
Names and Subjects	6
Collection Inventory	6
Products and Brand Advertising Advice	6
Retail Merchandising	20
Sales Methods and Methodologies	30

Summary

Collection Title:

Advertising, sales, and merchandising ephemera collection, 1885-2004

Creator:

John W. Hartman Center for Sales, Advertising & Marketing History; Kevin P. Reilly Sr. Outdoor Advertising Archives

Source:

John W. Hartman Center for Sales, Advertising & Marketing History

Abstract:

Collection includes printed or published flyers, leaflets, manuals, or other circulated literature acquired from a variety of sources and assembled by the library into this ephemera collection. Topics addressed include advertising advice; product display cases and show windows; retail space and showroom designs; retail merchandising, sales methods and promotions; and indoor and outdoor signage. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History and the Kevin P. Reilly Sr. Outdoor Advertising Archives..

Extent:

5.0 Linear Feet

Language:

Materials in English, French, German.

Collection ID:

RL.13065

Permalink:

<https://idn.duke.edu/ark:/87924/m19x6n>

Preferred Citation

[Identification of item], Advertising, sales, and merchandising ephemera collection, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

[Return to Table of Contents](#)

Background

Scope and Content

Collection includes printed or published flyers, leaflets, manuals, or other circulated literature acquired from a variety of sources and assembled by the library into this ephemera collection. Topics addressed include advertising advice; product display cases and show windows; retail space and showroom designs; retail merchandising, sales methods and promotions; and indoor and outdoor signage.

[Return to Table of Contents](#)

Arrangement

Collection is arranged into the following series: Products and Brand Advertising Advice; Retail Merchandising; Sales Methods and Methodology.

[Return to Table of Contents](#)

Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

URL: <https://library.duke.edu/rubenstein/>

Access Restrictions

Collection is open for research.

Acquisition Information

The Advertising, sales, and merchandising ephemera collection was received by the David M. Rubenstein Rare Book & Manuscript Library as purchases in 2023-2024.

Processing Information

Processed by Richard Collier, December 2024. A preliminary guide to this collection was previously published under the title "Business to Business Sales and Marketing ephemera collection."

Accessions described in this collection guide: 2023-0008, 2023-0052, 2023-0122, 2023-0169, 2023-0187, 2024-0136; portions of accession 2024-0033 (Quo-Vadis Magazine).

Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the Rubenstein Library's Citations, Permissions, and Copyright guide.

[Return to Table of Contents](#)

Related Materials

Related Material

Related materials may be found in the following Hartman Center collections:

Advertising ephemera collection;

Allen L. McKellar papers;

Benjamin Sussman papers;

C.K. Woodbridge papers;

Chevrolet salesmanship literature;

F.W. Woolworth merchandise display photographs;

J. Walter Thompson Company. Detroit Office. Ford collateral literature;

J. Walter Thompson Company. Public relations records;

Ralph Rydholm papers.

[Return to Table of Contents](#)

Names and Subjects

- Advertising agencies -- Marketing
- Sales management -- Handbooks, manuals, etc.
- Salesmanship and sales training literature.
- Merchandising
- Selling
- Marketing -- United States
- Display of merchandise
- Display cases
- Retail trade
- Sales personnel -- Training of
- Sales promotion -- United States -- History
- Show windows
- Retail spaces
- Dealer aids
- Advertising, Outdoor
- John W. Hartman Center for Sales, Advertising & Marketing History

Collection Inventory

Products and Brand Advertising Advice, 1885-2000

Scope and Contents

Products and Brand Advertising Advice ephemera series has items discussing store or retail outlets' marketing and sales of specific products or brands. This series may have items with specific marketing plans, how-to manuals, or advice on product demonstrations, all intending to help the seller effectively market and sell a specific product (or range of products, in a brand) to consumers.

A.C. Hyde & Son--Halcyon Messaline petticoats
brochure, 1911

Box 7

Scope and Contents

Mailer to dealers showing how the national advertising campaign increases demand and drives customers to dealer sites.

A. Stein & Company--Gems for juniors (lingerie), 1945 Box 14

Adams Paint Company--Get on your mark! Get set! Go bang", 1928 Box 15

Scope and Contents

Sales promotion plans for spring; offer of free lantern slides

Akron Lamp Co.--How to successfully sell Diamond Quality Products, 1920s Box 1

Scope and Contents

From dealer description: guide for door-to-door salesmen to market and sell lamps and other products manufactured by the Akron Lamp Company, such as their gas-powered lamp and clothing iron. An illustrated guide for the salesman to navigate possible scenarios with a potential customer.

Aluminum Cooking Utensil Co.--Instructions to Wear-Ever salesmen, 1922 Box 1

Scope and Contents

From dealer description: Book covers aluminum production, apprenticeship, campaign, location, demonstration, talks, closing, servants, objections, delivery, circulars, reports, order books, sample cases, earnestness, enthusiasm, patience, tact, diligence.

American Phenolic Corporation--Sell a TV picture: Factors of interest for salesmen of televisions, 1950s Box 15

Scope and Contents

Information for television sales personnel on getting a good picture, how antennas work

Bardahl--Advertising pitch binder produced by Coronet magazine Marketing Research Department, 1951 Box 10

Bauer Candy--Wholesale catalog, 1962-1963 Box 1

Scope and Contents

Mutual Merchandising Cooperative Wholesale Catalog for Dealers Only. From dealer description: The Mutual Merchandising Cooperative was a member-owned organization founded in 1951. A contemporary newspaper notice describes them as "a sundries buying and marketing group specializing in screening merchandise for quality, price, and high sales appeal." This catalogue showcases various brand-name products (e.g., Johnston candies, Kaywoodie pipes, Spalding golf bags and balls, Westclox clocks and watches, RCA phonographs, Smith-Corona typewriters, Kodak and Polaroid cameras) that can be ordered by wholesale buyers, but also includes a section on showcases and numerous examples of product displays that could be ordered to feature the items in stores.

Belknap Hardware--A beautiful new range for the modern kitchen (mailer), 1920s Box 7

Bridgford Foods--Retail product brochures with packaging samples, 1970s Box 1

Buster Brown--Lunar Command Phone promotion, 1969 Box 1

Scope and Contents

From dealer description: A Lunar Message for You from Buster Brown for Fall '69. Interior text and illustrations show window displays that will be sent to retailers "to direct the kids into your store." The displays offer a free Lunar Command Phone, "as featured in your big Fall '68 TV campaign," with purchase of a pair of Buster Brown shoes. Text on the back describes the "biggest campaign in the history of the brand" on network TV, which is "a coordinated premium and advertising program by Buster Brown that will bring customers and sales into your store."

California Perfume Co. (Avon)--Now you are in business for yourself, 1935 Box 1

Scope and Contents

From dealer description: Now You Are in Business For Yourself. Let Us Help You Make the Most of this Great Opportunity. Illustrated guide to direct sales, with sections titled "What is Salesmanship,?", "Know Your Goods," "Planning Your Calls," "Opening the Interview," "Sizing up the Customer," "Demonstrating the Goods," "Closing the Interview," "Regularity Spells Success," "Situations You Will Meet and How to Handle Them," and more. Final page describes other available Avon "sales aids." The sample contract provides rules for Sales Representatives and other information

about the relationships between company and sales agent and sales agent and customer.

Camis et Co.--Quelques reproductions de nos affiches illustrées pour des grandes marques (French), 1912

Box 1

Scope and Contents

"Some reproductions of our illustrated posters for major brands"

Candee Incubator and Brooder Company--Here's the key that opens the bank, 1912

Box 15

Scope and Contents

Income opportunities raising chickens

Cole Manufacturing--The Stove Salesman, 1921

Box 1

Coca-Cola--A series of sales meetings based on the wartime merchandising story, 1942

Box 1

Scope and Contents

From dealer description: Documents from an inside program run by the beverage company shortly after rationing restrictions and pricing ceilings on a number of basic products, with sugar "the first economic 'casualty' of the war." "Yes while we cannot change wartime condition," the corporation admits, "we can adjust ourselves to them" by helping, through point-of-purchase advertising, stock-restricted dealers [and thus customers] remain loyal to the brand. The Program here explains how. The booklets are: Suggestions for [Sales] Managers on carrying out The Wartime Merchandising Program. The Weekly Reports chart a specific manager's success in placing signs, coolers, window strips, and checking that bottles are "served below 40."

Coca-Cola--Cartons, 1940

Box 1

Scope and Contents

From dealer description: Coca-Cola Bottling Company point of sale handbook, which provided an entire marketing campaign and instructions for retailers in selling six-packs of Coca-Cola. In 1923, Coca-Cola patented their 6.5 oz contoured bottles, and designed a six-pack cardboard carrier. The early six-pack cartons were sealed, or closed top boxes, whereas by the time this guidebook was published, Coca-Cola had moved towards the open design still used today, which displayed the bottles prominently. The book details how profitable these point-of-sale displays of Coca-Cola six-packs could be, and exactly where they should be placed in stores. The printed photos offer

information on the advertising signs, uniforms worn by Coca-Cola delivery men, and Coca-Cola counter displays just before World War II.

Coca-Cola--Discussion of advertising,
approximately 1945

Box 11

Scope and Contents

From dealer description: Presentation on "How Advertising Works on People," prepared primarily for distributors, dealers, and company salesmen, explaining how Coca-Cola's advertising builds sales and loyalty. Advertising involves three steps: "Telling, Retelling, and Reminding."

Colonial Art Guild--Physicians' business signs,
1930s

Box 1

Corduroy Rubber Co.--Sales and service
manual, 1932

Box 8

Scope and Contents

From dealer description: Includes sales letter on company letterhead. Illustrated sales manual for the Corduroy Rubber Company tires advertising campaign as the country entered the Great Depression. The Corduroy Rubber Co. dispensed with salesmen, branch managers, or warehouses; all tire dealers ordered directly through mail, telephone, and wire. Illustrated section on tire dealer signage, including Raised Glass Letter Electric Signs, Flush Glass Letter Signs, Corduroy Electric Signs featuring individual 50 watt lamps, window display posters, transfer labels, glass slides for movie theatre projectors, service station coveralls and uniforms. Organized in 1919, the company would operate through 1986 before bankruptcy and sale to Hutchinson, S.A.

Dobbs--Packet of advertising, 1927

Box 12

Scope and Contents

Features examples of print, mailing, and point of sale advertisements.

Dodge--Specialized automobile salesmanship,
1931

Box 1

Scope and Contents

Assignment Two: How and why the buyer buys. LaSalle Corporation Service, LaSalle Extension University

Erie Art Metal Co.--Dain-Tee matched sets,
1920s

Box 1

Scope and Contents

Brochure for matched sets of metal goods (waste basket, book rack, boudoir box). Promotion suggests dealers might increase sales by offering matched sets in lieu of selling items separately.

Folgers coffee--Leroy Neiman art promotion,
1960s

Box 1

Scope and Contents

From dealer description: Directed at merchants, this brochure describes Folger's new "colorful promotion with test-proved feminine appeal" - a giveaway of one of three different "decorator prints" by artist LeRoy Neiman with a purchase of any jar of Folger's instant coffee. Interior of the brochure includes an image of each print and an image of the display that will be sent to participating stores.

Fouke Fur Co.--Trappers' Partner, 1920s

Box 1

Scope and Contents

Includes: Products for trappers; descriptions of animals used in the fur trade; North American game laws

Fox Furnace Company--Sunbeam cabinet
heater: Selling methods for dealers and retail
salesmen, 1926

Box 15

Franklyn Products Corporation--I'll help you
earn big money representing this big business
(selling overcoats), 1920s

Box 15

General Motors--How GM dealers can make
more and better friends, 1952

Box 1

Scope and Contents

Public relations techniques applied to car dealerships.

Geo. E. Keith Co.--Walk-Over shoes newspaper
advertising plan book, 1945

Box 10

Scope and Contents

Catalog of sample newspaper advertising layouts

Geo. E. Keith Co.--Walk-Over shoe prints, 1931

Box 1

Scope and Contents

From dealer description: Single issue of this periodical aimed at retailers who carried Walk-Over brand shoes. Includes advice on writing advertising copy, photos of window displays, using "accessories and findings" in in-store displays, posters for indoor advertising, and more.

Getgy-Jung--Stay-Prest trouser presser, 1930 Box 1

Globe Manufacturing Co.--Homespun book, 1930 August Box 12

Scope and Contents

Periodical promoting men's work clothes and boys' clothing.

Grit Newspaper--You've got to have Grit, 1959 Box 2

Scope and Contents

Grit is a magazine that began in 1882 as a weekly newspaper aimed at rural and small-town American family audiences.

H.R. Rubin--Last minute styles in cloth and pile fabric coats, 1920s Box 12

Scope and Contents

Catalog of women's winter coats.

Harley-Davidson--An important question for every retail merchant, 1918 Box 2

Scope and Contents

From dealer description: Original sales brochure for Harley-Davidson's new line-up of delivery sidecars and sidevans for their One & Twin-Cylinder Motorcycles. Grocery stores, department stores such as Saks Fifth Avenue, hardware companies, tire companies, and even millinery stores could speed up deliveries, and increase businesses. Some images depict African-American motorcycle delivery riders. Harley-Davidson, unlike Excelsior or Indian Motorcycles, had secured contracts during World War I which only consumed about a third of their production, so they were well poised at the end of 1918 to take market share, and they also began moving into a variety of markets, including delivery vehicles. Their operating costs were far lower than the typical wagon, or buggy, commonly used at the time, and more nimble than heavier automobiles, or trucks which were competing for the same market.

Hershey Chocolate Corporation--Information
booklet on Hershey's chocolate products, 1946 Box 2

Hoover Company--Hoover 35th anniversary
advertising and merchandising plans, 1937 Box 14

Hudson Motor Car Co.--Hudson dealers'
catalogue of used car sales helps, 1940 Box 2

Scope and Contents

From dealer description: Catalogue for Hudson dealerships on the signage, window displays, and point-of-sale merchandise for their used car lots on the eve of World War II. The 1940 Hudson new car model line debuted in September; its new modernistic design was well received and sales increased. Hudson dealers often received older Hudson, Ford, and Dodge models as trade-ins which were resold. This catalogue includes marquis signs, pylons, metal screen flags, floodlights, sales banners, pennants and window displays. In addition, order forms, windshield stickers, gasoline mileage test equipment, and more could all be ordered.

Humble Oil & Refining Company--Service
station management, 1960 Box 13

Scope and Contents

Course for service station dealers. Topics include an overview of the industry; salesmanship; automotive design; equipment; service station products and services; business and financial management; and sales promotion.

Imprimerie Camis--Catalogue de ses créations
pour la publicité artistique, 1890s Box 2

Scope and Contents

"Catalog of creations for artistic advertising" From dealer description: catalogue of this Paris printer's work in creating generic "blank" illustrated posters for which specific clients (e.g., gift shops, department stores) could drop in their text. Most of the samples here were intended for the youth market (or for the sale of items for the kids, such as toys and dolls).

Kellogg--Kellogg's book of facts, 1950 Box 10

Scope and Contents

From dealer description: With two mimeographed receipts and two receipts (recording the orders of Kellogg's products for grocery stores in Mexico), dated 1983, tucked into back pocket of binder. Salesman's manual issued the year after the Kellogg Co. launched their first television advertising campaigns for cereal. A marketing and sales manual targets both door-to-

door salesmen and grocery store owners with information on the production and nutritional value of Kellogg products and tips on how the products should be displayed and advertised. The manual also details how to sell to homemakers (who were responsible for shopping, home finances, and food preparation) and instructs salespeople to inform customers about the Kellogg Company's Home Economics Services Division, which was directed by Barbara Brooks and used educational pamphlets and home economics courses to market products to women and girls.

Kroger--Lead in '54: Be the competition, 1954

Box 12

Scope and Contents

Guide to merchandising and store promotion, aimed at store managers.

La Publicité Wall--Frappe et tappe l'oeil!, 1920s

Box 2

Scope and Contents

From dealer description: Color reproduction (miniature) of advertising posters. Sample album of posters all created by the "célèbre champion du crayon," the artist MICH [Jean-Marie Michel Liébeaux, 1881-1923]. The firm specialized in "artistic and illustrated commercial posters" and provided a range of printing services—typography, engraving, lithography. The title means "strike and hit the eye", or "hit the target."

Ladies Home Journal Patterns--Salesmanship
thru the show window, 1910s

Box 2

Scope and Contents

From dealer description: The Home Pattern Company was founded by Condé Nast in 1905 and was affiliated with The Ladies Home Journal. This booklet consists of a page of explanatory text followed by four illustrations of window displays (each captioned with store location and name of window designer) marketing Ladies Home Journal patterns and style books. Text urges dealers to advertise the fall style book in their windows and offers "extra covers and colored inserts" and other free display items for use in window trimming.

Lash's Root Beer--Barrel promotion,
approximately 1920

Box 8

Scope and Contents

From dealer description: "MR. BUSINESS MAN! IT WILL PAY YOU TO INVESTIGATE THIS BIG MONEY MAKER. LASH'S OLD FASHIONED ROOT BEER DRAWN FROM THE BARREL DISPENSER." Halftone illustrations of root beer installations, complemented by text on potential large profits to be

earned on sales from placing these outfits in a variety of public places and spaces.

Lovell Manufacturing--Selling Lovell equipped washers, 1939 Box 15

Maytag--Merchandiser, 1977 Box 2

Scope and Contents

Vol. 22 no. 3. Issue discusses dishwashers; washer displays; dryer filters; advertising; store remodeling; sales booster programs; energy saver features; profile of Rolland Bedard, the Canadian "lonely Maytag repairman"

McClure's Magazine--Hints for local agents, 1900s Box 2

MGM--Quo Vadis (film) press campaign book, 1951-1952 Box 11

Scope and Contents

From dealer description: There are 50 pages inside the magazine all with information about the movie and original ads for movie cards, posters and more! This also includes an 8" x 10" snapshot promo photo.

Mills Novelty Co.--What's left after all the bills are paid: that's sugar! (ice cream machines), 1930s Box 2

Monarch Lightning Sawing Machine--Agents wanted on salary, 1885 Box 7

Scope and Contents

Brochure soliciting sales agents for the sawing machine.

Montclair cigarettes--Mont & Claire's Diner campaign, 1992 Box 7

Scope and Contents

Cigarette advertising campaign materials designed as a diner menu, promoting the Montclair brand.

National Advertising Art Center--Art Centers catalogue and art buyers guide, 1930s Box 2

Northwestern Compo-Board Company--How to use Compo-Board in show windows, booths, floats, and in the store, approximately 1913 Box 15

Paramount Film Distributing Company--"Breakfast at Tiffany's" merchandising manual and press book, 1961 Box 14

Peck & Hills Furniture Co.--Catalog sales brochure, 1915 Box 2

Scope and Contents

Brochure promotes the use of catalogs as a sales tool

Pfeiffer Brewing--Outdoor campaign mailer, 1936 Box 7

Scope and Contents

Includes map of Michigan showing billboard locations.

Plymouth--Specialized automobile salesmanship, 1932 Box 2

Scope and Contents

Application 1: Using Convincing power to Sell Plymouth Performance. Prepared by La Salle Corporation Service, a Divisions of LaSalle Extension University for Salesmen of Plymouth Automobiles. From dealer description: Instruction for the salesman on how to "marshal his facts so that his prospect believes what he has to say and desires what he has to sell." This "convincing power" is "more easily acquired by a man who has the New and Finer Plymouth to sell than by almost anyone else," as evidenced by the special features described herein. Includes a "Sales Talk" that provides an example of how a skilled salesman interacts with the customer and explains the "floating power," that gives the Plymouth its smooth ride.

Ralston Purina--49 ways to sell eggs for more money!, 1936 Box 2

Scope and Contents

From dealer description: Appeal to convince farmers to sell their eggs to Purina for packaging and selling under a Checker Sealed Egg Producer's Agreement. Photo illustrations of farmers, families, farming in 1936.

Renault USA--Advertising and public relations, 1962-1963 Box 2

Scope and Contents

Album of print advertisements for Renault that appeared in Life and Look magazines

Robert F. Williams Co.--Catalog and price list, 1897

Box 2

Scope and Contents

Groceries and sundry goods; display cases and store furniture

Rogers Agency--The kind of advertising that sends the people to your store to buy paint, 1910s

Box 7

Saturday Evening Post--A new Post advertising campaign that fits, 1953

Box 7

Scope and Contents

From dealer description: Ads from the 40's as promotional package from the Saturday Evening Post, includes a poster with Bing Crosby.

Sears, Roebuck & Co.--Why we ask 50 cents for our catalogue, 1900s

Box 2

Scope and Contents

From dealer description: Illustrated: headquarters, catalog, sewing machine, bicycle, sofa, dinner set, stoves, carriage, harness, windmill. Free catalogs require larger print run, increase cost, sent to many who don't buy.

Show Magazine--Blessings on thee, Mrs. Crabtree, 1960s

Box 2

Scope and Contents

Cartoon booklet that presents a case for advertising in Show magazine, that people interested in the arts can also be "bell-wether" consumers, a precursor to the concept of "early adopters."

Silent Mint Vending Co.--"Silent Salesman" vending machine, 1925

Box 2

Solar Products Co.--Sales representative literature, 1926

Box 7

Scope and Contents

Solicitation for prospective sales agents; includes a representative's agreement form, along with pitches designed to recruit new representatives

Standard Oil Co.--How to manage a Standard station, 1934 Box 2

Stanley E. Gunnison, Inc.--St. Lawrence County dinner promotion, 1920s Box 15

Scope and Contents

Includes booklet on use of advertising to sell products

Texaco--Standards of appearance manual, 1980s Box 2

Thaxly Co.--Formulas processes trade secrets, 1933 Box 2

Scope and Contents

From dealer description: trade catalogue for what appears to be a kind of early multi-level marketing scheme - sort of a pre-war incarnation of Amway or Herbalife.

The Fish Can Sing Ltd.--Case studies, 2000 Box 2

Scope and Contents

Dutch public relations agency. Includes work done for Adidas, Microsoft, Motorola.

Three Millers Co.--Advertising for soda and ice cream, 1910s Box 2

Scope and Contents

From dealer description: Illustrated catalogue of signs for ice cream parlors. Five different signs are shown, printed in red and blue.

U.S. Treasury Department--Volunteer workers sales manual (War Bonds), 1944 Box 2

Viavi Company--Viavi dealer's guide, 1923 Box 15

Scope and Contents

Viavi is an alternative medicine and herbal remedies producer, founded in 1893, still in existence. (www.theviavicompany.com)

Walter G. Critchlow--Vix humidifier, 1931 Box 2

Scope and Contents

Sales literature and promotional campaign for Vix automotive humidifiers. Promotions offer cash prizes, free automobiles to sales agents who top territorial sales.

Warner Brothers--Warner's advertising program
(lingerie), 1921 Box 2

Scope and Contents

From dealer description: Examples of corsets, brassieres, a line for growing girls, and Perfection Waists for children, all illustrated. The booklet also announces the opening of the New Orleans branch. Black and white drawings and text of ads, some of women modeling them and others with a backdrop such as a ballroom or bedroom. One page features 12 slides to promote corset sales, to be used in motion picture theaters, imprinted with store name, some with drawings of women modeling the Redfern corsets, others appealing to the sports minded, the future minded (with a crystal ball), for evening wear, etc.

Warren Shade Co.--Warren's porch shades
selling helps, 1920s Box 2

Scope and Contents

From dealer description: Sales and promotions manual for Warren Shade Co. dealers. The illustrations show the national ad campaign for the company in magazines such as American Resorts, House Beautiful, and Draperies; the dealer advertisements including ledge cards, three panel cut-outs for window displays; miniature salesman samples showing off the shades newspaper electros for local promotions. The company was best known for their "Rayn-Tite Shade," as well as Cottage & Ideal Shades for window treatments. Warren (1890-1958) was a salesman and inventor who bought into the Automatic Shade Co. before World War I with his special innovation of "Card Holding Mechanism for Shades," and continued to operate until after World War II.

Wm. Wrigley Jr. Co.--Combination offer, 1910s Box 3

Scope and Contents

Promotion combines a supply of gum with a "computing scale"

Work Bros. & Co.--Our advance agent,
1892-1893 Box 3

Scope and Contents

Catalogs of wholesale clothing, clothing cabinets, terms of sale

Zenith Machine Company--Actually absolutely different! Forcing water through clothes/The reason for the Zenith (washing machines), 1930s

Box 15

[Return to Table of Contents](#)

Retail Merchandising, 1900-1969

Scope and Contents

Retail Merchandising ephemera tends to include items about window displays, physical presentations of products in different retail outlets, and catalogs or other marketing display methods like furniture, tools, or means of displaying products in a retail environment.

Adler-Jones--Window display guidebooks, 1938-1940

Box 3

Scope and Contents

From dealer description: 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.

Alexander Koch GmbH--Ausstellungsstande/
Exhibition stands (German, English, French), 1954

Box 3

Scope and Contents

From dealer description: monochrome photo illustrations of exposition stands, merchandise display tables, art displays in museums, gas stations, industrial fairs, black cloth.

American Fixture & Showcase Manufacturing--
Better store equipment, 1920s

Box 3

Scope and Contents

From dealer description: This St. Louis-based company offers 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 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."

Asphalt and Vinyl Asbestos Tile Institute--
Flooring dealer merchandising manual, 1968

Box 3

Automatic Development Ltd.--Signum machines
(vending machines), 1930

Box 3

Scope and Contents

From dealer description: Sales booklet for a line of rudimentary vending machines describes an advancement of technology and the practice of product advertising. The booklet includes the headline "The day of the robot," and a quotation from Karl Capek, author of R.U.R. or Rossum's Universal Robots, a play published in 1920 and which introduced the word robot to the English language. The text discusses "automatic selling" and principles of marketing: "Sales Promotion calls for a specialized knowledge, not merely of mechanics, but of the whole field of direct-to-public selling." The "Signum" name was derived from the firm's location, at Signum House, 38 Gordon Square, London.

Chewing gum dispensers and jars images,
1900s

Box 3

Scope and Contents

Includes: Adams & Son, Pepsin Tutti-Frutti; Ohio Gum Co., Soda Mint Gum; Zeno chewing gum

Consumers Press--Sales stimulators catalog,
1938

Box 3

Scope and Contents

Catalog of calendars printed with the business name, logo, etc. to be used as a marketing tool that was handed out to current or prospective customers.

Continental Paper/Huff Paper Co.--Bag catalogs
and samples, 1923

Box 3

Scope and Contents

From dealer description: "Better Business Thru Better Bags" Catalogue consists of 10 sample bags of the type used by small candy shops. The Continental line of bags featured here was produced by Huff. The sample bags advertise candy shops in a variety of cities, including Hamilton Ohio, San Francisco, St. Louis, Boise, Decatur and Joliet Illinois, Goshen Indiana and Milwaukee. Also, Huff Paper Co. Continental Glassine Bags, a folder containing 18 samples of actual printed bags made for confectioners and bakers in addition to the product line of 17 white glassine envelopes, each printed with its size, weight and style. Letter from company and price list laid in. There are two examples each of two different doughnut bags lined with glassine, along with an advertising card for these bags with prices.

David Heston & Sons--Specimens of druggists'
labels, 1900s

Box 3

Scope and Contents

From dealer description: Offers a wide variety of labels, some plain, others decorative, designed for pharmacists. A specialized form of advertising.

Davis & Siehl--Display holders, 1910s

Box 3

Scope and Contents

Brochures featuring racks and stands for displaying garden tools, wire mesh, etc.

Dennison Manufacturing--Display ideas to
stimulate summer sales, 1930s

Box 3

Scope and Contents

From dealer description: 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

Displayola Corporation--Displayola the fixture
that talks (Merchandise display stands), 1926

Box 12

Scope and Contents

Album of sample display designs and shop floor display layouts.

Domestic Engineering--The Domestic
Engineering contractor-dealer and his
showroom, 1950

Box 3

Scope and Contents

From dealer description: Catalogue of plans and advice from Domestic Engineering magazine for contractor-dealers on building their business, Showroom and Window display merchandising, and using color and light to sell. Included are specific businesses, such as F.A. Meier in Los Angeles who developed his business selling to Hollywood stars, such as Joan Crawford; post-War showroom of H.H. Smart; Western-Beverly Plumbing Co.'s showroom and repair shop. Domestic Engineering was a specialty magazine for heating, plumbing, cooling, appliances, and architectural firms published from the late 19th-century until the latter part of the 20th-century. From 1947 onwards the magazine occupied the historic Kimball/Coleman-Ames side-by-side mansions on Prairie Ave. in Chicago, which had been originally constructed for William Kimball (piano manufacturer), and hardware retailer Joseph Coleman, and later coal tycoon Miner Ames. The mansions became the Architects Club in 1924, and from 1991 the home of the U.S. Soccer Federation. In 2023 the properties were purchased with the intent to restore them as private residences. (chicagoagentmagazine.com viewed January 30, 2025)

Exhibit Supply Co. (ESCO)--It began in the days
of the Indian head penny (amusement vending
machines), 1948

Box 3

Scope and Contents

From dealer description: Trade catalogue from a firm that manufactured and maintained a large line of thematic vending machines. Some distributed cards [most stored 500 to 10,000] that featured movie stars or sports figures or told fortunes. Others, such as the Pep-O-Meter, the Kiss-O-Meter ["Watch the crowds go for the Kiss-O-Meter to measure the thrill of their kisses"], of the Grip Developer provided entertainment. While sites such as amusement park penny arcades were natural locations for these machines, the Company envisioned a wider field that included hotel lobbies, drive-ins, motor courts, drug stores, bowling alleys, and even colleges. The catalogue features an illustrated visit to the EXHIBIT factory with half-tones of the co-ed work force and a series showing the card printing and distribution process. For more on the history of the Company, see Andrew Clayman's "Made in Chicago Museum" website (<https://www.madeinchicagomuseum.com/single-post/exhibit-supply-co/>).

Fair Publishing House--Tickets, Ribbons,
Advertising Systems, Supplies catalog, 1930 Box 12

Fenton Label Co.--Labels and advertising
stickers, 1952 Box 3

Fibre Products Manufacturing--Catalog of
salesmen's sample cases, 1936 Box 3

Ford Motor Company--Merchandising used cars
and trucks, 1950 Box 3

Franklin Sealtest--Franklin merchandising
service, 1938 Box 12

Scope and Contents

Guide to soda fountain operation and management. Covers a range of topics including window appeal, orderliness, customer service, how to store ice cream, accounting methods.

Furniture and store merchandiser, 1927 August Box 12

Scope and Contents

Periodical for furniture dealers. This issue addresses price advertising, rural consumers, and other topics.

Gas appliances--Display window photographs,
1950s Box 4

Gemaco--The finest quality in advertising
playing cards, 1975 Box 12

Giftwares, 1923 November Box 15

Scope and Contents

Periodical for the gift and novelty goods industry. Includes articles on various aspects of selling and merchandising.

Globe Electric Specialties Co.--Electric signs,
1910s Box 4

Scope and Contents

From dealer description: Illustrated catalogue divided into a first section offering display signs for advertising and theaters. The back half offers stage

lighting. The signs include examples for marquees, rooftops, building fronts, etc.

Halle Bros. Co.--Spring fashions, 1967

Box 15

Scope and Contents

Manual for designing floor and window displays. Halle Bros. was a department store chain founded in 1891 in Cleveland. The chain was known for creation of Christmas elf Mr. Jingleing who was featured in stores and briefly on children's television programs. The chain was sold to Marshall Fields in 1970 and liquidated in 1982.

Heinz--Merchandising circular for restaurants, 1940s

Box 4

Scope and Contents

From dealer description: 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." Four models of the Heinz "Soup Kitchen"; 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."

Inter-State Press--Display portfolio, standardized printing, business stationery catalog, 1937

Box 12

Scope and Contents

Covers a wide range of business stationery, including business cards; forms and order blanks; invoices and receipts; labels; promotional items such as calendars and note pads; and restaurant menus.

J.P. Gressin--Magasins d'aujourd'hui: vol. 2 lingerie (French), 1953

Box 4

Scope and Contents

Guidebook and design notes for display windows, cases and showroom interiors

Jeep--Discover America contest, 1968

Box 7

Scope and Contents

Includes contest rules, catalog of premium gifts available by reaching sales quota point goals

Ligonier Refrigerator Co.--Display refrigerator equipment brochure, 1930

Box 7

M.P. Gould Co. Expansion Advertising Service--Merchandising manuals (rubber goods, sundries, toilet goods), 1910s

Box 8

Scope and Contents

From dealer description: Maurice Gould (1873-1932) was an advertising sales agent, and business author, who by 1906 had established his own advertising service with his brother Byron Cotton, focused on offering pharmacies and druggists ready-made electrotypes for newspapers, and magazines to build their businesses. They established themselves initially with over 1000 drugstores and pharmacies across the West, Midwest, and East Coast. Manuals include: rubber goods; sundries; toilet goods.

Market Showcase, 1969

Box 4

Scope and Contents

Winter market issue. Contents include: profile of Atlanta; manufacturing forecasts; Norman's of Salisbury (N.C.); carpet industry forecast; lamp sales in furniture stores

Menhenitt Company Ltd. (Canada)--Show card writing course, 1931

Box 15

Scope and Contents

Mailing packet promoting a vocational course in writing show cards for in-store advertising.

Mercury Match Corp.--New glamour girls series, 1950s

Box 4

Scope and Contents

Includes sexualized images of women. From dealer description: The catalog features samples of the art for the new line which show pinup style images of women painted by T.N. Thompson. The opening page reads, "We are proud to present the latest series of Glamour Girl Book Matches - eight beautiful subjects which have never before appeared on matches. Faithfully reproduced in full colors, the full assortment of eight pictures is an advertising medium which attracts attention and consequently the desired

result." Catalog includes price lists, and a short profile of the artist T.N. Thompson. Jerry Thompson, who painted under the name T.N. Thompson, began as an assistant to pinup artist Earl MacPhearson at Brown & Bigelow, a firm that produced branded promotional items such as calendars and conference handouts (swag).

Messmore & Damon--Christmas animated displays, 1920s

Box 4

Scope and Contents

From dealer description: 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). Catalogue depicts 13 new "Animated Super Displays," which "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.

National Creative Sales--Catalogue of flash bulletins, 1957

Box 4

Scope and Contents

From dealer description: catalogue offers 128 "cleverly illustrated, headlined sheets to make any message bring greater reader-response." Intended to "give life to form letters, circulars, mailings" by adding "drama, color, [and] interest," the sheets feature eye-catching designs accompanied by slogans such as You won't believe this, and we don't blame you!; You'll flip your lid!; People are Talking; Headlines in the Making; and It's Like Money in the Bank!.

Newman Manufacturing--Signs for every use, 1918

Box 4

Scope and Contents

From dealer description: An early catalogue of modern advertising and informational signs, with many different interchangeable letter signboards, sandwich board signs, large frames for advertising in theater lobbies and brass plaques for the sides of buildings. Includes sample trade card.

Northeastern Retail Lumbermen's Association--
Presenting a complete merchandising service
for the retail lumber dealer, 1949 Box 4

Scope and Contents

Halftones: house, garage, barn plan books, calendars, truck poster, display model, business cards, handbook, sales book.

Peeples-Pinter Co.--"Sun" show case catalog and
price list, 1900s Box 4

Republic Steel--Berger steel merchandising
equipment, 1948 Box 4

Scope and Contents

Illustrated: store interiors, display units, stands, bargain tables, counters, shelving, bin racks, cases, drawers, work bench, desks.

Rex Line--Promotional items sample kit, 1964 Box 12

Scope and Contents

Catalog of promotional items including bookmarks, calendars, handout cards, nail files, rulers, and stock cutout images.

SADAG (Société anonyme des arts graphiques)
(France, item in French)--Gravure et
impressions en couleurs (Engraving and
printing in color), approximately 1922 Box 12

Scope and Contents

Examples of color printing used in advertising.

Saturday Evening Post--Merchandising aids for
Post advertisers, 1953 Box 8

Scope and Contents

From dealer description: A folder which contains merchandising aids for Saturday Evening Post Advertisers, a catalog of effective, easy to use merchandising aids and especially designed window and instore displays, with 23 samples including a poster of Post covers from 1952-1953.

Scott Printing Co.--Attractive store display
cards, 1920s Box 4

Scope and Contents

From dealer description: 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. 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.

Standard Computing Scale Co.--Stop throwing away money by using profit earning fixtures, 1910s

Box 4

The Drygoodsman--105 ready-to-wear and department store window trims and piece goods drapes, 1920s

Box 7

Tokyo Electric (Japan, item in Japanese)--Atokyubu (Art cubes), 1960s

Box 12

Scope and Contents

Documents use of electric light cubes for business advertising signs.

Travelgraph--It moves, it attracts, it commands, it sells, 1932

Box 4

Scope and Contents

From dealer description: 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!" During the Depression years, 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.

Unidentified (France, item in French)--Printer's catalog of label samples, 1930s

Box 14

United Drug Co.--Money windows, 1939 Feb.-Aug., 1940 Dec.

Box 4

Scope and Contents

From dealer description: "Issued monthly by the Sales Promotion Department of the United States Drug Company, Boston and St. Louis, to help Rexall

Druggists with the Installation of More Profitable Window and Interior Displays." Content on creating displays featuring a wide range of drug-store products (first aid items, cosmetics, personal hygiene products, sunscreen, etc.).

United States Playing Card Co.--Deal yourself a winning promotion, 1972

Box 12

Scope and Contents

Promotes use of playing cards with custom designs for promotions and in-house gift sets.

Von Rahring Co.--NikLPak display postcard, 1933

Box 4

Scope and Contents

Nik-L-Paks were displays of small packages of cosmetics, pharmaceutical items, priced at a nickel.

Walt Disney--Mickey Mouse merchandising, 1938

Box 7

Scope and Contents

From dealer description: A catalogue of Mickey Mouse and other Disney-related merchandise, as offered by the various manufacturers and licensees. This catalogue was put together by Walt Disney Enterprises, but directs potential buyers to the makers, not to Disney or retailers. Each page contains products produced or distributed by different companies around the United States utilizing Mickey Mouse or other Disney characters. This is a very early example of advertising for licensed products using a popular culture image.

[Return to Table of Contents](#)

Sales Methods and Methodologies, 1893-2004

Scope and Contents

Sales Methods and Methodology ephemera includes materials offering advice on the art of sales, for sales professionals; how-tos for sellers, cashiers, or clerks, including door-to-door sales training; and materials which offer coaching or guidance about how to effectively reach specific sorts of customers.

Advertising Composition Inc.--Advertising composition is an. . . , 1940s

Box 9

Scope and Contents

Encyclopedia of typographic styles and alphabets

Advertising World--Thirty advertising schemes
and how they have made good, 1910s

Box 4

Scope and Contents

British publication. Case studies of advertising campaigns. Arranged into proprietary articles (branded mustard, Ingersoll watch, Gillette and branded razors, Singer sewing machine, Hennessy, etc.); retail advertising (Selfridge's and other large stores; Gamage's; men's wear and jewelry); mail order (Catesby's; Sandow's Grip dumbbell; Clark's College); special schemes (gas; book advertising; motor manufacturing)

Affiliated Better Business Bureaus--Book of
accuracy for advertisers, 1920s

Box 4

Scope and Contents

From dealer description: A detailed guidebook to the language, syntax, and icons used in some thirty-two different varieties of merchandise, as well as in the media markets, all purposefully carried out toward achieving the goals of accuracy and honesty before consumers.

American Newspaper Publishers Association--
Selling retail advertising by plan, 1952

Box 8

Scope and Contents

"An outline for the construction of effective newspaper solicitations, together with an illustration of its practical application." Sections include: Market and sales potential; need for greater promotion; newspaper as a means of accomplishing the job; how to do it.

American Slide Co.--Slides for the picture show,
1920s

Box 4

Scope and Contents

Catalog of advertising slide designs for projection in movie theaters

American Writing Paper Co.--The use of color,
1920

Box 4

Scope and Contents

"The practical application of color to design, engraving, typography; paper and ink. No. 1 of the "Eagle A" direct advertising series

Art Instruction Inc.--Fashion illustration, 1959 Box 8

Scope and Contents

"One of a series of texts dealing with the various phases of art, prepared especially for Art Instruction, Inc." By Jerry Hudson de Leon; illustrations by Hedvig Angelikis, Jerry Hudson de Leon, Lois Winberg Brook. Jerry Hudson de Leon (circa 1905-1980) was an illustrator, painter, writer, and teacher from Minnesota. She taught art at both the Minneapolis School of Art and the Art Instruction Schools in Minneapolis. [from biographical note, Jerry Hudson de Leon papers, Smithsonian]

Benjamin Burdick--Boosters (mail order), 1900s Box 4

Scope and Contents

From dealer description: Offers sales advice and money-making schemes, with sections on "the new, up-to-date way of selling goods by mail," "new ways to create the market," "how to get a position when all other means have failed," "a winning installment scheme," and more.

Bernice Gertrude Chambers--Selling fashion merchandise, 1946 Box 4

Scope and Contents

"Color and design in ready-to-wear: A manual for salespeople and students". Bernice Gertrude Chambers was a professor in the School of Retailing at New York University.

Bill Brothers--10 biggest mistakes salesmen make (pamphlet series), 1966 Box 4

Scope and Contents

Incomplete set: Includes nos. 1, 2, 5, 6, 7, 8, 10

Butler Brands--Paper's part in selling (mailings), 1923 Box 4

Scope and Contents

Collection of instructional essays on salesmanship. Topics include: direct advertising; mail order postage; catalogs; broadsides; indirect advertising

Charles E. Bellatty--Advisory service for students of advertising, 1941 Box 8

Scope and Contents

From dealer description: approach to teaching advertising, samples of different companies with different objectives for advertising students included prize winning for the students.

Charlotte H. Young--Fashion advertising layout and illustration, 1950

Box 8

Scope and Contents

"How to " guide for handdrawn and handpainted fashion advertising copy"

Chicago American--The Hearst policy: News editorial and advertising, 1923

Box 4

Scope and Contents

Series of views held by William Randolph Hearst intended to govern the style, spirit, and methods of his newspapers. Laid in to this book is a short typed note, dated 5/4/1923, from M. C. Meigs, the Advertising Manager of the Chicago Evening American to Mr. Goble [Leroy Goble, a Chicago advertising man] that reads, "My Dear Mr. Goble: Here are the laws that we on the Chicago Evening American respect. By following them religiously, we have made the Evening American a really good newspaper." Merrill C. Meigs had a long career in the newspaper business, most of it with the Hearst Corporation; he was also known as an amateur pilot who promoted Chicago as a destination for aviators and the aviation business.

Christy Trades School--Advertising and handling your service business lesson 7, 1954

Box 15

Scope and Contents

Christy Trades School was a mail-order supplier of vocational training booklets, active from the 1940s-1960s. This booklet describes promoting and setting up an at-home business to test and repair electrical equipment and fixtures.

Civic League of St. Louis--Billboard advertising in St. Louis, 1910

Box 4

Scope and Contents

Historical overview of outdoor advertising in St. Louis.

Cleveland-Akron Sign Co.--Signs of commerce, 1910s

Box 5

Scope and Contents

Album of reproductions of color cloth and paper advertising posters produced by the company.

Continental Can/Passaic Metal Ware Co.--Sales
value of the container, 1927

Box 5

Scope and Contents

From dealer description: Advantages of using Passaic Metal Ware tin lithograph metal containers covered in brightly covered advertising and logos to sell candies, coffee, tobacco, cookies & spices. Passaic Metal Ware Company was founded by a tin knocker named Max Gurtman in 1911 and built a large following with their color advertising tin ware with Coca-Cola, Pabst Brewing, Anheuser-Busch Brewing, and others. In 1928, the firm became a subsidiary of the Continental Can Co., and currently continues as a construction supply house under the name Pampco Passaic Metal & Building Supply Co.

Criterion Advertising--America goes to market,
1934

Box 10

Scope and Contents

From dealer description: Criterion Advertising and Merchandising Service describes how it can help a company reach the Heart of the American Market—which for Criterion was literally the Main Street of Anytown, USA. Discussion on the heart of this market—the Home Neighborhood—and on the key decision makers, especially the Housewife, the "Guardian of America's Pocketbook". Much of Criterion's sales message is through its own designed and printed Three-Sheet Posters. Samples shown as well as a scene of its printing shop and lithographic presses.

D.M. Compana--The teacher of lettering, show-
card, sign painting (textbook), 1945

Box 5

Dartnell--What a salesman should know about
selling the buyer who says: (pamphlet series),
1960-1961

Box 5

Scope and Contents

Incomplete run: Includes 860, 1060, 1160, 1260. Pamphlet series designed to help sales agents overcome common objections and resistance to a sales effort.

Edwin H. Stuart Inc.--Typo Graphic, 1930

Box 5

Scope and Contents

From dealer description: TYPO GRAPHIC. PITTSBURGH'S PUBLICATION DEVOTED TO ADVERTISING AND THE GRAPHIC ARTS. EUROPEAN TYPE NUMBER. Stuart (editor), Edwin H. Published by (Pittsburgh PA, September 1930). Illustrated, including several pages given over to contrasting styles of American and European type faces. A three page article by Melbert B. Cary Jr. concerns legibility in the design of type.

Ever Ready Label Corp.--Ever Ready time-saving tools of business, 1946

Box 5

Scope and Contents

Catalog of labels, forms, packaging and associated machinery for producing and distributing business and informational messages.

Georges Panot--La Publicité directe (direct advertising, in French), 1920s

Box 8

Scope and Contents

From dealer description: presentation by a large direct-mail operation, with eight half-tones showing the various departments (most with women performing clerical operations), in which Panot describes the operation and the benefits to an advertiser who employs their deep network (addresses from across the county). Offering both direct-mail as well as circulars, catalogues, posters... extensive documentation of a campaign (all scientific and statistical).

Globe Newspaper Co.--Advertising rates of the Boston Globe, 1893

Box 5

H.E. Milburn--The motor trade: A guide to selling, servicing and management, 1950

Box 5

International Correspondence Schools--Courses in show cards and signs, 1930s

Box 5

J.A. Kirven Co.--Rules and instructions, 1930s

Box 5

Scope and Contents

Policy manual and standards of behavior for employees of the Kirven department store.

J.R. Wood & Sons--Wood's Jewels v. 4 no. 3, 1923

Box 5

Scope and Contents

"A magazine devoted to philosophy, industry, humor, and things in general. The circulation is free within the bounds of the progressive, legitimate retail jewelry trade."

Jack and Jill Ice Cream Co.--Drivers' manual,
1940s

Box 5

Scope and Contents

Policy manual and standards of behavior for ice cream truck route drivers/
sales agents.

Joseph Hoover & Sons--Illustrated advertising
blotters, 1932

Box 10

Scope and Contents

From dealer description: catalogue of specimens for blotters on which the purchaser's advertising would be placed. Motifs include pastoral or nautical scenes as well as images directly related to the buyer's business. 147 different color images are provided.

Kimberly-Clark--How to add eye-power to your
ideas, 19630s

Box 15

Scope and Contents

Instruction and ideas for designing advertising and promotions, using techniques drawn from visual perception theory to draw the eye into a marketing message.

Mail Order World Advertising Agency--
Classified advertising, 1920s

Box 5

Scope and Contents

From dealer description: Ad for an ad placement service, with a list of what the service provider deems the periodicals with the highest reach.

Maxon Inc.--Opening of the Art and Production
Building, 1953

Box 11

National Cash Register--Advertising direct
to your customers (ads on register receipts),
1900s

Box 5

New York Small Business Development Center--
What's your signage? How on-premise signs

help small businesses tap into a hidden profit center, 2004 Box 5

Paint the backs for longer life (billboard preservation tips and photographs), 1940s Box 10

Poster Advertising Co.--Promotional album, 1920s Box 5

Scope and Contents

Includes maps, sample billboard designs, essays on the advantages of poster advertising and dealer support

Print Shop Inc.--Go thee and do likewise, 1954 Box 5

Scope and Contents

A parable on successful salesmanship

R.R. Donnelley & Sons--Realism, desire, buying! (photography in advertising), 1930s Box 14

Sampson & Murdock--There is money between the pages of your directory, 1910s Box 5

Sears, Roebuck & Co.--Satisfying customers through better selling, 1930s Box 5

Scope and Contents

Sears retail sales employee handbook

South Bend Watch Company--Confessions of a clerk part 2, 4, 1912 Box 5

Scope and Contents

Originally a series in 12 parts.

Spencer Industries--Better signs of all kinds, 1965 Box 5

Scope and Contents

From dealer description: On the inside cover, Spencer Industries is described as "a Department Store of Signs, Letters, Architecturally Designed." Shows designs and prices for outdoor retail signs, lettering for the outside of buildings, and indoor retail display signage, as well as various other types of indoor, directional, residential signage.

System Direct Mail Service--Dealers guidebook,
1930s Box 6

Scope and Contents

From dealer description: Includes direct mail marketing advice and ads from companies offering to get agents started in various mail order businesses.

Time Inc.--The Life force in the automotive
market, 1939 Box 8

Scope and Contents

From dealer description: The marketing staff at LIFE boasts to its clients in the auto market—e.g., parts makers, cars manufacturers, gasoline companies—what it has done on their behalf in the first half of 1939.

Tony Cuthbert Cartoons--The animated
commercial, 1970s Box 6

Scope and Contents

Cover design George Hardie. Illustrations by Frank Langford. Designed by Barbie Love. Includes sexualized images of women. From dealer description: Frank Langford, born Cyril Eidlestein, is probably best known for his work on "The Angry Planet" from Boy's World and the comic strip "Lady Penelope". He also did extensive work in advertising.

W.A. Thompson--Druggists and dispensers:
Practical show card instructor, 1909 Box 6

Scope and Contents

From dealer description: Artwork for display and advertising cards specifically designed for use in drug stores and soda fountains. Describes techniques which have been proven effective in attracting customers to specific areas of the store.

W.T. Grant--Manual for saleswomen of the
department store, 1934 Box 6

Weems Laundry--Laundry sales builder, 1924 Box 6

William Irving Hamilton--Let us imagine, 1927 Box 8

Scope and Contents

From dealer description: Example of a high-end agency advertising itself through specific examples of its work in magazine advertising (sanitary napkins, radiators, cigars) and packaging— and thoughts on when and how to

employ an agency. Hamilton is "An Advertising Agency to imagine, to plan, to create, to work—with you."

[Return to Table of Contents](#)