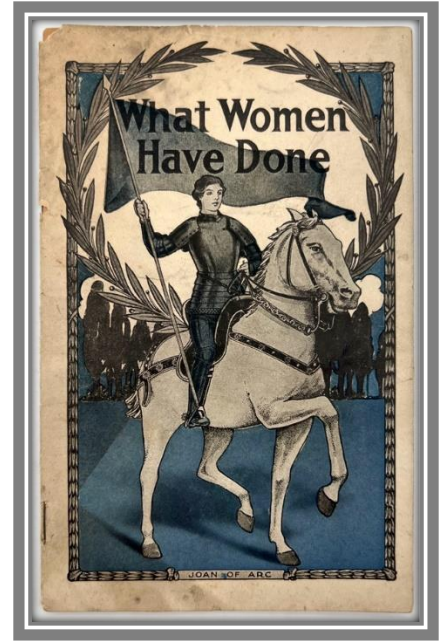


e-list No. 98

ECLECTIBLES

Women: Health, Beauty,
Marketing to Women of
Color, Safer Sex, Female
Seminaries, Women
Against Daddy Warbucks
&c...



ECLECTIBLES

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www.eclectibles.com

Beauty – as once defined



1. [Beauty][Marketing Beauty Product][Women of Color] **Win and Woo with Madame Carue - Cosmetics for women of color.** Tyson & Company, Inc. Paris, Tennessee. c.1945. "Win and Woo with Madame Carue": illustrated folding pamphlet advertising beauty products ranging from face powder and cream deodorant to "Temptatious Perfume" (scents include "Naughty Bouquet", "Drucilla", and "Heartbeat"). Face powder shades included Spice Brown, Gae-pink, Hawaiian brown, and Bizerte brown. Offers tips for "glamorous beautiful hair" and "lovely, soft appealing hands" on verso. Measures 8.5" by 3.75". Includes blue ink corrections to text. (#23001797) \$200.

Of particular note are "Groom Strait Dressing" and the shades of face powder. Appears to be for women of color without explicitly promoting it.

Good to very good. Large closed tear along one of the fold lines. Minor dust soiling.



2. [Beauty][Women of Color][Marketing Beauty Products] **Beauty Product Advertisements "For the Colored Trade"**. Tyson & Company. Paris, Tennessee. 1955. "For the Colored Trade": illustrated advertisement and price list for "La Dainty" brand beauty products, marketed to young Black American women. Includes a price list with products offered, quantities, and pricing, as well as a separate printed advertisement depicting a pretty young lady in evening wear. Price list measures 11" by 7" and has ink corrections; was meant for shop display. Separate illustrated advertisement measures 11" by 8.5" and has space for an ink stamp of sale agent at foot. (#23001840) \$275.

Very good to near-fine. Toned, minor water staining, a couple short tears.



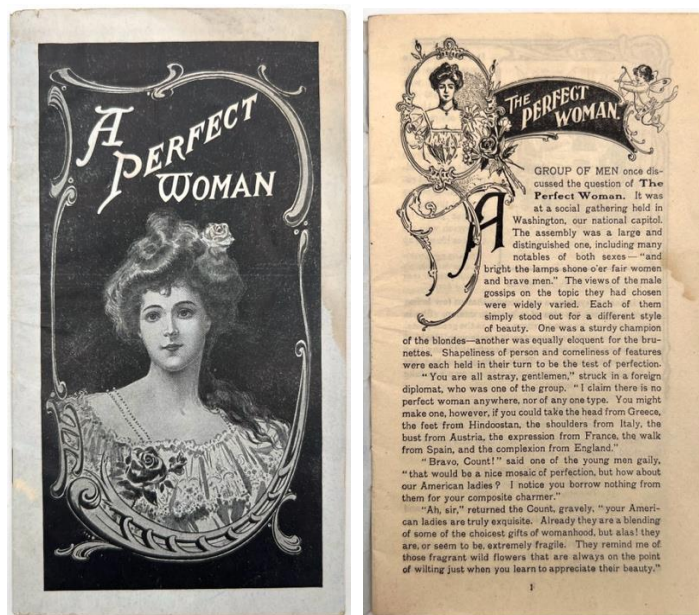
3. [Sales][Beauty Products][Women's Work] **Your Golden Opportunity**. Tyson & Company. Paris, Tennessee. "Earn Big Money!" Booklet marketed to women, promoting a career in door-to-door sales for Tyson and Company, producers of beauty product lines such as "La Dainty" and "Lady Luck". Includes testimonials from happy employees, tips for how to become a successful saleswoman, and a Q&A section answering such questions as "Are La Dainty Products Luxuries?" and "Will I Be Sure of Steady Work?" Requires the saleswoman to pay at least \$100 to start. 12mo (6.75" by 5"), pp. [12], illustrated, stapled in original illustrated yellow wrappers printed in red. (#23001267) \$175.

Near-fine. One small smudge/mark to upper cover.



4. [Body Image][Hair][Advertising to Teens] **A Girl and Her Hair**. Procter & Gamble. Cincinnati, Ohio. c.1945. A guide for teen girls on the proper care of hair and "how to arrange it suitably and becomingly!", advertising Drene brand shampoo. Includes information about the physiology of hair, proper care and washing, and instructions for different kinds of styling including pigtaails, side curls, pompadour, etc. Single volume (11" by 8.5"), pp. [8], illustrated, stapled in original illus. wrps. (#23001823) \$100.

Very good to near-fine. A little spotting/light dust soiling.



5. [Gibson Girl][Body Image][Beauty][Patent Medicine][American Women][Art Nouveau][Saleswomen] **A Perfect Woman**. The Woman's Mutual Benefit Co. Joliet, Illinois. c.1900. Advertising booklet

marketing "Balm of Figs" as a "Safe and Pleasant Home Treatment for All Forms of Female Diseases" (lower wrapper). Features several illustrations of idealized "Gibson Girl"-esque young women and Art Nouveau border decorations. Begins with a fictionalized account of several men discussing what makes the "perfect woman", followed by pitches and testimonials for the product as a miracle cure/treatment for all female ailments ranging from irregular periods and menopause symptoms to uterine cancer and falling of the womb. Features ink inscription of sale agent to lower wrapper ("Mrs. E.B. Jesseman"); the company states below, "intelligent Lady Assistants Wanted". 12mo (7" by 4"), pp. 48, illus., stapled in original illus. blue wrps. (#23001239) \$250.

Very good. Light toning, water staining.



6. [Hair][Beauty][DIY] **Hair Beauty on a Budget.** The Gillette Company. Chicago, Illinois. 1954. "Be a Wizard with the Scissors": a complete guide to styling and cutting hair for women on a budget who may not be able to go to a traditional salon and want to try a new stylish look at home. Advertises Gillette Company products including Toni brand shampoo. Includes pointers for DIY perms and a chart of ideal styles for each face shape. Single volume (10.75" by 8.5"), pp. 12, illus., stapled in original illus. wrappers printed in black and white and aqua. (#23001632) \$115.

Near-fine. Toned with one or two minor stains.



7. [Marketing to Women][Beauty and Skincare] **The Sem-pray Way to Beauty.** Sem-pray Jo-ve-nay Company. Grand Rapids, Michigan. 1920s. "A Beautiful face, delicately aglow with healthful color, is a joy to every woman". Illustrated advertising pamphlet for "Sem-pray" brand beauty cleanser, marketed to women in its proprietary "Pink Complexion Cake" form. Used as a makeup cleaner, moisturizer, and wrinkle preventer. Also advertises vanishing cream, powder, rouge, and a face cake "For the Men" (i.e. shaving balm). Single vol. (5.75" by 2.75"), pp. [16], illus., original illus. self wrps. (#23001527) \$150.

Very good to near-fine. Minor toning, a couple spots.

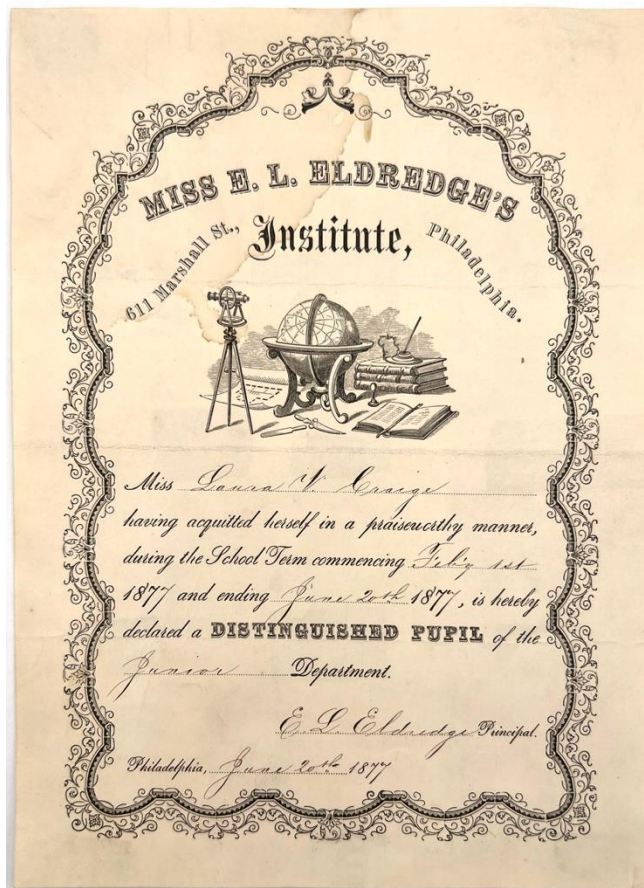


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8. [Film Stars and Stage Divas][Marketing to Women][Geraldine Farrar][Kittie Gordon][Beauty][Body Image][Cosmetics] **Photo-illus Advert for Cosmetics by Mrs. Gervaise Graham.** Mrs. Gervaise Graham. Chicago, Illinois. c.1914. Photo-illustrated advertisement for products sold by Chicago cosmetics maven Mrs. Gervaise Graham, including hair dyes, dandruff remedy, soaps, rouges, and creams. Note the inclusion of face bleach to remove blemishes and lighten the skin, showing the beauty standards of the time. Each product is illustrated with pricing and a brief description. Uses glamorous photos of and testimonials by the American prima donna Geraldine Farrar and silent film diva Kittie Gordon to market the products to women. An attractive piece of ephemera with important insight into body image and beauty in the 1910s. Six-fold pamphlet measuring 6" by 3.5" folded, photo-illustrated, printed in brown and blue. (#23001309) \$250.

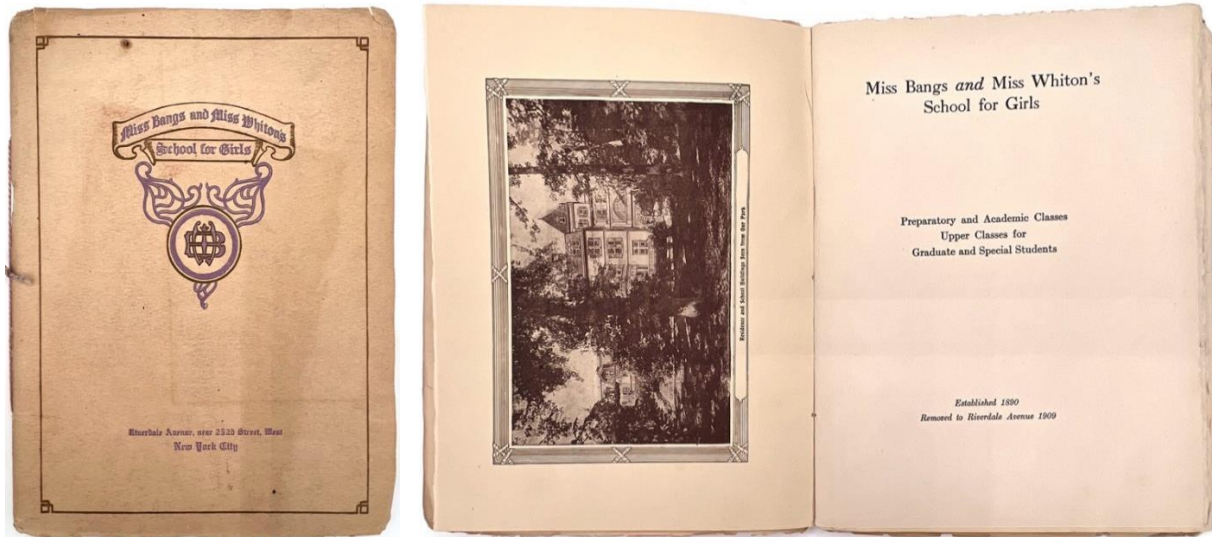
Good to very good. Toned, some dust soiling/spotting, a couple short tears.

Education



9. [Single-Sex Education][Women's Schools] **1877 Reward of Merit Awarded to Miss Laura V. Craige of Miss E.L. Eldredge's Institute.** Miss E.L. Eldredge's Institute. Philadelphia, Pennsylvania. 1877. A nicely produced and illustrated Reward of Merit awarded to Miss Laura V. Craige of Miss E.L. Eldredge's Institute, a school for girls and young women located in Philadelphia. Notable for its attractive illustration and border design, as well as for Miss Eldredge's fine penmanship. Single lithographed leaf measuring 9" by 6.5", verso blank. (#23000893) \$100.

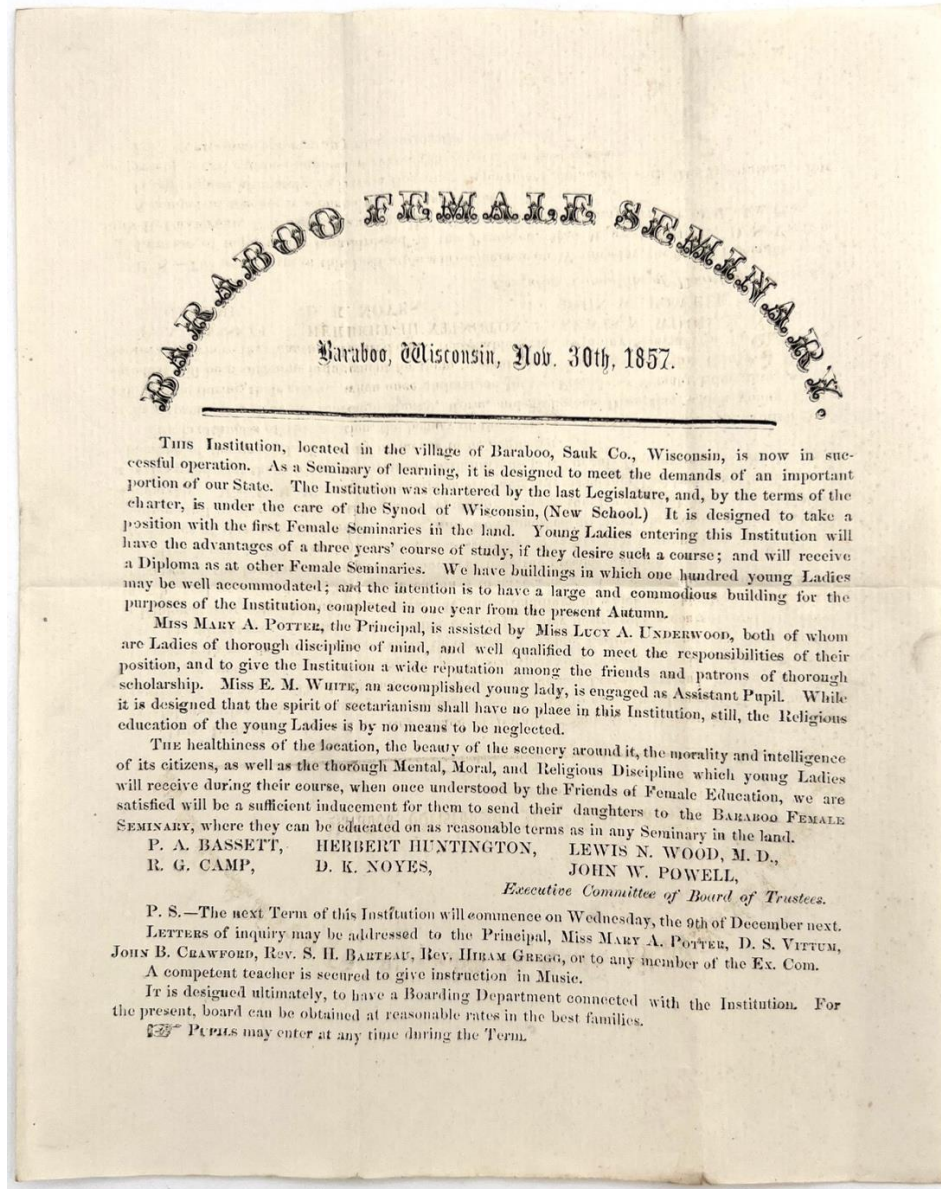
Very good. Light toning, water stain to upper left-hand corner. Tape repairs to verso.



10. [Schools for Girls][Private Schools][Upper-class Education] **Miss Bangs and Miss Whiton's School for Girls.** Miss Bangs and Miss Whiton's School for Girls. New York City. 1916. An extensive and finely produced catalogue promoting Miss Bangs and Miss Whiton's School for Girls, a private school for the daughters of New York's well-to-do. Located in Riverdale-on-Hudson, the School boasted references including The Hon. and Mrs. Theodore Roosevelt, and a litany of preeminent presidents of the best colleges and universities in the nation, from the University of Virginia to Mount Holyoke, Smith, and Columbia University. The catalogue itself offers a detailed overview of the School's curriculum, which focused heavily on English, History, the Classics, and foreign language, as well as music, cookery, and physical education. Offered subjects not general available to girls at the time including economics, civil government, and psychology. Other information includes expenses, references, a school calendar, faculty list, and registration form. Nearly all of the faculty listed are college-educated women. This copy has been annotated by a student; amusingly on page 25, she has written "never" next to the course offering of "higher mathematics". Single vol. (8.5" by 6.5"), pp. 36 with 8 photo illus. plates, original textured paper wrappers secured with lavender cord, upper wrapper embossed in gold and lavender. Annotated in pencil. (#23006247) \$225.

Note the school's motto: "Noblesse Oblige".

Very good. Minor toning, offsetting, one or two chips/short tears.



11. [Schools for Women][Seminaries] **Baraboo Female Seminary**. Baraboo Female Seminary. Baraboo, Wisconsin. 1857. Printed circular promoting the new Baraboo Female Seminary, founded in in 1856 and chartered by the state legislature. It was initially a Presbyterian school, but within a decade it had been sold to the Episcopalians as a church property and rectory. The circular notes the "healthiness of the location, the beauty of the scenery around it, and morality and intelligence of its citizens". Students attended for three years, with board and music education included. Printed bifolium (9.75" by 7.5") with decorative typographical heading. (#23000783) \$150.

Near-fine. Letter folds, a couple minor short tears.



PIERMONT FEMALE SEMINARY.

The first Session at this Institution will commence on Monday, the 10th day of May, 1847. The year is divided into two Sessions of FIVE MONTHS each. The winter Session will commence on the 8th day of November.

No pupil will be received for a shorter time than one Session; and no deduction will be made for absence during the session, unless caused by protracted illness.

It is important that all scholars should be present at the commencement of the session; but during the present year they will be received at any time; and will be charged only from the time of entering, until the end of the Session.

TERMS PER SESSION.

Board, Tuition, Washing, etc., including all ordinary expenses, - - - - -	\$80 00
Ancient Languages, or French, (Extra.) - - - - -	10 00
Music, with the use of the instrument, (Extra.) - - - - -	30 00
Drawing, Painting, or Ornamental Needlework, (Extra.) - - - - -	10 00

☐ Payable Quarterly, in advance.

Vocal Music and Calisthenics will be taught to all the scholars without additional charge.

PIERMONT, ROCKLAND CO., N. Y.

WM. MERRILL, A. M., Principal.

REFERENCES.

ELIAHAZ LORD, Esq., Piermont, N. Y.

WM. H. WHITON, Piermont, N. Y.

Rev. O. E. CHITTELL, Piermont, N. Y.

JAMES A. HOBSON, M. D., Piermont, N. Y.

H. C. SEYMOUR, Esq., Piermont, N. Y.

WALTER EDWARDS, Esq., 64 Wall street,

Messrs. SHIPMAN & AYRES, 64 Wall st.

ROBERT CARTER, Esq., 58 Canal street,

Prof. WM. THOMPSON, East Windsor, Ct.

Rev. JARED DEWING, Blauveltville, N. Y.

Prof. O. S. ST. JOHN, Easton, Pa.

*Rev Thomas Smith D.D.
Rev. John Lillie*

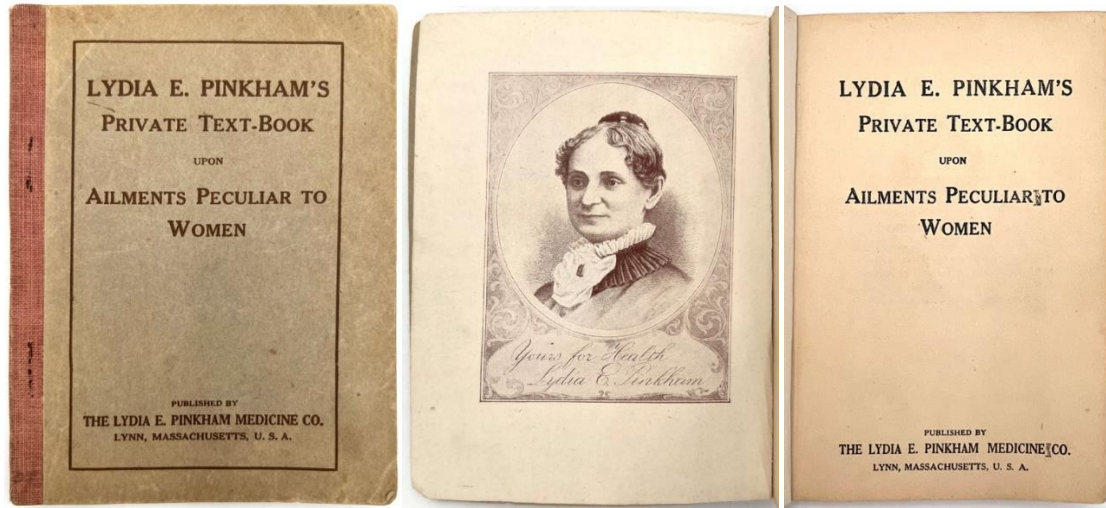
*Rev Dr Skinner
Prof W. Parker M.D.*

*Rev Gardiner Spring D.D.
Eds New York Observer*

12. [Schools for Women][Seminaries] **Piermont Female Seminary.** J.J. Hagaman, Del. Piermont Female Seminary. Piermont, New York. 1847. Illustrated circular promoting the first semester of the Piermont Female Seminary, founded in 1847 in Piermont, New York. Includes a list of references (including further references added in ink at the foot) and a list of costs. Subjects taught included Ancient Languages or French, Music, Drawing, Painting, and Ornamental Needlework. Vocal music and calisthenics were offered without additional charge. A letter promoting the school by one of the administrators has been handwritten in ink on the verso. Illustrated broadside (9.75" by 7.75"). (#23000565) \$225.

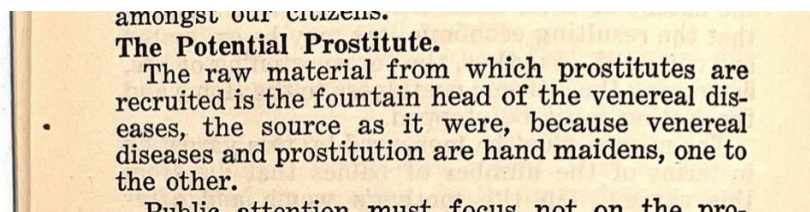
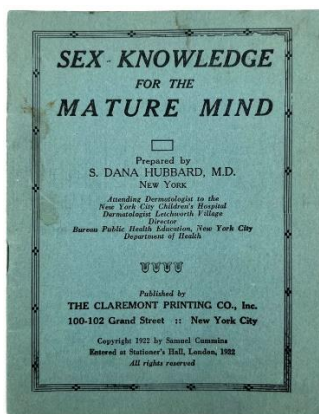
Very good. Letter folds, short tears, a couple small stains.

Health and Sex Education



13. [History of Women in Medicine][Hysteria][Gender and Medicine][Working Women] **Lydia E. Pinkham's Private Text-Book upon Ailments Peculiar to Women.** The Lydia E. Pinkham Medicine Co. Lynn, Massachusetts. 1870s. Printed booklet advertising remedies by Lydia E. Pinkham (1819-1883), an American businesswoman who became well-known for marketing remedies for female ailments ranging from ovarian cancer, painful menstruation, and sterility to general "hysteria" and nervousness. The booklet begins by pleading with its reader for discretion: "CAUTION TO THE OWNER. This little book treats of delicate subjects, and has been sent to you only by request. It is not intended for indiscriminate reading, but for your own private information" (p. [2]). It goes on to give practical advice to its female readers, and explains in plain language the different afflictions that may befall the female form, beginning with menstruation all the way through pregnancy, miscarriage, and beyond. Throughout, it offers words of comfort and wisdom, much of which enforces strict gender roles: "Women must be helped by women" (p. 7); "Home means more to woman than to man" (p. 5); and "Woman is designed by Providence to be a mother" (p. 12). It offers advice to homemakers and working women alike. 12mo (6" by 4.5"), pp. 80, with inserted frontispiece portrait of Pinkham, stapled in original printed wrappers backed in red/pink buckram. (#23000932) \$175.

Very good. Toned with occasional spotting, rubbing. Minor rust staining from staples.



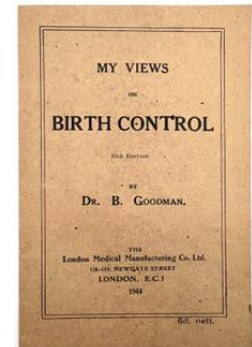
14. [Sex Education][Eugenics][Sex and Gender][Venereal Disease][Prostitution][Sex Education Film][Eugenics] **Sex-Knowledge for the Mature Mind.** S. Dana Hubbard, M.D. The Claremont Printing Co., Inc. New York, New York. 1922. An educational booklet prepared by a New York dermatologist, offering its reader a medical practitioner's view on sex education, wellness and health.

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An interesting view into the morals of 1922 New York, with some advice still ringing true today, and some not. The subjects covered include: when sex education should be taught; how knowledge of sex improves one's health; eugenics; women of "deplorable condition", unwed mothers and "un-adjusted" girls; how sex habits are formed; masturbation; venereal disease; sex in relation to church and family; prostitution; sin and purity. Includes an advertisement for a motion picture on the inside of the wrappers ("Some Wild Oats", a sex education film). 12mo (6" by 4.75"), pp. 31, stapled in original printed wrappers. (#23000409) \$200.

Very good.

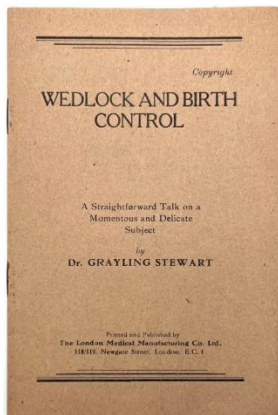
15. [Birth Control and Family Planning][Sex Education] **My Views on Birth Control**. Dr. B. Goodman
London Medical Manufacturing Co. Ltd. London, England. 1944. A no-nonsense and informative booklet on birth control and family planning, urging married adults to educate themselves in a bid to reduce the number of "unwanted" babies and unhappy marriages (p. 4). Includes a list with brief descriptions of different methods of birth control, including condoms, contraceptive jellies, pessaries and sponges. Lists the rhythm method, coitus interruptus, douching, and "foaming jellies" as unreliable methods. 16mo (7.25" by 4.75"), pp. 16, with in-text illustrations, stapled in original printed wrappers. (#23001784) \$125.



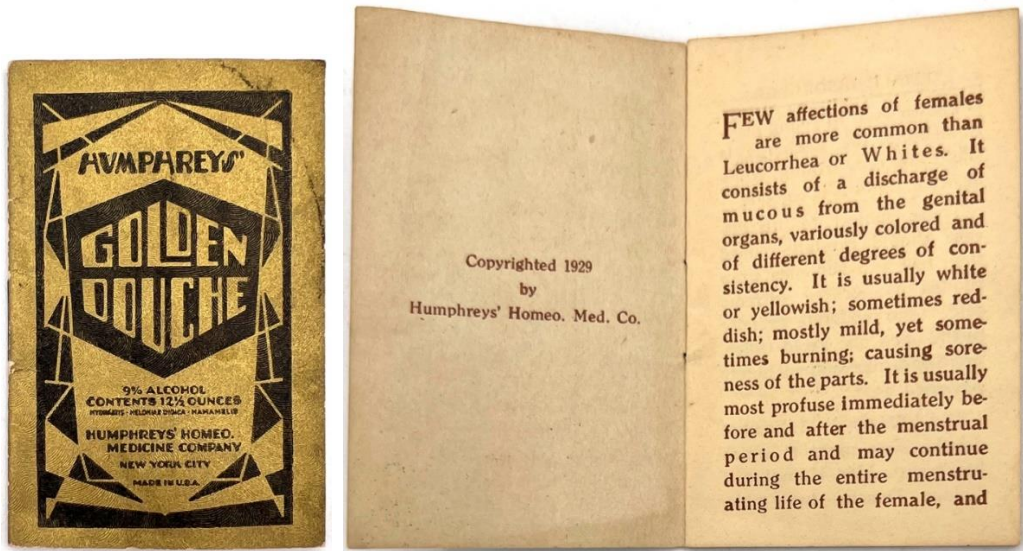
Part of a series on sex education with titles including "Advice to Married Women", "The Naked Truth About Nudism", "The Technique of Sex", and "How a Baby is Born".

Very good. Minor toning. Rust staining from staples.

16. [Birth Control and Family Planning][Sex Education] **Wedlock and Birth Control**. Dr. Grayling Stewart
London Medical Manufacturing Co. Ltd. London, England. c.1944. A "straightforward talk on a momentous and delicate subject", offering practical solutions for married couples about marriage and birth control. Offers an overview of the benefits of sex education and birth control, and dispels harmful myths about sex and birth control methods. Includes a list of reliable methods in the rear, including condoms, caps, pessaries, and sponges. Warns against common unreliable methods. 16mo (7.25" by 5"), pp. 16, with in-text illustration, stapled in original printed wrappers. (#23001063) \$150.



Very good. Minor toning. Rust staining from staples.



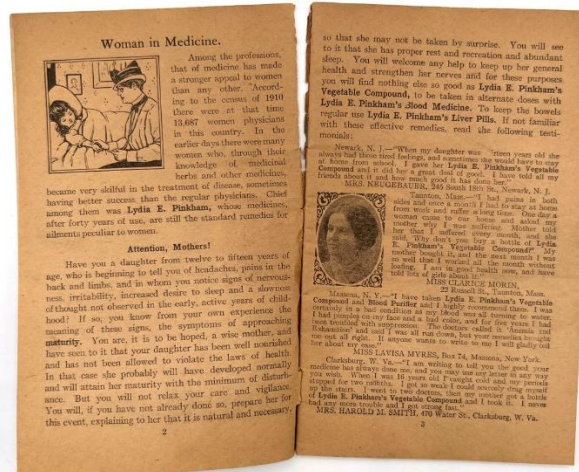
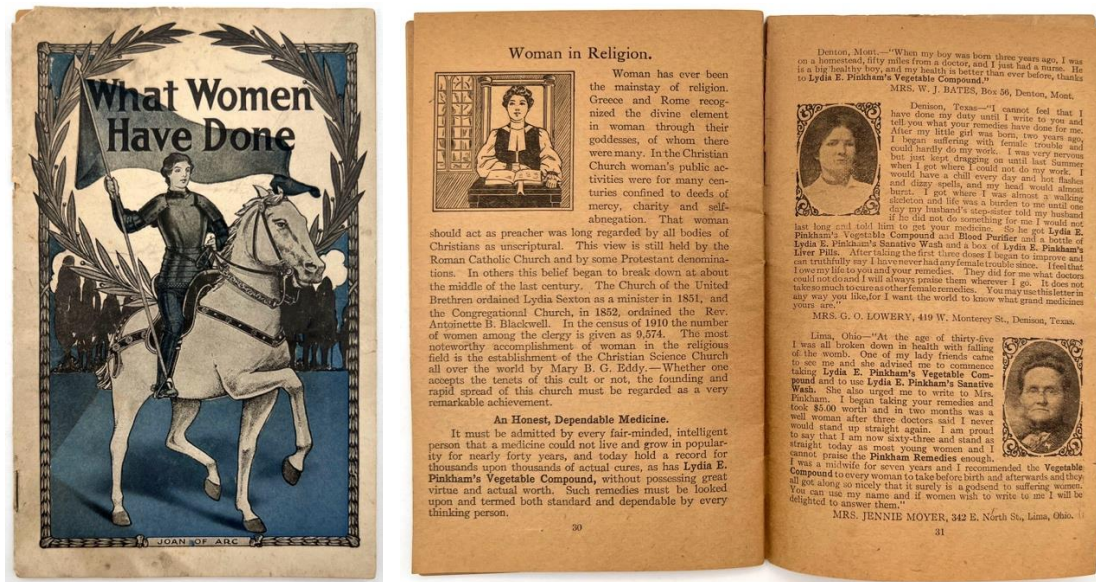
17. [Douching][Feminine Hygiene][Marketing to Women][Art Deco] **Humphreys' Golden Douche.** Humphreys' Homeo. Medicine Company. New York, New York. 1929. Advertising booklet for Humphreys' Golden Douche, bound in attractive Art Deco-style gold wrappers. Features brief descriptions of different "female disorders" including leucorrhea, late or suppressed periods, headaches, painful menstruation, and "change of life" (i.e. menopause). Includes treatments for each (douching with the advertised product). 16mo (3" by 2"), pp. 16, stapled in original illustrated gold illustrated wrappers. (#23001732) \$85.

Very good to near-fine. Minor toning.



18. [Sex Education][Marriage][Sexual Health and Wellness][Family Planning] **Happily Ever After - Sex education for engaged couples.** Julius Schmid, Inc. New York, New York. 1956. A no-nonsense sex education booklet for engaged couples about to marry, published by the condom company Julius Schmid, Inc. Includes diagrams of male and female reproductive anatomy, as well as discussions on pregnancy and family planning, intercourse, and the role of physicians in sexual health. 16mo (4.5" by 3.5"), pp. 16, illustrated, stapled in original illustrated wrappers. (#23001907) \$150.

Near-fine.



19. [Family Medicine][Lydia E. Pinkham][Marketing to Women] **What Women Have Done**. Lydia E. Pinkham Company. Lynn, Massachusetts. c.1910. A look into the contributions of women in history, advertising remedies by Lydia E. Pinkham (1819-1883), an American businesswoman who became well-known for marketing remedies for female ailments. Subject headings include Woman "in Medicine", "as Nurse", "as Educator", "in Business", "as Novelist", "in Law", "as Artist", "on the Stage", "in Music", "in Philanthropy", "as Sculptor", "in Science", "in the Home", "in Politics", and "in Religion". Includes a Table of Occupations of Women in the rear, with stats for the number of women in different fields (actors, lawyers, teachers, etc.) in 1880 and 1910. 16mo (7" by 4.5"), 32 pp., illustrated, stapled in original illustrated wrappers with Joan of Arc on the front. Ink stamp of The Owl Pharmacy on lower wrapper. (#23000642) \$150.

Good to very good. Toned with dust soiling and short tears, including one larger short tear to head of spine. Wrappers chipped and worn.



20. [Body Image][Weight Loss][Marketing to Women] **Would You Like a Trim Healthy Body?** Conley Company, Inc. Rochester, Minnesota. 1930s. "Reduce...the Safe Natural Way" with the Hemp Bodi-Massager, for the low price of \$4.75. Shamelessly markets to women with body image struggles, as well as men self-conscious about their receding hairline (the Hemp Scalp Massager retails here for \$2.25). It is particularly amusing to see the "Hemp Facial Massager" being marketed here, nearly a hundred years before YouTube influencers would hawk face massagers and jade rollers that also claim to help slim the face and reduce inflammation (they do not seem to, but certainly still sell well). Folded illustrated pamphlet measures 5.5" by 3.5" folded, 11" by 7". (#22000852) \$150.

Very good. Minor rubbing.



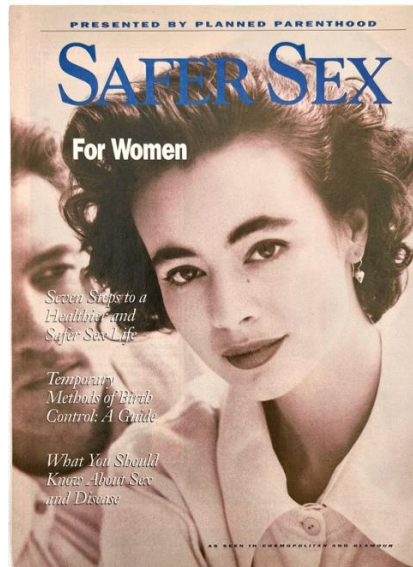
21. [Birth Control][Planned Parenthood][Sex Anatomy][Menstruation][Pregnancy] [Sexuality] [Abortion][Sterilization] **A Book About Birth Control.** Donna Cherniak et al. Montreal Health Press, Inc. Montréal, Canada. 1984. Third edition of a factual yet approachable publication that offers

ECLECTIBLES

information on female anatomy, menstruation, pregnancy, sexuality, abortion, sterilization, well woman care, and over ten methods of birth control ranging from condoms to intra-uterine devices. Offers realistic charts, diagrams, and photography to aid in understanding how physical changes come about. Includes a brief section on the political/legal status of abortion in the U.S. Single volume (10" by 7.5"), pp. 52, stapled in original illustrated self wrappers. Ink stamp of Poughkeepsie branch of Planned Parenthood to upper wrapper.

(#23001284) \$150.

Very good to near-fine.



22. [Sex Positive][Birth Control and Family Planning][STDs and Venereal Disease][Planned Parenthood][Safe Sex][Sex Education] **Safer Sex for Women**. Planned Parenthood. New York, New York. 1988. A sex-positive booklet of articles about safe sex for women in 1988 published in the style of a fashion magazine (e.g. Glamour, Cosmopolitan). Includes adverts for different methods of birth control including condoms, the pill, and sponges, and articles on menstruation and STD's. Advertises Tylenol and Clearblue. Single volume (11" by 8"), pp. 16, illustrated, stapled in original illus. wrps. (#23001723) \$75.

Near-fine.



23. [Sex Education][Marriage][Public Health][Family Planning][Romance and Gender][The American Family] **The Age of Romance**. Thurman B. Rice American Medical Association. Chicago, Illinois. 1937. A sex education pamphlet published by the American for Medical Association for newlyweds, offering advice for a happy marriage and home life. The booklet is highly quotable, and provides amusing reading for modern audiences: "Nothing is so disgusting as a girl who is 'boy-crazy'" (p. 10); "It is not manly for a young man to go about constantly seeking his prey" (p. 11); "Dancing may under certain circumstances cause strong desire" (p. 16); "The marrying of an invalid is a mistake that is rarely corrected" (pp. 23-4); "Silly giggling, mock modesty, undressing in the closet, turning out the light in order to save the terrible shame of the occasion (i.e. sex) are as much out of place as would be a vaudeville act in the Holy of Holies" (p. 32); "The husband who wants a wife to be a beautiful doll for the display of fur, diamonds and sex charms need not be astonished if others may wish to play with his doll" (p. 40). A gold mine of thought surrounding romance and gender expectations c.1937. Single volume (7.5" by 5.25"), pp. 44, illus., stapled in original illus. wrps. Fifth printing, first published 1933. (#23001332) \$225.

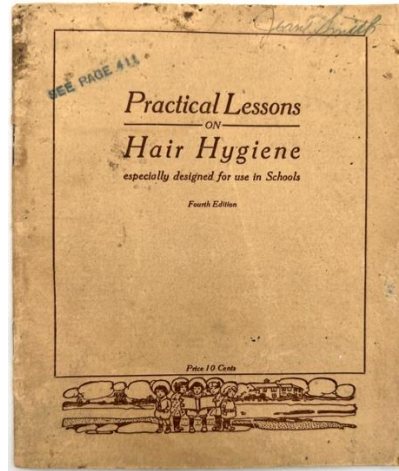
Very good. Extremities worn with a couple short tears. Toned.



ECLECTIBLES

24. [Physical Exercise][The American Housewife][Body Image] **Home Exercises**. Lydia E. Pinkham Medicine Co. Lynn, Massachusetts. c.1915. A book of physical exercises "for the female sex in particular" (p.1) to do at home, published by the Lydia E. Pinkham Medicine Co. The booklet advertises Pinkham's remedies, which claim to treat and cure all kinds of female ailments ranging from "barrenness" to "profuse menstruation". Includes diagrams of each exercise. Single volume (7" by 4.5"), pp. 32, illus., stapled in original illus. wrps. (#23001623) \$150.

Good to very good. Toned, short tears, minor dust soiling or staining.



25. [Advertising in Schools][Hygiene in the Classroom] **Practical Lessons on Hair Hygiene**. Cereal Soaps Company, Inc. New York, New York. 1928. Fourth edition of a booklet on hair hygiene "especially designed for use in schools", intended for teachers to incorporate into their curriculum. teaches children the anatomy of the hair follicle and how to properly wash and take care of hair. Advertises products sold by Cereal Soaps Company, Inc., including Debac Health Shampoo for dandruff. This copy has been corrected with a blue ink stamp to change the word "Health" to "Medicated". Single volume (5.5" by 4.5"), pp. 20, stapled in original printed wrps. Ink stamp to upper wrapper ("See page 411") and early ink signature of Jean Smith. (#23001338) \$125.

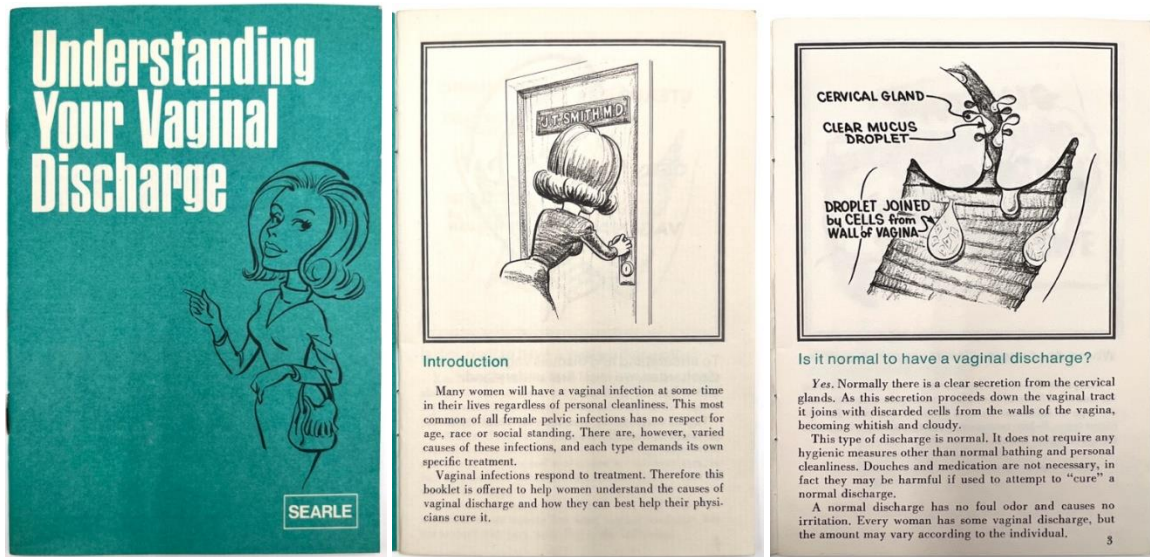
Very good to near-fine. Toned., a couple nicks/short tears, dust soiling.



26. [Sex Education][Birth Control][The American Family][Venereal Disease][20th cent. Perceptions of Homosexuality] **A Doctor's Marital Guide for Patients**. Bernard R. Greenblat Budlong Press Company. Chicago, Illinois. 1964. A printed sex education guide for married couples, written from the point of view of a doctor, broken into three parts: "Some Facts of Life" (sex anatomy, modern attitudes towards sex); "The Sexual Act" (desire, coital positions, hygiene); and "Conception and Pregnancy" (how conception occurs, and which birth control methods are available). The booklet a loosely inserted Coital Posture Diagrams Supplement, folded in quarto for what we assume is modesty, and labeled "To be dispensed at discretion of Doctor". Measures 5.5" by 4.25" folded. The booklet itself measures 6.75" by 5.5", pp. [6], 89, [1], illus., stapled in original printed teal wrappers. (#23001324) \$325.

Included is a chapter titled "Sex Anomalies and Abnormalities" which covers "homosexuality; hermaphroditism; nymphomania; prostitution; and priapism" (note the stigmatizing chapter title).

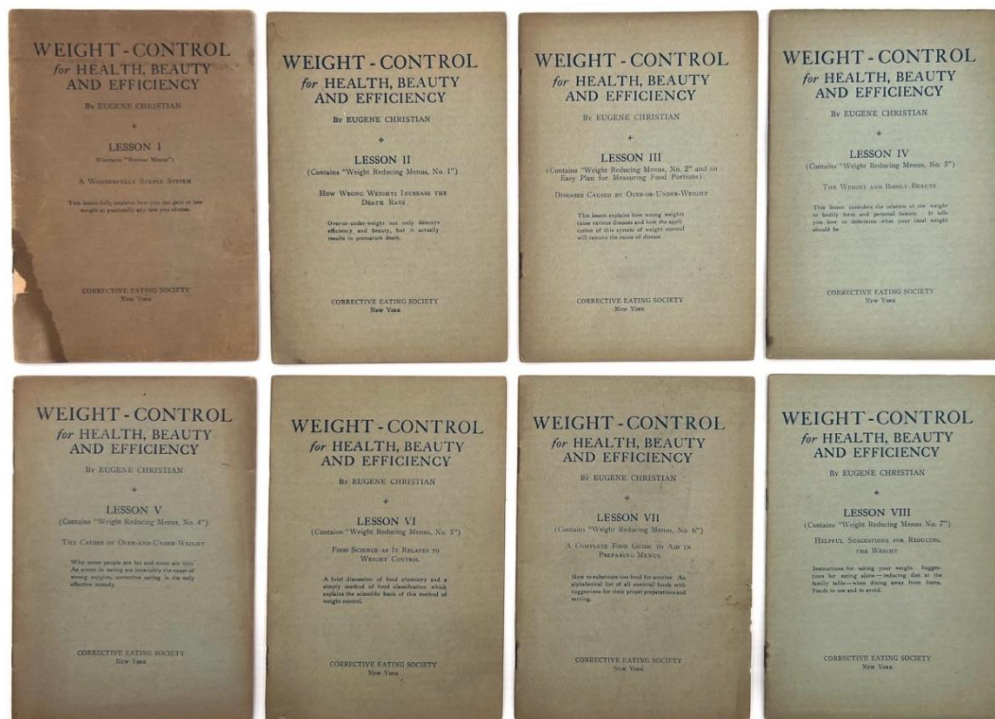
Very good to near-fine. Some minor toning, wear to extremities.



27. [Feminine Hygiene][Women's Health and Disease][Sexually Transmitted Infections] **Understanding Your Vaginal Discharge.** Searle. United States. 1971. A guide to feminine hygiene, focusing on vaginal discharge and infections, for the average American woman. Dispels myths and offers no-nonsense facts, alongside friendly cartoons. Answers questions such as "Is it normal to have vaginal discharge?", "Is vaginal infection injurious to a pregnant woman or her baby?", and "Are there other causes of irritation?". Single volume (6" by 4"), pp. 16, illus., stapled in original teal illus. wrappers. (#23001924) \$150.

Note the inclusion of a tear-out form for the wife to give to her husband, which includes an explanation of trichomoniasis (a sexually transmitted infection) and a blank space for a doctor to offer instructions for the couple to clear the infection.

Near-fine.



ECLECTIBLES

28. [Body Image][Weight Loss or Reducing][Dieting and Nutrition][Health and Weight][Stigma of Weight][Quack] **Weight-Control for Health, Beauty and Efficiency. Lessons I-VIII.** Eugene Christian Corrective Eating Society. New York, New York. 1921. Revised edition of a weight loss guide broken into eight parts, and published by the "Corrective Eating Society" of New York, an organization formed by nutritionist Eugene Christian. Christian (1860-1930) pioneered the raw food diet and presented himself as a qualified physician, despite lacking any actual medical degrees. He is now (and was then) considered a charlatan or quack. The eight-part series includes the following volumes:

Christian, Eugene. "Weight-Control for Health, Beauty and Efficiency". New York: Corrective Eating Society, 1921. Revised ed. Lesson I. Single vol. (6.5" by 4.5"), pp. [24], stapled in original printed wrps. Contains menus, tips "for women", general advice.

----- Lesson II. Single vol. (6.5" by 4.5"), pp. [24], stapled in original printed wrps. Contains more menus, how high weight leads to "death".

----- Lesson III. Single vol. (6.5" by 4.5"), pp. [24], stapled in original printed wrps. Meal plans, occurrence of different diseases with weight gain.

----- Lesson IV. Single vol. (6.5" by 4.5"), pp. [24], stapled in original printed wrps. What your "ideal weight" should be, discusses weight and beauty.

----- Lesson V. Single vol. (6.5" by 4.5"), pp. [24], stapled in original printed wrps. Meal plans, what causes over- and under-weight.

----- Lesson VI. Single vol. (6.5" by 4.5"), pp. [24], stapled in original printed wrps. Food science and chemistry as it relates to weight control.

----- Lesson VII. Single vol. (6.5" by 4.5"), pp. [24], stapled in original printed wrps. Menu planning, healthy foods, and menu planning.

----- Lesson VIII. Single vol. (6.5" by 4.5"), pp. [24], stapled in original printed wrps. How to take your weight, which foods to avoid, meal plans.

(#23001893) \$500.

Good to very good. Some toning, water staining, small chips or short tears.



29. [Body Image][Weight Loss or Reducing][Dieting and Nutrition][Health and Weight][Stigma of Weight][Hollywood and Body Image] **Weight Loss and Dieting in America, 1933-1970**. United States. 1933-1970. A collection of ten (10) items relating to weight loss and dieting in America between 1933 and 1970. Each of the items focuses intensely on weight loss to improve body image, with an emphasis on dieting methods such as calorie counting/restriction and "low-carb" dieting. Often the booklets use rhetoric of restriction or fight to motivate its readers (e.g. "Fight flabbiness!"), charging the ideas of eating and body image with struggle. Recipes and meal plans included. Most advertise some kind of product or weight loss program for sale and are pocket-sized. None of the "ideal weight" charts seem to match. An excellent example of America's tendency to intermingle body image and weight-- and find a way to monetize it.

The items include:

"A Safe Reducing Diet". Racine: Horlick's Malted Milk Corp., 1933. Single vol. (6" by 3.5"), pp. 29, [1], stapled in original illus. wrps. Advertises Horlick's Malted Milk, includes ideal weight charts, meal plans, exercises. Chart of how many calories different activities burn (e.g. 160 calories for bookbinding, 250-300 for housework).

"Diet and Calorie Guide from the Makers of Hollywood Bread". N.pl.: Hollywood Bread, c.1950. Single vol. (5.5" by 4.25"), pp. 16, original illus. self wrps. Advertises diet bread with images of famous Hollywood starlets/sex symbols. Includes ideal weight charts, meal plans, exercises.

"Calorie Counter and Control Guide". New York: Bonomo Culture Institute, 1952. Single vol. (5" by 3.25"), pp. 64, illus., stapled in original blue wrps. Endorsed by Joe Bonomo, American weightlifter.

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Ideal weight charts for men and women, calorie counts for different foods.

"Diet Handbook". Duluth: Cullum Publications, 1954. Single vol. (7.75" by 5.5"), pp. 64, illus., stapled in original printed wrps. Summer 1954 issue. Contains ideal weight charts, recipes, specific sections for men and women.

"Diet Menus". New York: Basic Health, 1956. Single vol. (4" by 2.75"), pp. 48, stapled in original printed green and black wrps. Menu and calorie counts, for women.

"Do You Really Want to Lose Weight?" Johnstown: Knox Gelatine, Inc., 1962. Single vol. (6.5" by 4.75"), pp. 52, illus., stapled in original illus. wrps. Advertises Knox gelatine, includes meal plans, recipes.

"Figuratively Speaking..." Johnstown: Knox Gelatine, Inc., c.1963. Folding pamphlet, illus., measuring 6" by 3" folded. Exercises, recipes, advertises Knox Gelatine.

"Calorie Counting Made Easy". Batavia: Campana Corp., c.1965. Single vol. (5.25" by 3"), pp. 32, stapled in original illus. blue wrps. Includes ideal weight chart, calorie counts for different foods, advertises smoking deterrent tablets and Ayds weight loss candies.

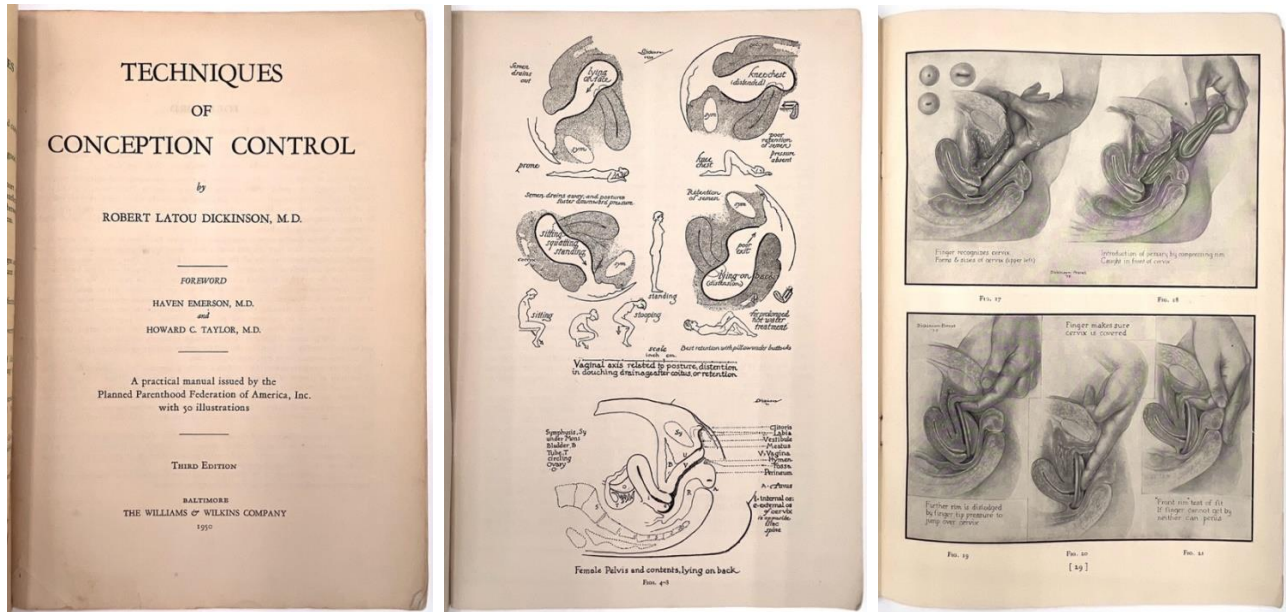
"New Improved Lo-Carbo Dieter Counts Carbohydrates Magically". Atlanta: Webster, 1966. Single vol. (4.25" by 3.25"), pp. 48, in original white comb binding, rounded corners. Includes carb counts for different foods, blank chart for "my favorite low carb foods".

Stillman, Irwin, and Samm Sinclair Baker. "The Doctor's Quick Inches-Off Diet". New York: Dell, 1970. Single vol. (5.25" by 3.5"), pp. 58, [6], stapled in original illus. wrps. with measuring tape image on front. Meal planning, calorie counting, ideal weight chart.

(#23001631) \$550.

Interesting to see what notions have, and have not, survived today about weight loss and healthfulness (e.g. the idea of "Ideal Weights" for men and women).

Very good. Some toning, minor dust soiling, the occasional small nick or short tear. A couple water stains.



30. [Public Health][Birth Control and Family Planning][Pregnancy][Birth Control Methods][Sex Education][Planned Parenthood] **Techniques of Conception Control**. R. L. Dickinson The Williams & Wilkins Company. Baltimore, Maryland. 1950. An early Planned Parenthood publication, offering common options for contraception for couples in 1950. Published primarily for family planning advisors and medical practitioners, but written in a concise and accessible way for the general public to understand as well. Includes detailed anatomical diagrams, explanations of how each method works, and effectiveness. Note the following inclusion in the foreword by a medical doctor, establishing birth control as a public health necessity above a personal decision: "Limitation of population is recognized as an urgent, continuing and universal necessity" (p. 2). Single vol. (10" by 7"), pp. 60, illus., in original printed wrps. (#23001247) \$250.

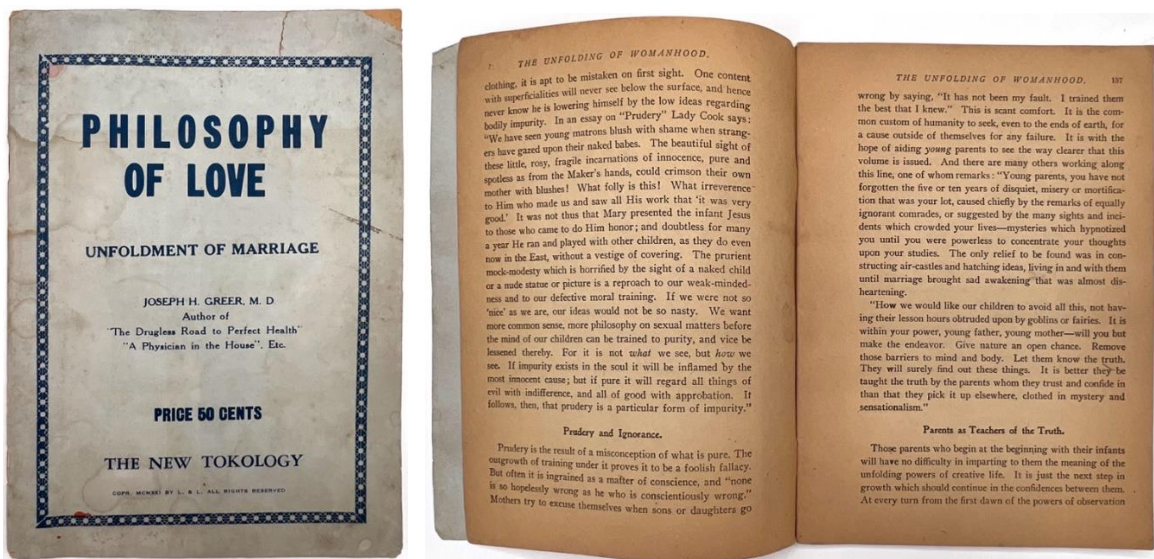
Very good. Toned, minor dust soiling, a couple short tears. Modern paper repair to spine.



31. [Sex and Reproductive Education][Menstruation][Films and Filmstrips] **"A Teacher's Guide for The Miracle of Nature" with original 58-frame filmstrip.** Glenbrook Laboratories. New York, New York. 1966. An original 58-frame color filmstrip for "The Miracle of Nature", an educational film about menstruation for pre-teen girls in Girl Scouts or school classes in health, home economics, or physical education. The filmstrip is housed in the original cylindrical plastic case measuring 1.5" in diameter and 1.5" in height. Accompanied by the original printed guide for teachers, which includes a summary and aims of the film, suggested lesson planning, anticipated questions, and glossary. Lower wrapper offers suggested wording for an invitation for mothers to attend the viewing. Guide measures 9" by 7", pp. 8, illus., original illus. self wrps. (#23001639) \$400.

Glenbrook Laboratories was a division of the pharmaceutical company Sterling Drug, Inc., and produced the period pain reliever Midol.

Very good. Some minor wrinkles/creasing.



32. [Marriage][Sex Education and Women's Health][Marriage and Gender Roles] **Philosophy of Love: Unfoldment of Marriage (part of The New Tokology).** Joseph H. Greer, M.D. Laird & Lee. [Chicago, Illinois]. 1921. Scarce: a single part of a larger book in parts titled "The New Tokology" by Eli F. Brown and Joseph H. Greer, first published in 1903; this part is from a reissuing of the individual chapters by Laird & Lee in 1921. It covers the following chapters: "The Unfolding of Womanhood"; "The Fulfillment of the Law"; and "The Fruits of Fulfillment". Throughout these chapters, Greer (who, it should be said, is a male physician) advises women in matters of sex and marriage, such as avoiding "prudishness", seeing sex as a spiritual activity, choosing a partner, and offering early and honest sex education to children. An important view into the state of sex education in 1921, in a scarce printing. Single vol. (7.5" by 5.5"), pp. [155]-187, [1], stapled in original printed blue wrps. (#23001731) \$225.

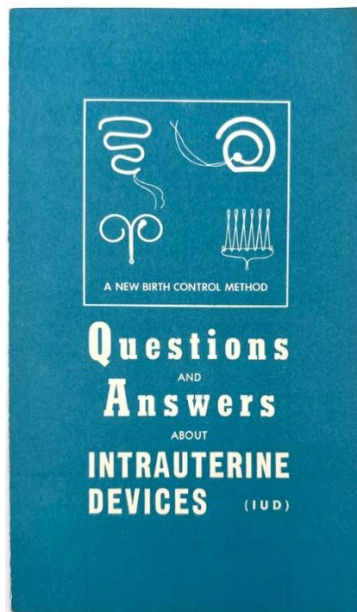
The title "The New Tokology" references a Victorian work titled "Tokology: A Book for Every Woman", first published in 1883 by the physician Alice B. Stockham. It was seen as a seminal work in women's health and sex education.

Good. Some toning, water staining, short tears.



33. [Beauty][Dream Interpretation][Love][Patent Medicine] **Neighborhood Gossip and Dream Book**. Dr. Pierce's Clinic. Buffalo, New York. 1920s. A booklet marketed to women advertising Dr. Pierce's medicines and remedies, featuring a host of content sure to interest young ladies such as dream interpretation, recipes for home cooking and candies, and tea leaf fortune reading. Overtly markets to young women seeking beauty and love advice on the lower cover by advertising Dr. Pierce's Favorite Prescription as a panacea for all love and beauty-related woes. Single vol. (4.25" by 5.75"), pp. 32, illus., original illus. wrps. (#23001935) \$150.

Very good to near-fine. Toned with a couple spots.



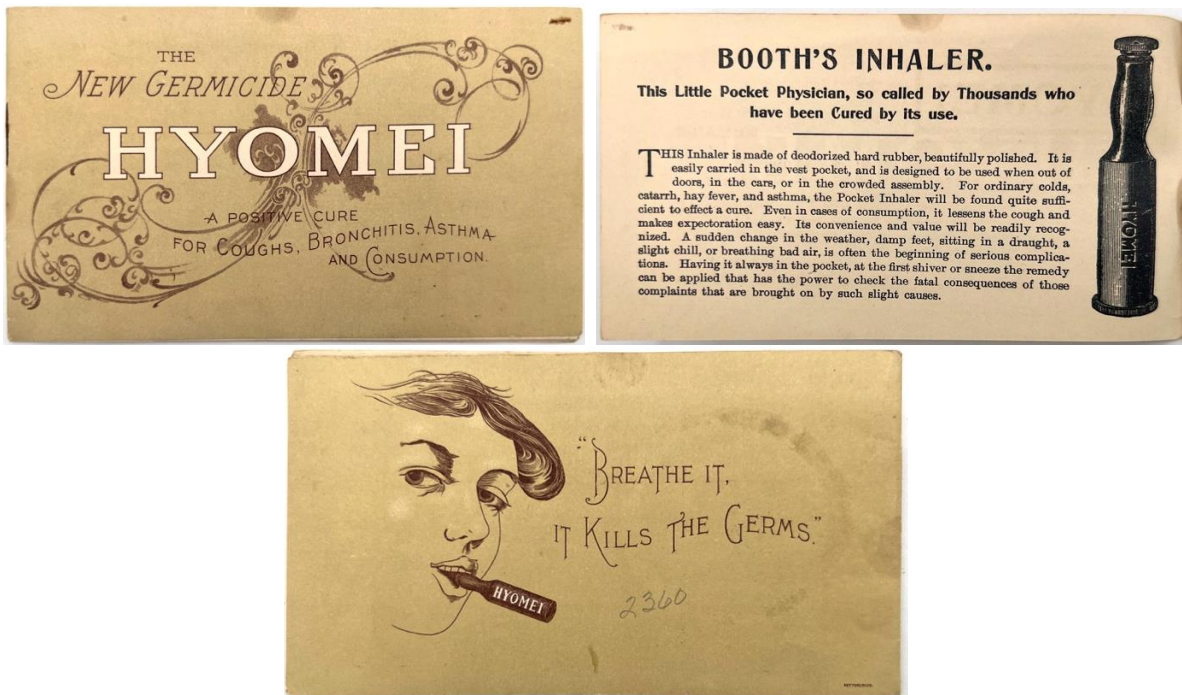
34. [IUD][Planned Parenthood][Birth Control Methods] **Questions and Answers About Intrauterine Devices**. Planned Parenthood Federation of America, Inc. New York, New York. 1970. Educational pamphlet about Intrauterine Devices (IUD), a new birth control method as of the publication in 1970. Formatted in an FAQ-type format, offering fact-based and no-nonsense answers to common questions women have about this birth control method. Four-fold pamphlet (6" by 3.5" folded), printed in blue with devices illustrated on the front. (#23001463) \$175.

Near-fine.



35. [Sex Education and Women's Health][Marriage and Gender Roles][Feminine Hygiene][Discrete Shopping] **Secrets Married Women Should Know!** America's Medicine. Chicago, Illinois. c.1930. Pocket-sized trade catalogue for America's Medicine brand health supplements for women, marketed as a discrete mail-order method of procuring products for every woman's "hygienic needs". Offers products for relieving period pain, douches and vaginal suppositories, treatments for discomfort related to menopause, sanitary belts and menstrual pads, and deodorant powder. Also advertises a sex education book titled "Safe Counsel" for advising young couples about to marry about the facts of life and marriage. Single vol. (6" by 4"), pp. 32, illus., stapled in original illus. self wrps with image of woman on upper wrapper, printed in green. (#23001847) \$150.

Very good. Some toning/minor staining.



36. [Pulmonary Diseases][Panaceas][Patent Medicines] **The New Germicide Hyomei.** The R.T. Booth Company. Ithaca, New York. 1906. Advertising booklet promoting "Hyomei", a "positive cure for coughs, bronchitis, asthma and consumption". Marketed as the "New Australian Dry-Air Treatment",

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the product works by having the patient inhale a germicidal substance through a rubber inhaler. The booklet includes descriptions of diseases raging from Asthma to Whooping Cough, with Hyomei being recommended as the treatment or cure for each. Single vol. (3.25" by 5.75"), pp. 24, stapled in original illus. wrps. (#23001347) \$125.

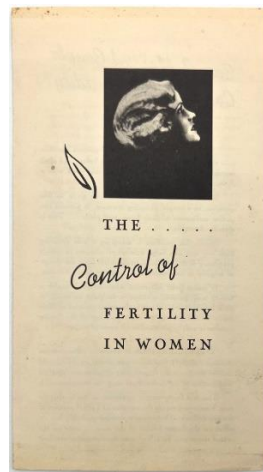
Patent medicines with grandiose claims would only begin to be regulated via the Pure Food and Drug Act, which was enacted the same year this was published in 1906.

Very good. Some toning, minor staining from staples, dust soiling.



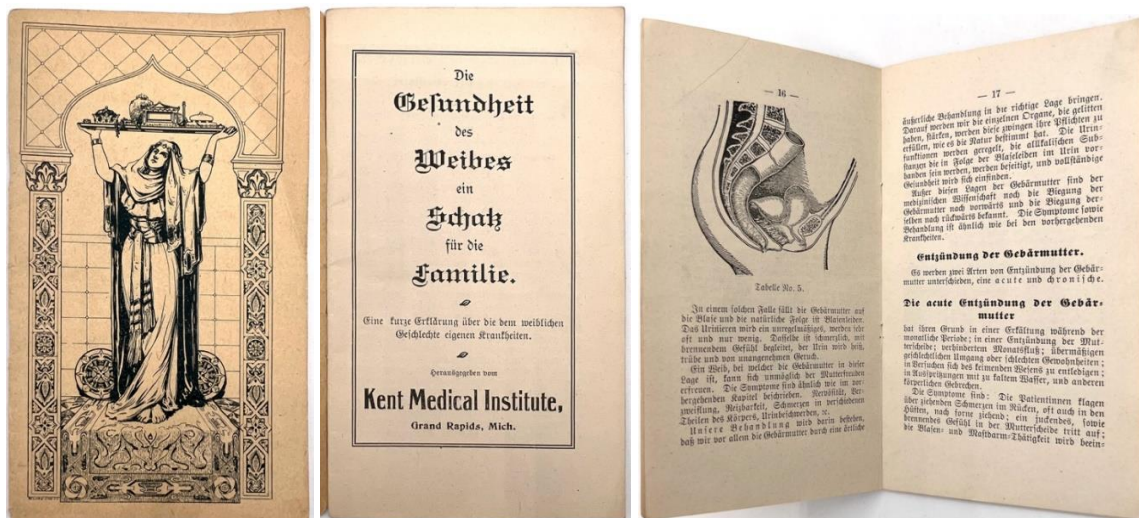
37. [Cigarettes and Women's Health] **Women and Cigarettes**. American Cancer Society, Inc. New York, New York. 1970. "You Can Quit ... 29 Million Americans Have!" is the encouraging message ere from the American Cancer Society, speaking directly to women and warning them of the dangerous consequences of smoking. Includes statistics showing the dangers it poses to children, as well as the clear causation of lung cancer and emphysema. Includes five tips for quitting the habit on the back, and a disturbing image of a woman smoking next to her young child on the front. Tri-fold pamphlet (6.5" by 3.25"), illus., printed in pink and black. (#23001410) \$175.

Very good.



38. [Contraception and Family Planning][Sex Education] **The Control of Fertility in Women.** N.p. United States. 1920s. Featuring a glamorous young woman with blonde finger waves on the cover, "The Control of Fertility in Women" educates American women in the 1920s about sterilization (both male and female) and contraception methods (including condoms, diaphragms, spermicidal foam). "Can a married couple control their fertility? ... When this question is asked by a wife suffering from any one of a large, number of ailments in which pregnancy is dangerous, it means relief from the threat of tragedy to her health, or possibly her life". Emphasizes the importance of family planning to the "modern woman", and dismisses taboos surrounding contraception by stating that "in the present era the regulation of the family number is widely practiced in all strata of society". No publisher is listed. Important ephemeral evidence of family planning options for women in the 1920s. Printed bifolium (6.25" by 3.5"). (#23001947) \$250.

Near-fine. A couple minor spots.



39. [German Language][Female Ailments][German-American][Health Education for Girls] **Der Gesundheit des Weibes ein Schatz für die Familie ("A woman's health is a treasure for the family").** Kent Medical Institute. Grand Rapids, Michigan. c.1910? A booklet on women's health, advertising the Kent Medical Institute in Grand Rapids. It is notable for its exclusive use of German language/Fraktur lettering, probably chosen to market itself to German immigrants or Pennsylvania Dutch communities. Also of interest is the booklet's explicit directive to mothers, telling them to educate their daughters in women's health and sex education as they enter puberty, a relatively progressive notion for some at the time (see p. 2). Offers brief descriptions of common "female

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ailments" such as unusual vaginal discharge, painful menses, etc. Includes diagrams of female anatomy. Includes nymphomania as an ailment, and example photos of open sores that the Institute offers treatment for. Upper cover features a stylized illustration of an idealized North African woman in sumptuous clothing. Single vol. (6" by 3.5"), pp. 36, illus., stapled in original illus. wrps. (#23001174) \$250.

Very good. Toned.

Women's Work – *as once defined*



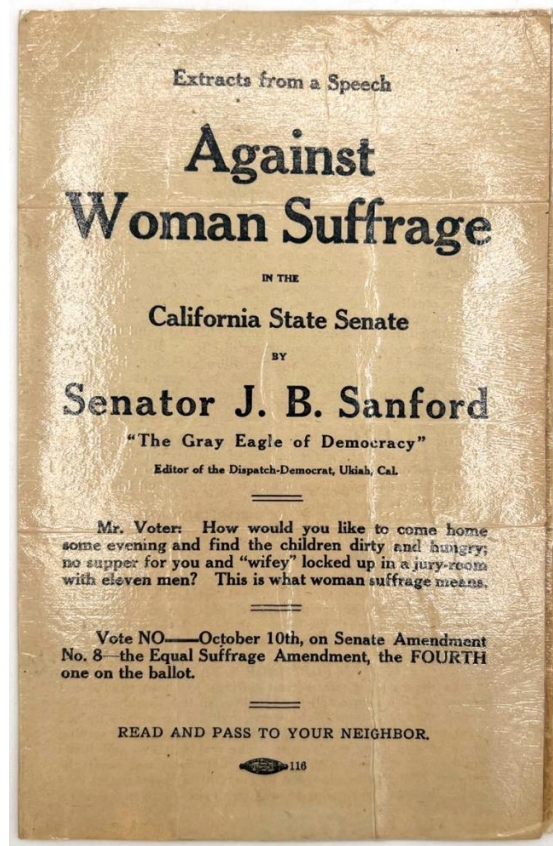
40. [Women's Work][Paper Dolls][Pretend Play][Gender Roles] **The Industrious Lady with her Five (5) Occupational Costumes.** [1860]. The 6.75" paper doll is printed on polished paper applied to card stock. Her occupation is yarn winding. Each of her costumes, sit atop the paper doll and demonstrate a different female occupation of the day. Definitely all considered women's work for the aristocratic set. The occupations include tatting, knitting, flower arranging, lace making and drawing. Includes two (2) wigs and one hat. Presumably the wigs can be used interchangeable. . (#230008445) \$2350.

A charming and perhaps alarming depiction of aristocratic life of the day.

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Each of the five (5) costumes has been backed with modern light card to preserve the otherwise fine costumes. Light wear at base of doll. Doll is designed to stand on a wooden stand. No box.

Etc.



41. [Women's Suffrage in California] **Extract from a Speech Against Woman Suffrage in the California State Senate by Senator J.B. Sanford.** 1911. An anti-Women's suffrage speech asking readers to vote "No" on California's Equal Suffrage Amendment. It was narrowly approved after an earlier 1896 attempt had failed. Emphasizes the importance of keeping the "woman's sphere" separate, the need to keep domestic life "pure", and refers to the Suffragette as a "mannish woman who kisses lap dogs instead of babies". Uses the offensive racial stereotype of the Hottentot to paint a derisive image of the "New Man and the New Woman". Ends by predicting that "The women will wear bloomers and run the government--and then the world will come to an end." Bifolium (8" by 5"). (#23001428) \$250.

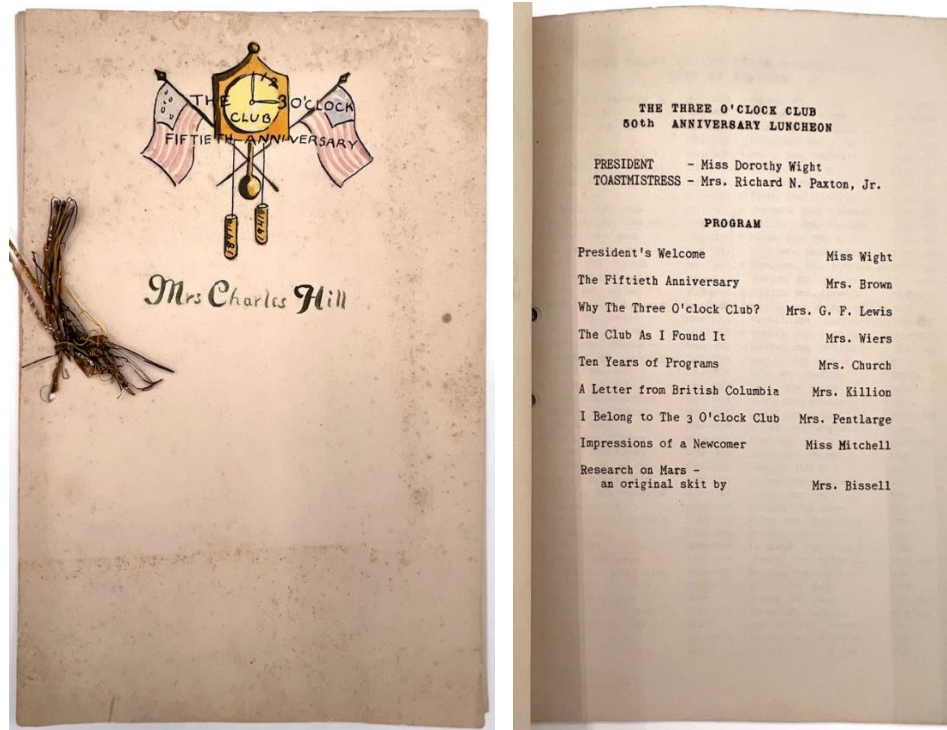
J.B. Sanford was Chairman of the California Democratic Caucus in 1911, and fought hard to keep women from the polls.

Good. Tape repair. Toned. "Laminated".



42. [Vietnam War][Anti-Draft/Conscription][Statement Pins and Buttons][Feminism][Human Rights][Social Justice and Causes][Anti-War Protest] **"Women Against Daddy Warbucks" -- Anti-Vietnam War Draft Statement and Original Enamel Pin.** Women Against Daddy Warbucks. New York, New York. 1970. On July 2nd, 1970, five members of the all-female coalition "Women Against Daddy Warbucks" broke into the midtown Manhattan office that held important 1-A draft files, denoting men who would soon be drafted into the Vietnam War. They destroyed these documents, all of the "1" and "A" letters on the typewriters, and posted graphic imagery of the devastation caused by the war in the offices; the next day, they turned themselves in and published the present statement several days later, including the full names of the women involved. Part of their statement, addressed to the Dow Chemical Company, Chase Bank, Standard Oil, and Shell (all tenants of Rockefeller), reads: "We are sending you the file of a dead soldier taken from Upper Manhattan's draft board on July 2, by a group of women. We are those women ... We send this file to tell you that we do not accept your measure of a man. He is not to be bought for oil or sold for plastics. He happens only once and that happening is sacred." Offered together with an original enamel pin depicting a feminist symbol with a fist inside. Pin measures approx. 1.5" in diameter. Tri-fold printed pamphlet, illus., measures 8.5" by 3.75" folded. (#23001296) \$425.

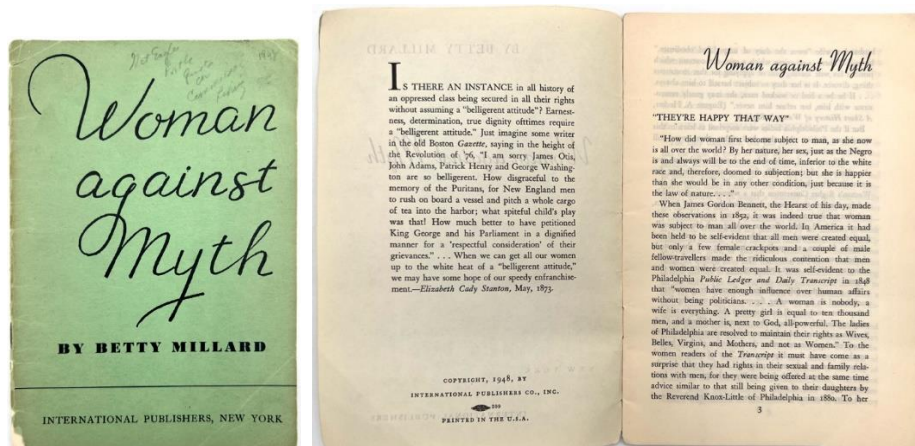
Good to very good. Some toning, creasing/wear. One or two closed short tears.



43. [Original Artwork][Women's Literary and Art Societies] **Three O'Clock Club 50th Anniversary Luncheon Program with Original Art.** Three O'Clock Club. [Montclair, New Jersey]. 1941. Original typewritten program for a 50th Anniversary Luncheon held by the Three O'Clock Club, a women's social club and service organization based in Montclair, New Jersey. Includes a title-page with original artwork, and the name of the invited guest in green ink ("Mrs. Charles Hill"), as well as a program of events for the occasion; a list of members for the previous fifty years; and a list of all of the previous annual luncheon themes and quotes. Single vol. (9" by 5.75"), five loose typewritten leaves with two leaves of thicker paper secured at left-hand margin with metallic novelty thread. (#23010294) \$200.

The Montclair, New Jersey-based "Three O'Clock Club" was a social group of literary and art lovers. It was open to women only, and was founded in 1891. They occasionally did service work or made donations, such as a set of history books to a local library in 1954.

Very good. Minor toning, spotting. Some wear to decorative ribbon.

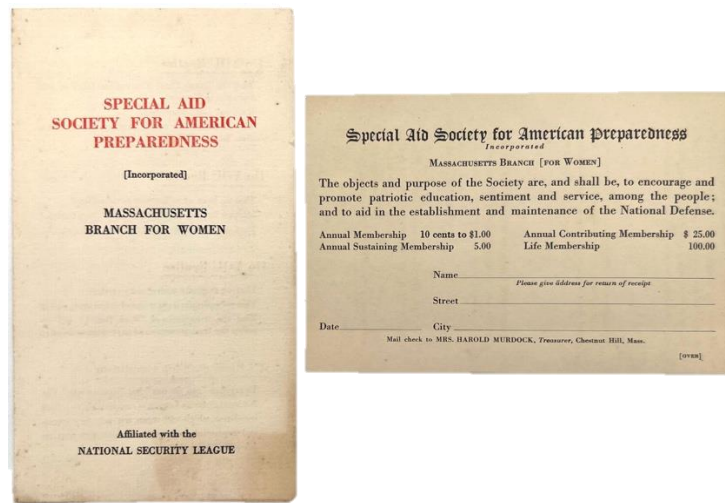


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44. [Feminism][Feminist Writers and Thinkers][Women of Communism] **Woman against Myth**. Betty Millard International Publishers. New York, New York. 1948. First edition of an important feminist manifesto. Published in between First and Second Wave Feminism, "Woman against Myth" by Betty Millard is a seminal essay evaluating the current state of feminism in 1948. Born Elizabeth Boynton Millard (1911-2010) , Betty Millard was a writer and political activist who was active in the Communist party in the 1940s and into the 1950s. Single vol. (7.25" by 5"), pp. 24, stapled in original printed wrps. (#23011925) \$500.

Emphasizes the importance of bringing women into leadership roles in unions, the "triply-oppressed" demographic of Black women, and the importance of equal pay, among other issues.

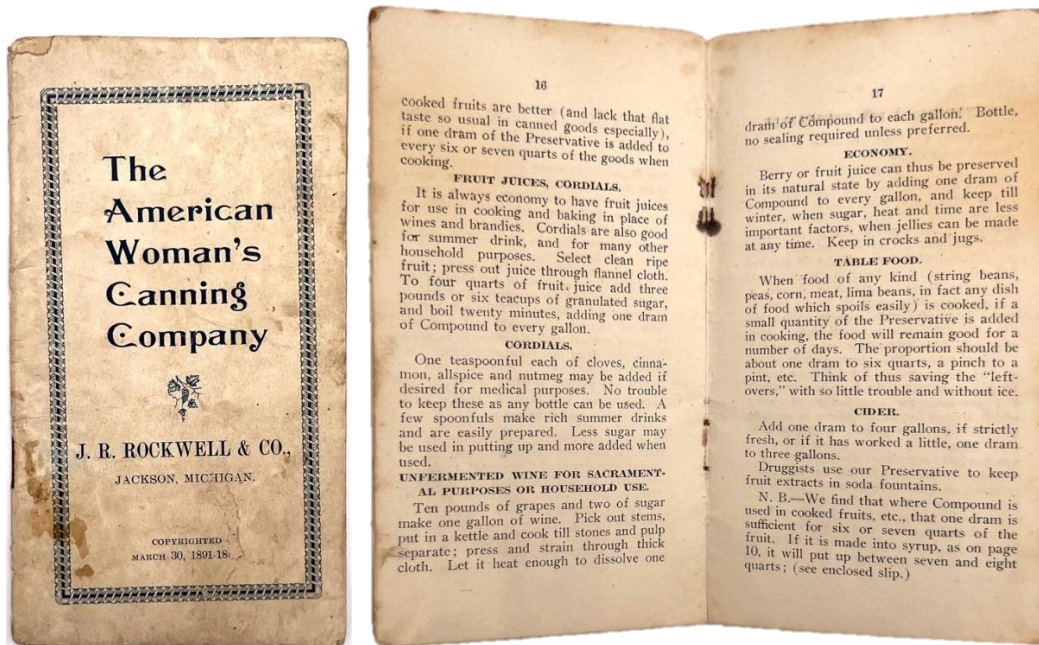
Very good. Minor dust soiling, short tear to foot of spine, a couple chips.



45. [Women Against War][National Defense][First World War] **Massachusetts Branch for Women of the Special Aid Society for American Preparedness - [Promotional Pamphlet]**. Massachusetts Branch for Women of the Special Aid Society for American Preparedness. Boston, Massachusetts. c.1916. First World War-era pamphlet promoting the Massachusetts Branch for Women of the Special Aid Society for American Preparedness, an affiliate of the National Security League: "The most useful purpose of our organization is to create public sentiment. Women, if united, can exert as much or more influence on public sentiment as men, and if once aroused, they can accomplish more in the direction of legislation than men can ... [war] results in sending [our] sons and brothers to the front as volunteers, utterly ignorant of military duties ... sure to be hopelessly defeated and probably killed". Includes a mail-in form for membership. Printed bifolium (5.75" by 6.5") with mail-in slip measuring 3.25" by 5". (#23011892) \$150.

Important evidence of American women's involvement in anti-war legislation in the 1910s.

Very good. Minor staining.



46. [The American Housewife][Homemaking][Domestic Work] **The American Woman's Canning Company.** J.R. Rockwell & Co. Jackson, Michigan. 1897. Advertising booklet for a preservative compound for canning, marketed directly to American housewives and homemakers by the brand "American Woman's Canning Company" owned by J.R. Rockwell & Company. Includes tip and tricks, as well as instructions for canning different fruits ranging from apples to quinces, as well as vegetables, ciders, cordials and pickles. Single vol. (6.25" by 3.5"), pp. 24, stapled in original printed wrps. (#23001488) \$175.

Good. Toning, staining, surface wear with a couple small nicks/short tears. A couple leaves loose.



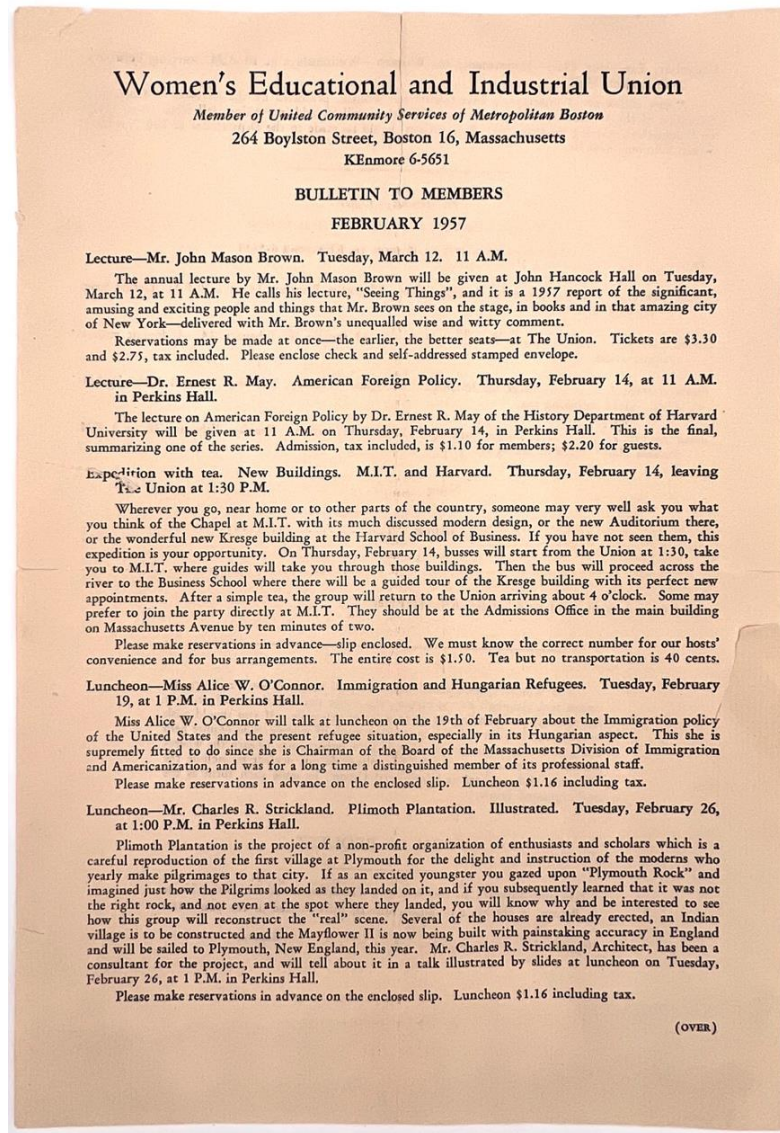
47. [Language of Flowers][Patent Medicine][Marketing to Women] **Floral Album and Ladies' Companion.** The C.G. Clark Co. New Haven, Connecticut. 1869. A sweet and scarce "Floral Album and Ladies' Companion" advertising patent medicines by C.G. Clark Co. The album, clearly marketed to women, includes an extensive

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"Correct Dictionary of Flowers" for determining the language of flowers. Single vol. (4.25" by 2.75"), pp. [16], original self wrps. with illustration of a basket of flowers on front. (#21000671) \$225.

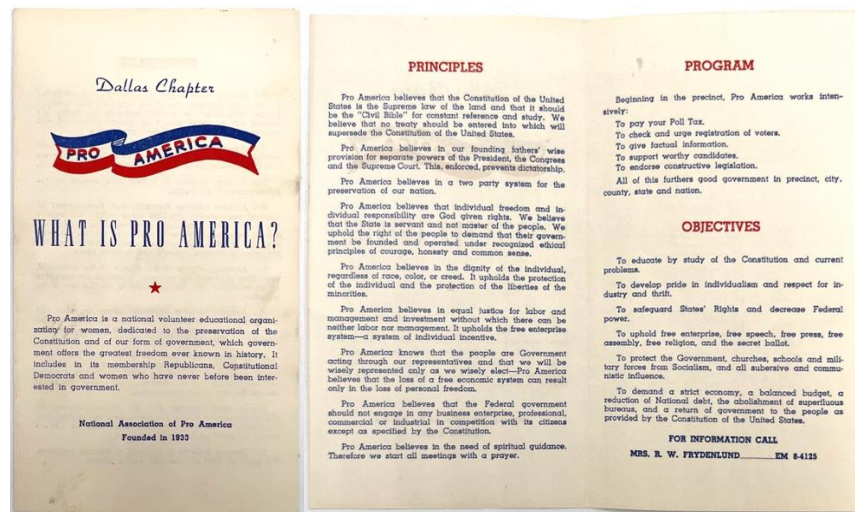
Includes dozens of flower meanings, from American Cowslip ("My only hope") to Yarrow ("No peace for you").

Good. Worn with some staining, damage to final leaf.



48. [Women's Organizations][Women's Advancement] **Women's Educational and Industrial Union Bulletin for February 1957.** Women's Educational and Industrial Union. Boston, Massachusetts. 1957. A printed February, 1957 bulletin for the Women's Educational and Industrial Union, including a list of lectures and events for the month, with a form of bequest for donations. The Women's Educational and Industrial Union was formed in 1877 by the woman's rights activist Harriet Clisby (1830-1931) following a sharp influx of immigration in Boston in the second half of the 19th century, and the subsequent need for women's advancement that followed. It offered job training, lectures, free legal advice, a credit union, a hot lunch program for children in schools, and support for working mothers. Single printed leaf (10.5" by 7.25"). (#23011562) \$175.

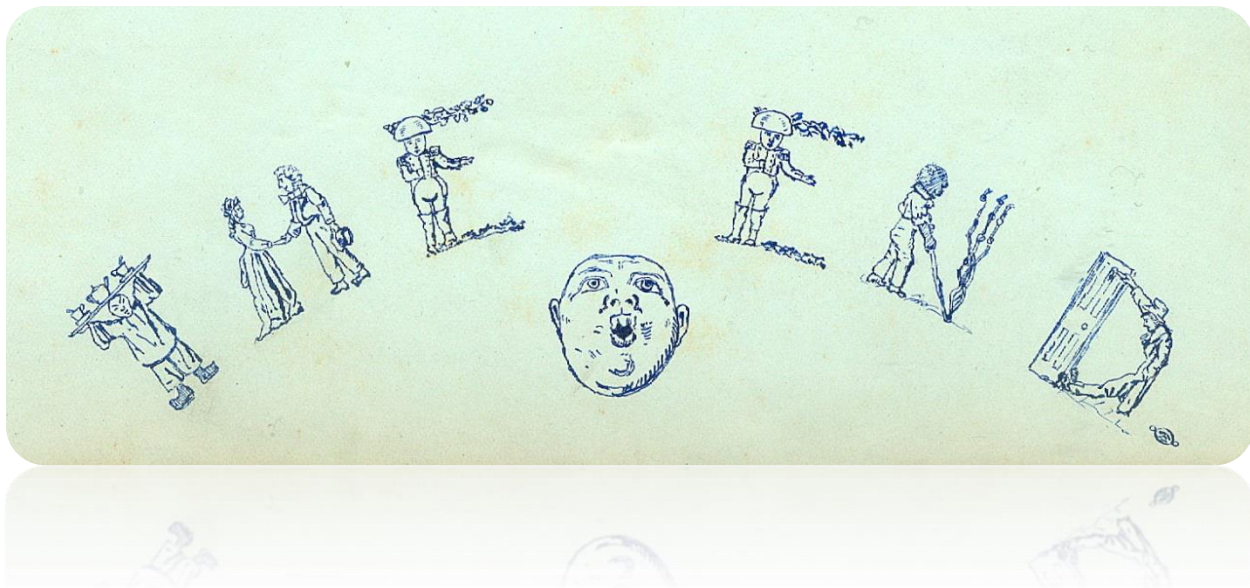
Very good. Minor toning, short tears.



49. [Women's Organizations][Political Education and Engagement] **What is Pro America?** National Association of Pro America. Dallas, Texas. c.1940. A 1930s pamphlet promoting the Dallas Chapter of the "Pro-America", a "national volunteer educational organization for women, dedicated to the preservation of the Constitution ... It includes in its membership Republicans, Constitutional Democrats and women who have never before been interested in government" (cover). Published for prospective members, the pamphlet offers a succinct list of principles, its program, and objectives. Interesting to see which of this organization's principles and objectives have (and have not) filtered down to certain relevant political groups and ideologies today. The umbrella organization was founded in 1933 by Mrs. Theodore Roosevelt. Printed bifolium (6.25" by 3.5"), with red white and blue ribbon with organization name on cover. (#23001300) \$175.

Principles - Believes in the founding fathers, individual freedom and individual responsibility as God given rights, the need for spiritual guidance and much more.

Fine.



Thank you for looking.

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Sheryl Jaeger & Ralph Gallo

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860-872-7587

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