

e-list No. 103

ECLECTIBLES

Miscellany: Circus Ephemera,
Butter Wrappers, Victory
Rations, a Jesuit Priest's Guide
to "Going Steady" &
Of Course, the Children

It's all about the Children...



ECLECTIBLES

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Albums & Commonplace Books



1. [Naive Children's Drawings][Women][Magazine Clippings][Whimsy][Make-do] **1910 Kodak Catalog Made Into a Whimsical Scrapbook -- Magazine Clippings, Naive Children's Drawings, Women and Textiles.** United States. c.1910. A quirky scrapbook made by an unknown woman (?) from a 1910 Kodak catalog, magazine clippings, and several scraps of paper with naive children's drawings. There are some common threads throughout the chosen clippings and how they have been arranged (e.g. an interest in textiles, oriental rugs, shoes, and images of women), and the dominant color scheme appears to be intentionally red and green, with few exceptions. Overall, however, the scrap book offers more of a "Dada"-esque point of view, allowing the viewer to feel a kind of childlike serendipity with every page turn. An interesting object made by hand for the fun of it. Single vol. (7.75" by 5.5"), pp. 64, every page covered with clippings or scraps of paper, in the publisher's original illus. wrps advertising Kodak, with an image of a photographer holding a camera. (#21009723) \$350.

Very good. Some wear. Light wrinkling/puckering from damp (or paste used by maker).



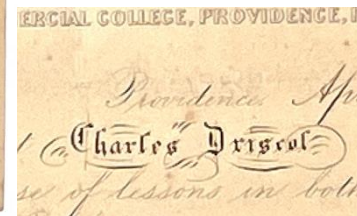
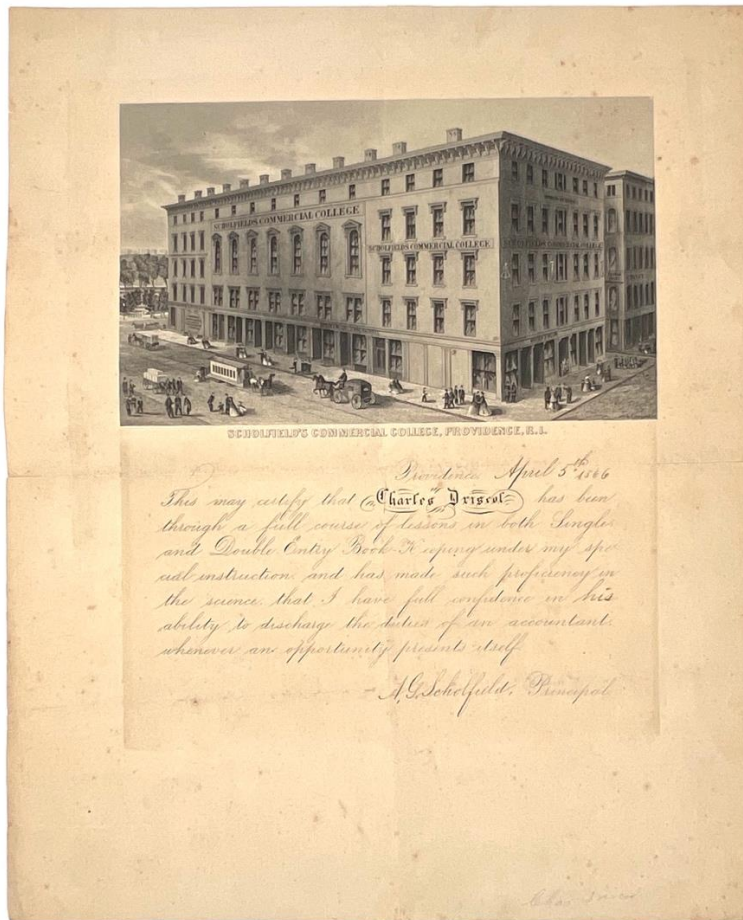
2. [Butter][Dairy Industry][Disposable Ephemera][Printing Plates][USDA] **Collection of Over One Hundred Fifteen (115) Butter Wrappers with Original USDA Label Micro-metal Photoengravers' Printing Plate.** United States. 1970s. A collection of over one hundred fifteen (115) butter wrappers from c.1975, together with an original micro-metal photoengraver's printing plate for USDA butter wrapper labels. An interesting collection that showcases a kind of ephemera that permeates the day-to-day lives of most Americans but rarely survives due to its disposable nature. Brand names represented in the collection include Cabot, Code, State Brand, McDonalds, North American, and Lov-It. USDA certification listed on most. The wrappers are made from either paper, wax paper, or metallic foil, and range in size from approx. 1.25" by 1.25" to 3.5" by 3". The printing plate measures 3" by 13.25". (#8018320) \$425.

Good to very good. Some minor staining, creasing.



3. [Circuses and Carnival Entertainment][Hotels][Vaudeville][Minstrel and Depictions of Race] **1910s-1930s Circus Ephemera Collection**. United States. 1910s-1930s. A whimsical collection of 1910s-1930s ephemera related to circuses and carnival acts, including illustrated letterheads, postcards, handbills, and hotel stationary. Collected by one individual who was, presumably, a traveling performer, it is a unique collection in that it contains stationary from the fancy hotels he (she?) was housed in while touring around the country. Comedians, acrobats, dancers, jugglers, contortionists, clowns, and biplane aerial acts are all represented. Note too the presence of minstrelsy/Black face in this material, as well as the letterhead promoting an entertainer named "Blacaman", described as "The Great Indian Fakir" and "Le Roi de La Jungle", a French Black face performer trading on people's preconceptions of Africa and race in his act. Provides a valuable window into the life of a career performer at this time in the early part of the 20th century. The physical description of the material includes: nine (9) illustrated letterheads for performers, each approx. 11" by 8"; twelve (12) illustrated hotel envelopes measuring approx. 3.5" by 6.5"; seven (7) illustrated hotel letterheads, some with matching envelopes, each measuring approx. 9.25" by 6"; two (2) trade catalogues for performers' shoes, each approx. 6" by 3.5" and 20 pp.; two (2) handbills advertising tent shows, measuring 9" by 6" and 12" by 9.5"; ten (10) postcards with entertainment acts, each measuring approx. 3.5" by 5.5"; and one (1) seven-fold printed "Official Amusement Guide" listed cinema shows in San Francisco in January 1932, measuring approx. 5.5" by 1.75". Of particular note are the two Griffin Theatrical Shoe catalogues, including chicken feet, tight rope walking shoes, etc. (#240009621) \$3,200.

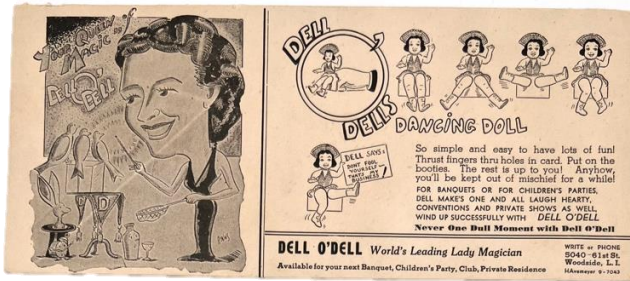
Very good.



4. [Business Education][Accounting and Bookkeeping] **Certificate of Completion for 1860s Bookkeeping Course at Scholfield's Commercial College in Providence, Rhode Island.** Scholfield's Commercial College. Providence, Rhode Island. 1866. Engraved certificate of completion signed by Albert G. Scholfield, the principal of Scholfield's Commercial College in Providence, R.I., certifying that one Charles Driscoll "has been through a full course of lessons in both Single and Double Entry Book-Keeping under my special instruction, and has made such proficiency in the science that I have full confidence in his ability to discharge the duties of an accountant, whenever an opportunity presents itself". Interestingly, the space for the pronoun is blank, implying that this certificate was available to women to earn as well; and, indeed, the bookkeeping course at the school was open to both genders, and they studied together. The engraving at the head depicts the school building with a bustling street below. Engraved certificate finished in contemporary ink measuring approx. 14" by 11.75", verso blank. Name penned in calligraphic writing. (#23001445) \$150.

Other courses of study at Scholfield's Commercial College included business penmanship, surveying, and civil engineering, as well as arithmetic, grammar, geography and languages. There was a specific track for women that included penmanship and "Belles-lettres", but women were also allowed to study bookkeeping.

Very good. Light toning and spotting, letter folds, large closed short tear to left-hand side. Engraving signed by R. Carpenter.



5. [Dancing Dolls][Women in Magic][Magicians and Magic][Paper with a Secret] **Dell O'Dell's Dancing Doll**. N.p. Woodside, Long Island. 1930s. "Never one dull moment" with the Dell O'Dell Dancing Doll, a fun moveable doll that comes alive with just the addition of two fingers: "Thrust fingers thru holes in card. Put on the booties. The rest is up to you! Anyhow, you'll be kept out of mischief for a while!". Marketed "for banquets or for children's parties" to entertain energetic children. Something that has to be seen in action to be fully appreciated. Original printed envelope with caricature of O'Dell (4.25" by 9.5"). Die-cut doll measures approx. 7.5" in height with two booties measuring approx. 2" in height each. (#24025821) \$300.

Dell O'Dell was the stage name of Odella Newton (1897-1962), an American magician noted for being one of the first modern women magicians. She was also one of the first magicians to appear on television, and design acts specifically for the medium.

Very good. Light toning. Short tears to envelope.



6. [Educational Policy][San Francisco][Labor Unions][Challenges of the Teaching Profession] **Teaching in 1930's America: Ephemera Gathered from the 77th National Education Association Convention in San Francisco, 1939.** National Education Association. San Francisco. 1939. A group of ephemera published for educators attending the 77th annual convention of the National Education Association, held in 1939 in San Francisco. Includes eight (8) items in total, with an original envelope. Founded in 1857, the NEA represents public school teachers and related education professionals, and remains the largest labor union in the nation today. The present booklets provides a fascinating look into the state of the education profession in 1939, including the challenges facing educators at the time including retirement planning, tenure, curriculum development, rural education, behavior management and child psychology, and vocational guidance. Interesting to see how these issues have or have not changed in the profession (most have not!). In total, there are eight (8) items, detailed below:

"Official Program". San Francisco: NEA, 1939. Single vol. (9" by 6"), pp. 96, in original self. wrps. with photo illus. of the Golden Gate Bridge on front. Complete program for the Seventy-Seventh Annual Convention of the Association, with directories, events, meetings, and a map of the city with meeting places highlighted.

"[Tourism Brochure for the] National Education Association Convention". San Francisco: NEA, 1939. Single vol. (8.75" by 11"), pp. [16], illus., original illus. wrps with image of the Mission Dolores on the front. List of guided tours, open schools for the attendees to visit.

Ingram, Geo. D. "NEA Song of Welcome". San Francisco: NEA, 1939. Single printed leaf of sheet music (10.5" by 8.25") for attendees with lyrics welcoming them to the convention.

"A Handy Guide for Your Trips". San Francisco: NEA, 1939. Single printed leaf (7.75" by 10.5") with a schedule of field trips for attendees (e.g. visiting the local zoo, Golden Gate Park, etc.)

"The Exhibit of the National Education Association of the United States". San Francisco: NEA, 1939. Single vol. (7.5" by 5.5"), pp. 24, illus., in original printed dark pink wrps. A guide with floor map of the exhibitors at the NEA exhibition, held 1-6 July in the Civic Auditorium. Each company name listed with address, booth number, and lead representative.

[Untitled flyer promoting San Francisco Public Schools. San Francisco, 1939]. Photo illus. bifolium (11" by 8"). Promotional flyer for the public school system, touting its laboratory training, extra curriculums, and opportunities for special needs

children.

"The Year Ahead: A Review of Activities and Statement of Plans of the Educational Policies Commission". Washington, D.C.: Educational Policies Commission, 1939. Single vol. (9" by 6"), pp. 8, printed on blue paper, original self wrps. with illus. of ancient world construction workers on front. Offers overview of plans for a new project to push civic responsibility education in schools, and new statements of policy.

"San Francisco Welcomes the National Education Association". [San Francisco: San Francisco Public Schools, 1939]. Single vol. (9" by 6"), pp. [16], photo-illus., in original illus. self wrps with blonde girl on front. Prospectus from the local public school system welcoming the Association, and giving a brief overview of public education in the state.

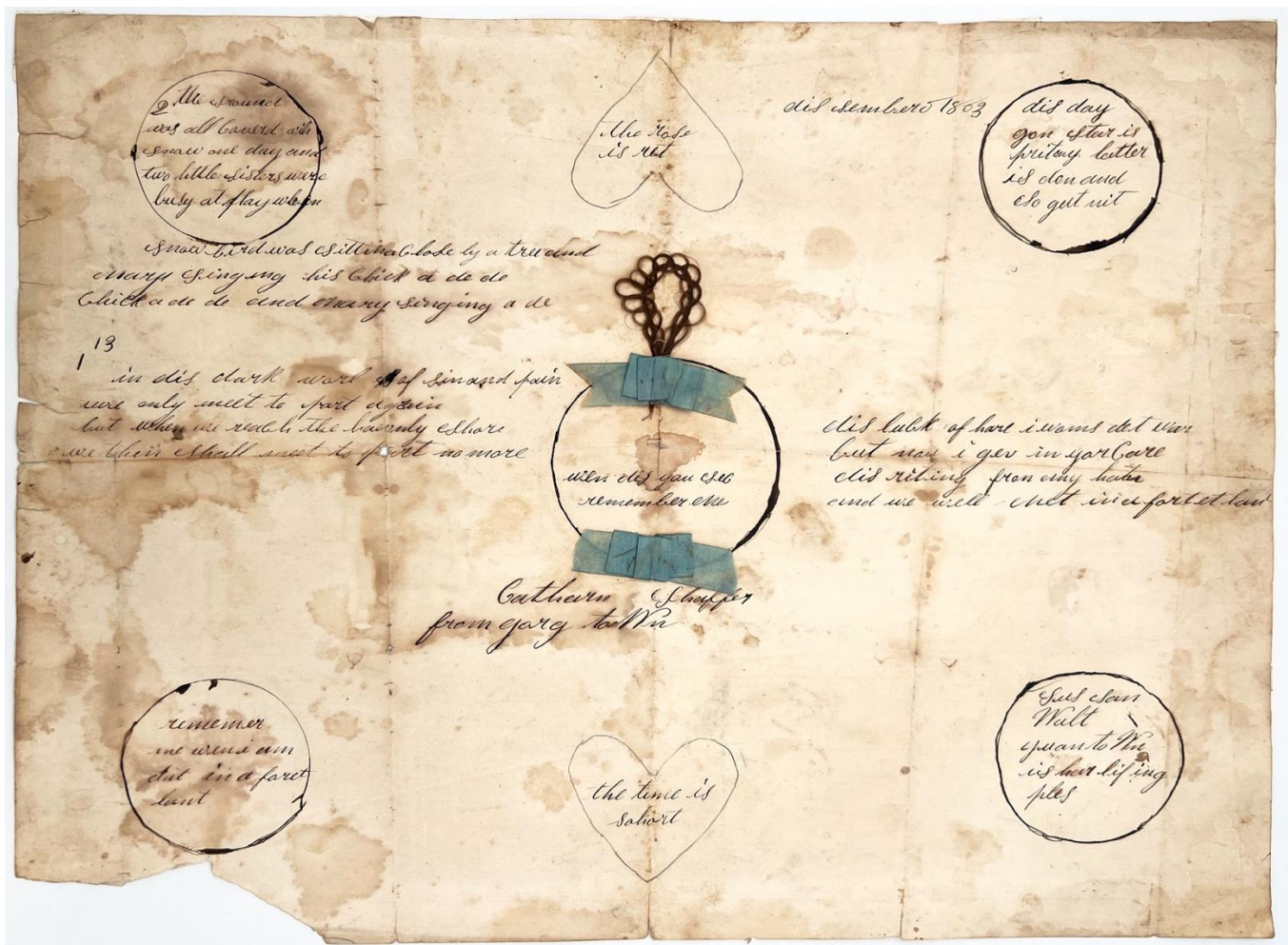
Original printed envelope welcoming attendees to the convention measuring approx. 9" by 12".

(#24002813)

\$650.

Very good

Made by Hand



7. [Pennsylvania Dutch Folk Art][Mourning and Remembrance][Hair Work][Naive and Vernacular Art] "Wen dis [i.e. "when this"] you see remember me" -- Pennsylvania Dutch Manuscript Remembrance Folk Art for Catherine Shaffer with Hair Work. Georgetown, Beaver County, Pennsylvania. September 1803. A true example

of Pennsylvania Dutch folk art, created to immortalize the memory of a loved one named "Catherine Shaffer" (i.e. "Catherine Shaffer") of "gorg town" (i.e. Georgetown, Beaver County, Pennsylvania). The creator was most likely more fluent in German than English, as is evidenced by the many spelling errors (e.g. "The rose is ret" instead of "red"), but the text is all indeed in the English language. The layout of the piece revolves around a piece of brunette hair work with about twelve loops tied to the center with a blue silk bow. It is placed above a circle with the message "Wen dis [i.e. "when this"] you see remember me". Catherine's name is below the circle. There are circles with similar messages in each corner, and two hearts above and below the central circle. Some of the other messages include (errors corrected): "The time is short"; "remember me when I am [?] in a far away land"; "in this dark world of sin and pain we only meet to part again but when we realize the heavenly share we then shall meet to part no more"; "the sound was all covered with snow one day and two little sisters were busy at play when [a] small bird was sitting close by a tree and Mary singing his Chick a de do Chickade de and Mary singing a de". Possibly made by one sister following the death of another? A nice example of Pennsylvania Dutch folk art, with hair work, symmetry, and themes of family and remembrance. Measures approx. 12" by 15.5", verso blank. (#21017296) \$500.

Good. Toned with short tears and some loss to lower left-hand corner, water staining, dust soiling. Cloth tape to verso where previously mounted.

Metaphysical, or...

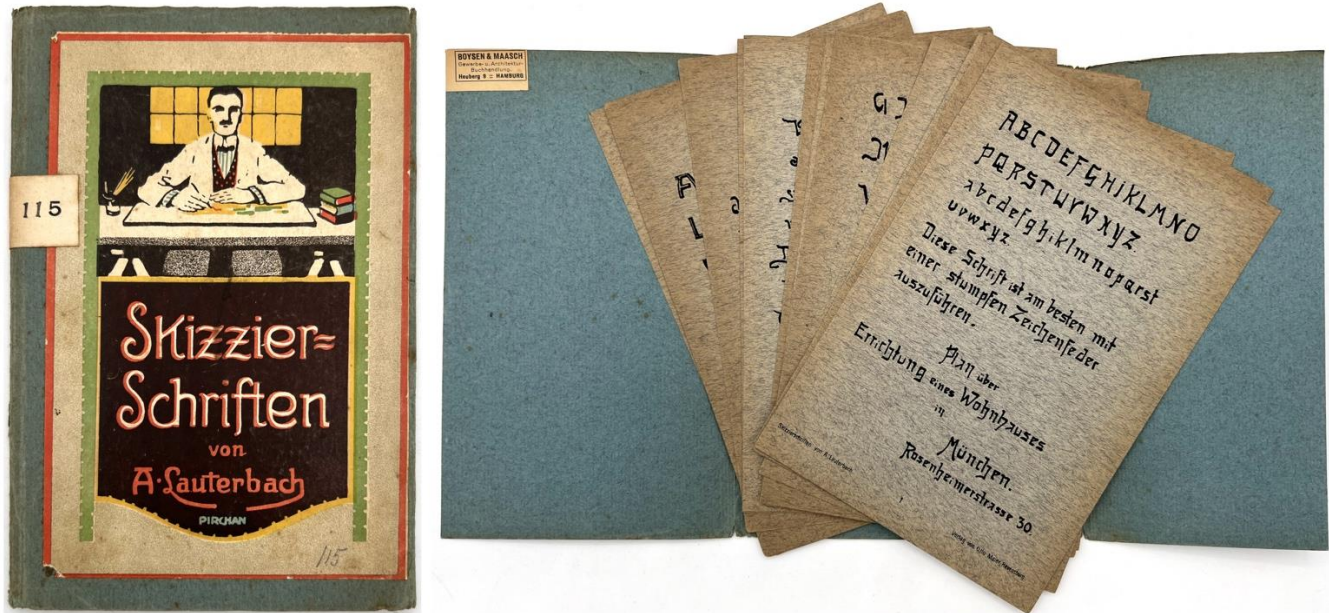


8. [Marketing to Women][Beauty Industry][Estelle Clark][Dream Analysis] **Plough's Black and White Birthday and Dream Book**. Plough. Memphis, Tennessee. [1927]. "Dreams of Beauty Do Come True": advertising booklet for Plough brand creams, powders, and other skin care products, marketed to women. Includes sections of dream meanings, birthstones and personality traits for each birth month, and plenty of photos of smiling young ladies, including the early Metro darling Estelle Clark. Note the subtle ageism throughout (e.g. "Smooth away the years!") and reinforcement of gender roles (e.g. use of words such as "pure", "dainty", "delicate", etc.). The cover illustration depicts a slim beauty asleep in bed as a handsome young gentleman looks on. Single vol. (6.75" by 4.75"), pp. 32, illus. in original illus. self wrps. Ink stamp of sales agent on lower wrapper. (#23001633) \$150.

Some sample dream meanings:
 FOX-- Risky love affairs.
 LEMONS-- You are jealous of your lover.
 THIMBLE-- Dependence; poverty.
 VALENTINE-- Weak but ardent lover.
 ZINC-- Progress in business.

Very good. Toned with some nicks, wear.

Printing & Publishing



9. [Penmanship and Lettering] **Skizzier-Schriften von A. Lauterbach** ("Sketch-Writings by A. Lauterbach") -- c.1900 **German Lettering and Penmanship Templates for Architects, Draftsmen, Engineers.** Otto Maier. Ravensburg, Germany. c.1900. A set of penmanship templates for professional lettering intended for use by architects, draftsmen, civil and mechanical engineers. Legibility here is key, as might be expected given the intended use, but it is also interesting to note that they are also very attractive and stylish. This set contains seventeen out of the total nineteen cards (lacking card nos. 5 and 18). Each numbered template includes an alphabet, a phrase, numbers, or some combination of the three. The phrase usually say something to the effect of "this font was created for plans and is best written with an art pen". Two are in oblong orientation. Each measures approx. 5" by 7.25", and they are housed in the original blue cloth portfolio measuring 7.5" by 5.25" with title-page on lay depicting a draftsman. Numbered "115" on a printed tag. (#22013821) \$325.

Very good. Lacking two cards (nos. 5 and 18).



10. [Quack Medicine][Medical Contraptions and Devices] **Trade Catalogue for Notorious Quack Physician Hercules Sanche and the "Oxydonor"**. Hercules Sanche Dr. H. Sanche & Co. Montreal, Canada. 1898. Trade catalogue for one of the most notorious quack physicians of the late 19th century, advertising an egregious quack medical invention: the "Oxydonor". Dr. Hercules Sanche (1838-1928) first introduced the contraption in the 1890s as a treatment patients could administer themselves to cure any disease. It was comprised of a metal plated cylinder connected to two electrodes by thin red cloth covered wires. Sanche claimed that the tube, which was filled with carbon, was able to cure disease by funneling oxygen into the body through the electrodes. In reality, the contraption was useless, as humans can only gain oxygen through breathing, not through the skin. The present catalogue includes a lengthy description of the different Oxydonor models and how they worked, as well as the same for the "Animator" and "Panaxora" (similar quack devices). Also advertises books published by Sanche, which include, for some unknown reason, several "Cuban Patriotic Songs" and poetic essays (none of which appear to be related to medicine). A nice reminder to not trust just anyone who uses the title "Doctor". Single vol. (5.5" by 3.25") (#24002760) \$375.

For more on Hercules Sanche and his quackery, see: Sullivan-Fowler, M. *The giver of oxygen: Hercules Sanche and the oxydonor*. *J Med Hum* 17, 31-43 (1996).

Very good. Some chipping, worming to wrps.

Safety



11. [1930s Driver Education] **"Lest We Regret"** -- c.1939 **Driver Education Booklet**. Travelers Insurance. Hartford, Connecticut. c.1939. A late 1930's driver education booklet published by the Travelers Insurance Company for American families, warning against the dangers of drunk driving and unsafe driving. Features powerful imagery meant to evoke an emotional response, such as the cover, which shows a man in front of a totaled car looking helplessly on as his presumed wife is being rushed away in an ambulance. The booklet includes a fictional story, a faux letter from a mother, and many statistics to back up its argument that road accidents are preventable tragedies. The booklet finishes with a hypothetical car accident in the future-- 1950-- that shows both parties acknowledging their poor decision making and everyone walking away safe. Single vol. (9" by 6"), pp. 36, illus., in original illus. wrps. (#24002404) \$200.

Very good to near-fine.



12. [Pop Culture][Venereal Disease][Comics and Cartoons][Sex Education] **Capt. Veedee-O and Ms. Wahda Lust in ... VD CLAP TRAP First Trip to Venus.** Syracuse University's College for Human Development. Syracuse, New York. 1972. Barbarella meets sex education in this comic book-ified booklet, featuring possibly the greatest illustrations of the 1970s. Begins with an image on the cover of the two main characters, Capt. Veedee-O and Ms. Wahda Lust, rocketing to Venus in their space ship, the "VD CLAPTRAP". They go on to hunt diseases wanted for "GROIN LARCENY" and bust common myths (illustrated in the form of Kling-ons in a Trojan horse). Published as a part of a national campaign to fight the spread of venereal disease, it offers information on how it is caught, why diseases such as syphilis and gonorrhea are dangerous, how to prevent the spread, how to use a condom, and what to do if you suspect you have it. Ends with a section busting common sex myths, and a list of basic facts to remember-- in English and Spanish. Single vol. (10.75" by 8.5"), pp. [20], illus. in original illus. self wrps. (#24002455) \$350.

Near-fine.



13. [Urban Development][Workers and Labor][Industrialization][Pittsburgh][Foundries] "**Attractive Homes Near Your Employment**" -- Advertising Homes Built for Workers of Trafford Foundry, Near Pittsburgh. Trafford Improvement Co. Pittsburgh, Pennsylvania. c1910. Printed pamphlet advertising homes for rent in Trafford City, incorporated in 1904 after operations at the Trafford Foundry began in 1903. Workers at the Foundry would have received this pamphlet, which shows fifty homes recently built for their families. The homes are marketed as affordable, comfortable, and close to their place of work, with access to public transportation and an "Absence of dirt from smoky mills". The final point was probably most attractive to the workers, who spent their days in what was probably unhealthy conditions. Printed bifolium on yellow paper measuring approx. 8.75" by 3.5". (#23015254) \$150.

Very good. Some dust soiling, wear.



14. [Vinegar Valentine][Blacksmithing][Penny Dreadful][Comic Valentine] **"Blacksmith"** -- Vinegar Valentine. N.p. England. 1860s. A "Blacksmith"-themed Vinegar Valentine, showing a rough-around-the edges blacksmith mid-swing as he pounds what looks like a horseshoe on an anvil. The text below reads:

"Mr. Hammer and Tongs, pray go it, sonorous,
 To that sweet useful tune of the famed 'Anvil Chorus;'
 Like Vulcan of old, who the thunderbolts made,
 Your face and complexion denote your dark trade.
 Although a great blower, and striking's your lot,
 Be sure that you strike while the iron is hot."

A charming piece of ephemera with lots of personality, and refreshingly tame compared to other Vinegar Valentines we have seen. Measures approx. 9.5" by 7.5". (#29017328) \$150.

Vinegar Valentines (sometimes called Penny Dreadfuls, not to be confused with the identically named cheap serial literature of the same period) were most popular in the Victorian era, and were usually sent anonymously and with a bit of a mean-spiritedness to someone you were not fond of.

Very good. Toned with spotting, offsetting, and letter folds.

H. L. WILD 238 EAST 11 STREET NEW YORK CITY **PUZZLE SUPPLIES**

FOR PLEASURE and PROFIT

We feel that we have already said enough in our preceding circulars about the pleasure and profit there is in Picture Puzzles. Those of our friends who have already believed, and have had confidence in us, we KNOW have profited. Even the most sceptical-minded have seen how the Picture Puzzle pays and is sweeping the country. But to those who have as yet not tried it, we can only say, that it is not too late. Select any of the real low Offers in this circular and try it.

Offer No. 1

1 SELECTED PICTURES, 6x8 INCHES
3 pcs. of Special Puzzle Plywood, 12x16 inches
1 SELECTED PICTURE, 16x12 INCHES
4 BOXES FOR THE ABOVE PUZZLES

Postage extra. **\$1.00**

Offer No. 6

1 SELECTED PICTURES, 12x16 INCHES
3 pcs. of Special Puzzle Plywood, 12x16 inches
1 SELECTED PICTURE, 16x12 INCHES
4 BOXES FOR THE ABOVE PUZZLES

Postage extra. **\$2.10**

Offer No. 7

1 SELECTED PICTURES, 16x20 INCHES
3 pcs. of Special Puzzle Plywood, 16x20 inches
2 SELECTED PICTURES, 12x16 INCHES
3 SELECTED PICTURES, 16x12 INCHES
4 BOXES FOR THE ABOVE PUZZLES

Postage extra. **\$2.50**

Offer No. 8

6 SELECTED PICTURES, 12x16 INCHES
6 pcs. of Special Puzzle Plywood, 12x16 inches
4 BOXES FOR THE ABOVE PUZZLES

Postage extra. **\$2.75**

Offer No. 9

4 SELECTED PICTURES, 16x20 INCHES
4 pcs. of Special Puzzle Plywood, 16x20 inches
4 BOXES FOR THE ABOVE PUZZLES

Postage extra. **\$3.00**

Offer No. 3

12 inch Saw Frame (Value \$1.75)
4 Colored Pictures, Size 3" x 7"
4 Pieces of Plywood, Size 5" x 7"
1 set, Special Saw Blades

Postage extra. **\$2.00**

Quality Wood at Reduced Prices

Please make these changes in Our No. 50 Catalogue immediately.

SELECTED WOODS GENERALLY USED

This stock is selected for width and length. 10 to 12 inches wide and 10 to 12 inches long. Prices are per square foot.

Wood	1/8"	1/4"	3/8"	1/2"	3/4"	7/8"
Bass Wood	10	11	12	13	14	15
White Wood	10	11	12	13	14	15
Plum Oak	20	20	20	20	20	20
Black (Honey)	20	20	20	20	20	20
Cherry	20	20	20	20	20	20
Other Maple	20	20	20	20	20	20
Spanish Cedar	20	20	20	20	20	20
Walnut	20	20	20	20	20	20

SELECTED WOODS IN STANDARD WIDTHS PRICED BY THE RUNNING FOOT

Material and Width	Price	Material and Width	Price
Plum Oak, 1/8"	\$1.10	Plum Oak, 1/2"	\$1.10
Plum Oak, 1/4"	\$1.10	Plum Oak, 3/4"	\$1.10
Plum Oak, 3/8"	\$1.10	Plum Oak, 7/8"	\$1.10
Plum Oak, 1"	\$1.10	Plum Oak, 1 1/8"	\$1.10
Plum Oak, 1 1/4"	\$1.10	Plum Oak, 1 1/2"	\$1.10
Plum Oak, 1 3/4"	\$1.10	Plum Oak, 1 7/8"	\$1.10
Plum Oak, 2"	\$1.10	Plum Oak, 2 1/8"	\$1.10
Plum Oak, 2 1/4"	\$1.10	Plum Oak, 2 1/2"	\$1.10
Plum Oak, 2 3/4"	\$1.10	Plum Oak, 3"	\$1.10

Colored Veneers and Woods (Dyed through and through)

Black Dyed Wood (Rough not planed) 1/8" 1/4" 3/8" 1/2" 3/4" 7/8" 1" 1 1/8" 1 1/4" 1 1/2" 1 3/4" 2" 2 1/8" 2 1/4" 2 1/2" 2 3/4" 3"

DOWEL STICKS

1/8" 1/4" 3/8" 1/2" 3/4" 7/8" 1" 1 1/8" 1 1/4" 1 1/2" 1 3/4" 2" 2 1/8" 2 1/4" 2 1/2" 2 3/4" 3"

H. L. WILD 238 EAST 11 STREET NEW YORK CITY **PUZZLE SUPPLIES**

Offer No. 4

1 Set of Special Carving Tools (as illustrated)
4 Beautiful Designs for Carving
1 Large Sheet of Carbon Tracing Paper

\$2.75

Postage extra.

DUPONT CELLOPHANE

We have received many requests for cellophane, for both wrapping and display purposes. We now stock this in Plain White Transparent sheets.

Size: 15" x 20" 5c per single sheet
15" x 20" 50c per dozen sheets

POLISHER FOR PUZZLES

This is used to polish and remove hairy edges from Picture Puzzles that have been cut from very soft woods, such as basswood, etc.

Size: 3 1/16" x 5" long. Price 12 each.

Handy Roller for Puzzle Makers

A highly convenient aid in measuring patterns. This handy little roller is what every puzzle maker has been wishing for. It has a 4 inch rubber roll and is supported in a black enamel frame.

43c

PYROGRAPHY (Wood Burning)

Simple as a lead pencil, safe and inexpensive. Just plug into any Electric Outlet. Will make a wonderful gift. Directions will be sent with each pen.

Offer No. 22

1 ELECTRIC PEN with 4 beautiful designs (shown below) engraved on wood, ready for burning.

Postage extra. **\$5.00**

THE PYROELECTRIC PEN IN USE

No. 310-Vanilla Box
No. 310-Cigarette Box
No. 310-Cigarette Box
No. 310-Cigarette Box
No. 310-Cigarette Box

15. [Puzzle Making and Manufacturing] Circular Advertising Puzzle Making Supplies Sold by H.L. Wild. H.L. Wild. New York, New York. c.1920. An interesting look into the world of puzzle making and manufacturing, through the lens of an advertising circular for puzzle making supplies produced by H.L. Wild, a "Dealer in Fancy Woods". The supplies available for sale include carving tools, woods, pyrography (wood burning) tools, saw blades for puzzle cutting, glues and brushes, and puzzle boxes (including some charmingly shaped like books to be stored on shelves). Includes prices and illustrations. Marketed to both professional toy makers and amateurs who make puzzles "for pleasure". Folded circular printed on yellow paper measuring approx. 12" by 8.5" folded. (#29001774) \$250.

Wilhelm "William" Wild (1849-1929) was a Bavarian immigrant who built a successful business in New York as a carved wood merchant. His shop was a menagerie of frames, signs, knickknacks, toys, puzzles, and clocks. He seems to have named his business "H.L. Wild" as a nod to his first child, Helen Louise (1889-1977).

Very good. Letter folds.

Women

A Girl and Her Hair

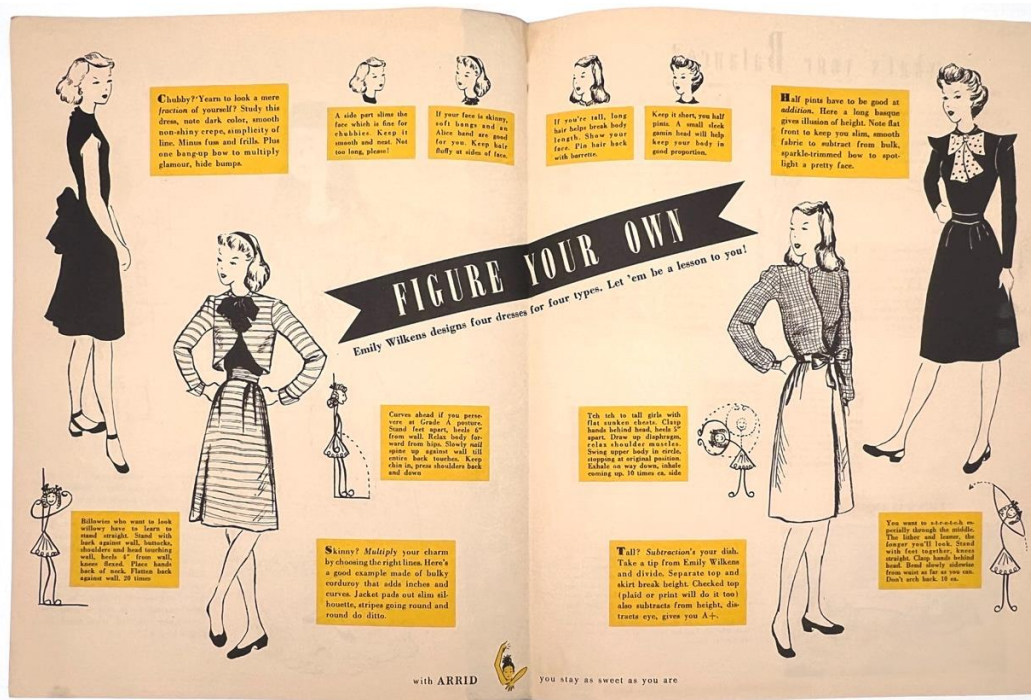
in photographs... the younger ones... and how to arrange it suitably and becomingly!

Rain or Shine

It's for a laugh Life

THINK THE LONGER GLASS TO GOOD COMING

THE LONGER GLASS TO GOOD COMING



16. [Personal Hygiene][Marketing to Teen Girls][Gender Roles in 1940s America][Beauty and Body Image] **Marketing Personal Hygiene Products to Teen Girls c.1945 -- Five (5) Items.** United States. c.1945. Five (5) items marketing personal hygiene products (e.g. shampoo, deodorant) to teen girls c.1946. The companies represented here include Pond's, Carter Products, and Procter & Gamble. It is interesting to note the similar marketing strategies employed here. For example: Pond's uses a fun "Good Grooming Quiz", and Carter Products has a "How D'You Size Up?" trivia quiz. All the items show smiling young ladies in smart clothes and well-groomed hair styles, with friendly cartoons sprinkled throughout for good measure. Face shape seems to be a popular way of determining how to apply makeup or style hair, and slim figures are idolized. From these items, one might assume that the average American girl wants nothing more than beauty, slimness, and popularity in 1946. The items include:

"A Girl and Her Hair". Cincinnati: Procter & Gamble, c.1946. Single vol. (11" by 8.5"), pp. 8, illus., in original illus. self wrps with photo of smiling girl on front. Guide to keeping hair clean and styling it according to face shape. Advertises Drene brand shampoo.

"Thru the Looking Glass to Good Grooming". Cincinnati: Procter & Gamble, c.1946. Single vol. (11" by 8.5"), pp. [20], illus., in original illus. wrps with image of a mirror on the upper cover. A guide to personal hygiene, covering skin care, makeup, hair care, and proper laundry care for clothing.

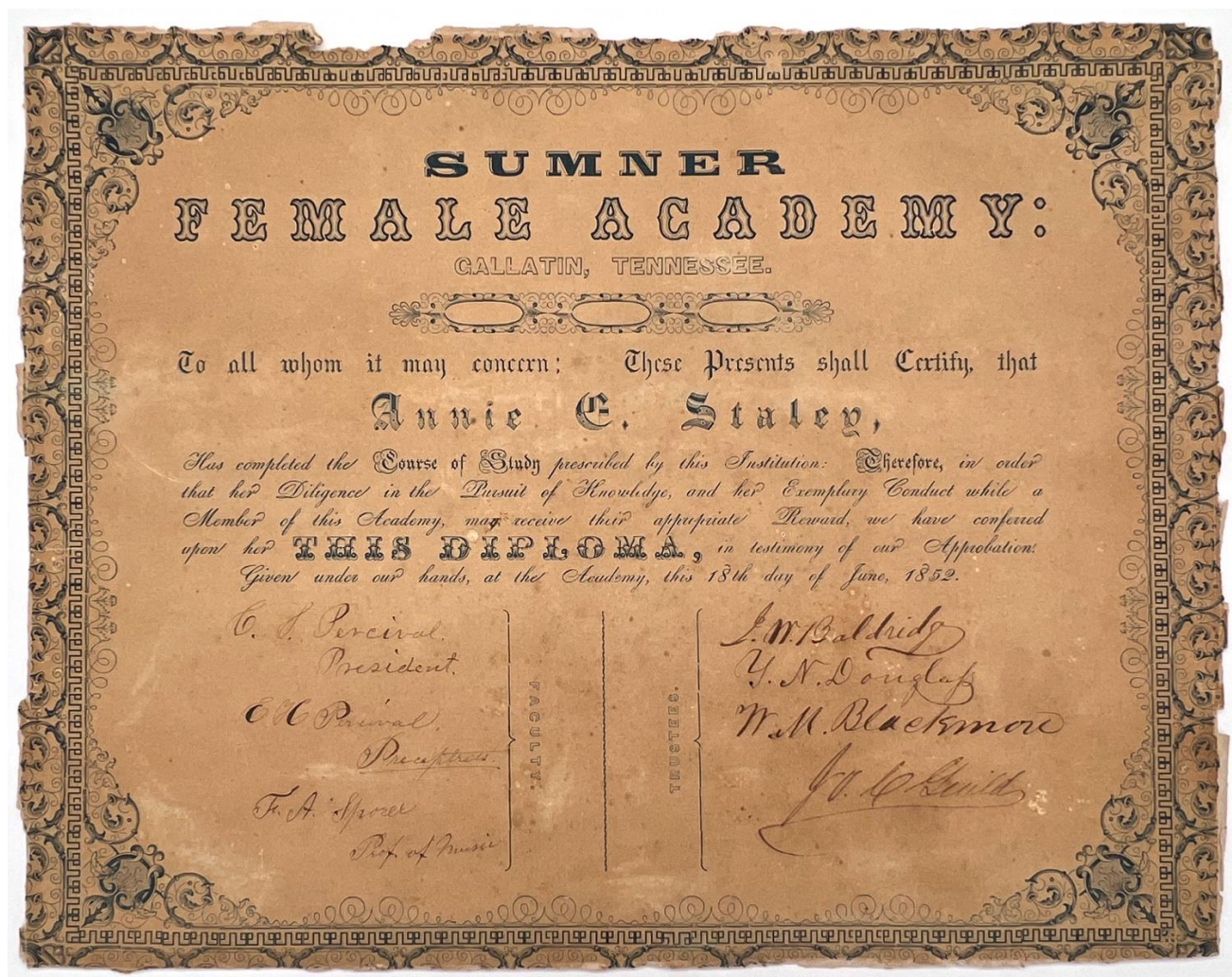
Stuyvesant, Mary. "Good Grooming Quiz". N.pl.: Pond's, c.1946. Illus. bifolium (11" by 8.5"). Twenty-five questions about personal hygiene with tips (e.g. never apply makeup in public, it's unseemly).

"Look Lovely Angel". New York: Carter Products, Inc., September 1945. Illus. bifolium (11" by 8.5"). Fashion and hygiene tips for going on a date. With quix on back cover. Advertises Arrid brand deodorant.

"It's a Tough Life". New York: Carter Products, Inc., January 1946. Illus. bifolium (11" by 8.5"). Tips for dressing according to your figure and face shape. Quiz on back. Pressures teen girls to lose weight and diet: "They say self-sacrifice is good for your character-- it sure is good for your figure. Oh well, it's a tough life but I love it!". Also includes exercises for improving the bust line, etc.

(#24002443) \$325.

Very good. Some light toning, the occasional spot or crease.



17. [Diplomas][Women's Education] **Sumner Female Academy Diploma for Annie E. Staley.** Sumner Female Academy. Galatin, Tennessee. 1852. Engraved diploma finished in contemporary ink, certifying that the student Annie E. Staley has completed the course of study offered by the Sumner Female Academy in Galatin, Tennessee, in 1852. It has been signed at the foot by the President, Preceptress, Professor of Music, and four of the Academy's trustees. Engraved on card measuring approx. 10" by 12.5", verso blank. (#23001760) \$175.

Rev. and Mrs. Henry Hunt had a female academy in the 1830s in Gallatin, Sumner County, which taught both plain and ornamental needlework at no extra charge

Toned with chipping/wear. Significant edge wear.

MADAME LE MAY'S FRENCH FORMULA Antiseptic Vaginal Suppositories

FOR THE RELIEF AND CURE OF

Leucorrhœa, Gonorrhœa, Prolapsus, or Falling of the Womb, Inflammation, Congestion, Anteversion, Retroversion, Dropsy of the Womb, Ulceration, Polypus, Tumors, Profuse and Difficult Menstruation, Ovarian Tumors, Fibroid Tumors, Inflammation and Congestion of the Ovaries, Cancers in their early days, Laceration of Cervix (due to childbirth) and other Female Complaints in general. A remedy of great medicinal value, and has been used in hundreds of the most severe cases, producing instant relief followed by a speedy cure. The secret of our success lies in the application of the Suppository directly to the diseased parts, where the medication can be continued for hours at a time, acting as safe and harmless as a flax-seed poultice, which is a great advantage over any remedies which are applied by injecting with syringes. It can be used at all times. These Suppositories are a protection from Venereal Diseases, and as an antiseptic are far superior and more convenient to use than Bichloride of Mercury Tablets.

IMPORTANT Before using our Suppositories we desire you to read very carefully the directions for using the same, so that you obtain good results at once. If you cannot live up to them you will only be wasting your time and money without getting any returns for your investment.

WE DO NOT CLAIM that one box of our Suppositories will cure all cases, but very often it does not require that many; if the first box gives you relief you should be satisfied and obtain more of them at once, and continue using them according to directions until you are entirely cured.

GENERAL DIRECTIONS Before going to bed remove the wax paper from the Suppository, and insert it into the vagina, using the forefinger to crowd it up as far as you can reach, allow it to remain over night, and in the morning take a liberal injection of warm water; this treatment should be continued every night until entirely cured, and in obstinate cases should be used both night and morning.

AS A PREVENTATIVE OR PROTECTION FROM VENEREAL DISEASES

will have a reliable protection from any Venereal disease, even if you do not use the injection of warm water, as this is not absolutely necessary. The remedy acts as a protection to male as well as female, and their use can be continued for years without any injurious effects whatever; if you doubt this statement show the remedy to your physician and see if he will not say that our remedy is a reliable one, as we do not object to giving our formulæ to any physician.

The foregoing instructions are general, and we wish to say to anyone using the Suppository who fails to make satisfactory progress please write us, fully describing your case, and we will take pleasure in giving additional instructions in detail by letter, in strict confidence, but be sure to always enclose a two-cent stamp to insure a prompt reply, and send us the name of the Druggist from whom you bought the remedy.

MELTED SUPPOSITORIES Should you at any time get a box of Suppositories that are melted or run together, or old stock that are not in perfect condition, we will replace them free of charge if you will kindly mail the melted ones to us. If they have become soft in warm weather lay them in cold water a few minutes before using them. This will harden them nicely.

\$1.00 A BOX—SIX BOXES FOR \$5.00

Sent securely sealed, charges prepaid, on receipt of price, which can be sent by mail with perfect safety. You can remit in postage stamps for small amounts. It is not necessary to register letters with money, as we never yet have lost any letters in the mails.

Our remedy is sold by some of the leading druggists, but if they try to palm something else on you under the plea that "it's just as good," send your orders direct to us, and we will forward the goods the same day the order is received.

Guaranteed by

**GARDEN CITY DRUG CO.,
MISSOULA, MONT.**

Under the Food and Drugs Act, June 30, 1906. SERIAL NUMBER 43529.

18. [History of Women's Health] **Madame Le May's French Formula [for] Antiseptic Vaginal Suppositories.** Garden City Drug Co. Missoula, Montana. 1913. Printed directions sheet for "Madame Le May's French Formula", a brand of "antiseptic vaginal suppositories" marketed to women as a panacea for all female ailments including: "Leucorrhœa, Gonorrhœa, Prolapsus, or Falling of the Womb, Inflammation, Congestion, Anteversion, Retroversion, Dropsy of the Womb, Ulceration, Polypus, Tumors ... and other Female Complaints in general". Interesting to note that Gonorrhœa, a sexually transmitted infection, is categorized here as a "female" ailment, and that below it gives directions for how to use the suppository as a "preventative" for other venereal diseases. It did not protect women from such diseases. Includes a price at the bottom (\$1.00 a box, and six boxes for \$5.00). Printed flyer on pink paper measuring 10.25" by 5.75". (#24002711) \$150.

Very good. Light edge toning.

DR. GARNETT'S
Red Blood and Nerve Pills

FOR
PALE PEOPLE.
AN UNFAILING
Blood Builder & Nerve Tonic!
FOR MEN AND WOMEN.

This wonderful remedy is offered the public with a full confidence that there is no disease arising from a Watery or Impoverished Condition of the Blood, or Shattered Nerve Forces, which it will not cure if the directions are faithfully followed and the treatment persisted in. Dr. Garnett's Red Blood and Nerve Pills for Pale People are not a patent medicine but a thoroughly scientific preparation, the results of careful study on the part of the proprietor, and they were successfully used in every-day practice for years before being offered for general sale. The merit of Dr. Garnett's Red Blood and Nerve Pills is attested by the hundreds of marvelous cures they have wrought in all parts of the country, and now their sale far exceeds that of any proprietary medicine. This is the best test of the fact that Dr. Garnett's Red Blood and Nerve Pills perform all their makers claim for them. They positively cure all diseases arising from a Poor and Watery Condition of the Blood, such as Pale and Sallow Complexion, General Muscular Weakness, Loss of Appetite, Depression of Spirits, Lack of Ambition, Anemia, Chlorosis or Green Sickness, Palpitation of the Heart, Shortness of Breath on Slight Exertion, Coldness of Hands or Feet, Swelling of the Feet and Limbs, Pain in the Back, Nervous Headache, Dizziness, Loss of Memory, Fehleness of Will, Ringing in Ears, Early Decay, All Forms of Female Weakness, Leucorrhoea, Yards or Irregular Periods, Suppression of the Menstrua, Hysteria, Palsy, Locomotor Ataxia, All Diseases depending on Violated Honors in the Blood, causing Scrofula, Swelled Glands, Fever Sores, Rickets, Hip Joint Diseases, Hunchback, Acquired Deformities, Decayed Bones, Chronic Erysipelas, Cancer, Consumption of the Bowels and Lungs and also invigorate Blood and System when broken down by overwork, worry, diseases, excesses and indiscretions of living; they assist recovery from Acute Diseases, such as Fevers, etc., Loss of Vital Powers, Spermatorrhoea, Premature Old Age. These Pills are not a purgative medicine. They contain nothing that could injure the most delicate system. They act directly on the blood, supplying to the blood its life giving qualities, by assisting it to absorb oxygen, that great supporter of all organic life. In this way the blood becoming "built up" and being supplied with its lacking constituents, becomes rich and red, nourishes the various organs to activity in the performance of their functions, and thus to eliminate disease from the system.

DR. GARNETT'S RED BLOOD AND NERVE PILLS FOR PALE PEOPLE.
Pure blood is the secret of health and beauty. The features may be regular, the form perfect, but no woman can be beautiful in the full sense of the word while suffering from any of the peculiar ailments of her sex. Disease destroys the complexion, is productive of wrinkles, and premature old age. Regular monthly sterine action is necessary to every woman's health and if the function of life is checked, disease, a pale and sallow complexion, and a feeling of relaxation are the results. The monthly secretion must continue from Puberty to the Turn of Life without unnatural obstruction. Any breach of this law of nature will result in the distressing symptoms which make the lives of seventeenth of the women of this country miserable, almost unbearable. A few of these symptoms are severe headaches, loss of appetite, etc., etc. The sufferer may exhibit one or more of these symptoms, or may have all. They simply indicate the ravage disease has made upon the system, and the more of these symptoms the patient shows the greater the necessity for prompt and persistent treatment, until they have been banished, and the bloom of health is restored. To accomplish this end Dr. Garnett's Red Blood and Nerve Pills are the only unfailing remedy. They positively cure all suppressions and irregularities, which, if neglected inevitably entail sickness and trouble. By taking these Pills for a week or ten days before the expected return of such period, the prompt appearance of the "visitor" is ensured. For suppressions, Pills must be taken steadily until reappearance takes place—generally in a month's time, sometimes less. Follow the directions on the pamphlet about each box. Nursing women will find their milk improve in quality and quantity by taking these Pills and also obtain relief from the pain in the back, and general dragged-out feeling. All displacements from weakness of the Uterine Ligaments are speedily relieved and ultimately cured by the use of these Pills. Leucorrhoea, Bearing Down, Wright in the Pelvis, and all Female Weakness find speedy relief and cure in the administration of Dr. Garnett's Red Blood and Nerve Pills for Pale People.

Nurse—Pregnant women are cautioned not to take these Pills until after the fourth month. For full directions see pamphlet around each box.

THE CHANGE OF LIFE.

The most critical period in the life of woman is that attending the cessation of menstruation, or as it is most generally termed the Change or Turn of Life. The symptoms attending this period are Painful Spasms or attacks of Fainting, or Dizziness, Headache, General Debility, Exhaustion, a Feeling of Melancholy, Hysteria, Pain in the Loins or Limbs, Hypochondria, etc. The change is a gradual one—for better or worse. If your daughter is pale, complains of weakness, is "tired out" upon the slightest exertion, if she is troubled with headache, pain in the side, if her temper is fitful and her appetite poor, she is in a condition of extreme peril, a fit subject for the development of that most dreaded of all diseases—Consumption. If you notice any of the above symptoms, lose no time in procuring Dr. Garnett's Red Blood and Nerve Pills. They will assist the patient to develop properly and regularly; they will enrich the blood, and restore health's nose to the cheeks, bright eyes and lightness of step will surely follow their use and all danger of consumption and a premature death will be averted. Wise and prudent mothers will insist upon their daughters taking Dr. Garnett's Red Blood and Nerve Pills upon the approach of the period of Puberty, and thus avoid all chance of disease or early decay. Owing to the nature of many diseases which these Pills reach, it is almost impossible to obtain the consent of persons who have received permanent cure to allow their names to appear before the public. We have numerous testimonials from those who have experienced the greatest benefit from taking Dr. Garnett's Red Blood and Nerve Pills for Pale People.

PALE AND SALLOW GIRLS.

What can be more distressing than to see a girl drooping and fading in the spring-time of youth. Instead of bright eyes, glowing, rosy cheeks, and an elastic step, there are dull eyes, pale, sallow, or greenish complexion and a languishing step that betokens disease and an early death if proper treatment is not promptly resorted to and persisted in until the impoverished blood is enriched, and the functions of life become regular. Upon parents rests a great responsibility at the time their daughters are budding into womanhood. If your daughter is pale, complains of weakness, is "tired out" upon the slightest exertion, if she is troubled with headache, pain in the side, if her temper is fitful and her appetite poor, she is in a condition of extreme peril, a fit subject for the development of that most dreaded of all diseases—Consumption. If you notice any of the above symptoms, lose no time in procuring Dr. Garnett's Red Blood and Nerve Pills. They will assist the patient to develop properly and regularly; they will enrich the blood, and restore health's nose to the cheeks, bright eyes and lightness of step will surely follow their use and all danger of consumption and a premature death will be averted. Wise and prudent mothers will insist upon their daughters taking Dr. Garnett's Red Blood and Nerve Pills upon the approach of the period of Puberty, and thus avoid all chance of disease or early decay. Owing to the nature of many diseases which these Pills reach, it is almost impossible to obtain the consent of persons who have received permanent cure to allow their names to appear before the public. We have numerous testimonials from those who have experienced the greatest benefit from taking Dr. Garnett's Red Blood and Nerve Pills for Pale People.

STEWART & HOLMES DRUG CO.,
Agents for State of Washington.

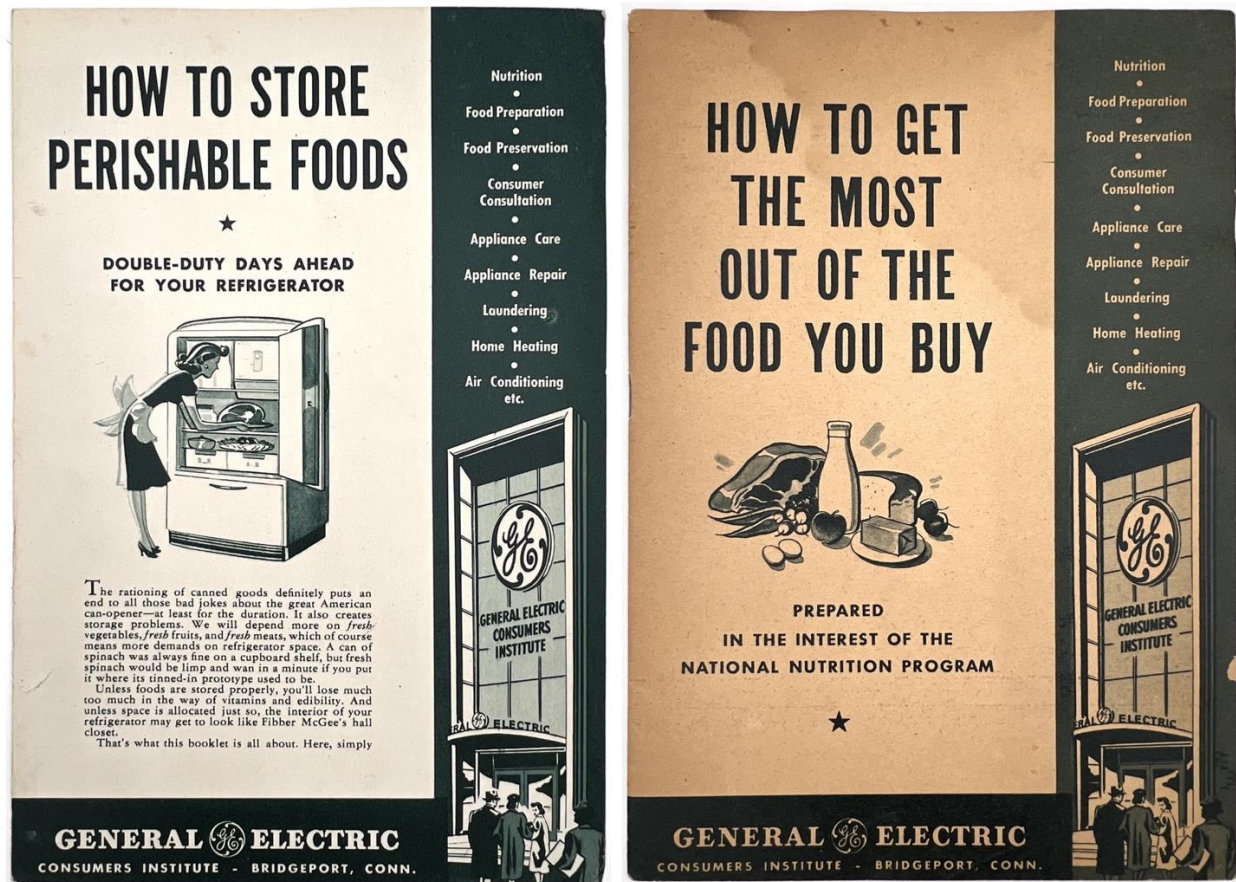
19. [Patent Medicine][History of Women's Health] Printed Flyer for "Dr. Garnett's Red Blood and Nerve Pills for Pale People" -- Patent Medicine Claiming to Cure Women's Ailments Including Hysteria, Menopause, Melancholy, etc. Stewart & Holmes Drug Co. [Seattle, Washington]. c.1895. "What can be more distressing than to see a girl drooping and fading in the spring-time of youth"? Not much, according to the makers of Dr. Garnett's Red Blood and Nerve Pills. Thankfully, the doctor is able to help with a cure-all pill and tonic to treat and cure all female diseases ranging from "Sallow Complexion" to Hysteria, Rickets, Change of Life (i.e. menopause), melancholy, fainting spells, and more. Marketed here as "not a patent medicine but a thoroughly scientific preparation", even though it absolutely was a patent medicine. Encourages "wise and prudent mothers" to have their daughters begin taking the medicine when puberty begins, in order to "avoid all chance of disease or early decay". Interesting to compare the language of this advert to that of adverts for livestock medicine at the time (perhaps there is a "women as livestock" message in here, somewhere...). Printed flyer measuring approx. 17" by 6.25". (#24002509) \$225.

Very good. Modern paper repair to verso. One or two short tears, pinholes to head where previously posted.



20. [Bell][AT&T][WWII][Communications Technology][Telephonists and Switchboard Operators in WWII][Communications and Defense] **"All Out for Defense" -- WWII AT&T Booklet Highlighting Communications Industry's Importance to the War Effort.** American Telephone & Telegraph Co. United States. c.1945. A promotional booklet for the American Telephone & Telegraph Co. (a.k.a Bell), highlighting its strong ties to the defense industry during WWII and boosting morale and pride of its employees: "This book is for Bell System employees everywhere. There is no part of the nation's defense effort which the telephone does not serve. This applies to the Army and Navy in their preparation and expansion. It applies no less to industry, which is charged with the task of producing, in huge quantity, the materials and weapons on defense..." The booklet offers photographs of soldiers in action and training, as well as Bell employees and their essential jobs to the war effort (e.g. switchboard operators, Air Corps radio-telephone equipment operators, factory workers, etc.). Both men and women are depicted. Single vol. (12.75" by 9.5"), pp. 48, illus., stapled in original red white and blue illus. wrps. (#24002559) \$375.

Very good. Some dust soiling, light wear to extremities.



21. [Marketing to American Housewives][General Electric][Food and Nutrition][Labor Saving][Economical and Frugal][Meal Planning][Victory Rations] **Marketing G.E. Appliances to Housewives -- "How to Store Perishable Foods" and "How to Get the Most Out of the Food You Buy"**. General Electric. Bridgeport, Connecticut. c.1945. Two (2) promotional booklets for appliances sold by General Electric, marketing the products to American housewives as economical and labor saving items to purchase for the family. Published during WWII, they also promote food rationing in true Victory fashion, in order to support the troops abroad. Provides the following information for housewives: meal planning and menu ideas for nutritious family meals; shopping lists; information about the importance of vitamins and minerals; cooking instructions for different meats and vegetables; lunch box ideas; and storage instructions to make foods last. The items include:

"How to Store Perishable Foods". Bridgeport: General Electric, c.1945. Illus. bifolium (9" by 6").

"How to Get the Most Out of the Food You Buy". Bridgeport: General Electric, c.1945. Single vol. (9" by 6"), pp. [24], illus., in original illus. wrps.

(#24002374) \$225.

Very good. Toned. Minor water staining. Short tear to one of the items.



22. [Pillsbury][WWI][Rationing] "**Attention!**" **Pillsbury's Ways for Wheat Saving Days**. Pillsbury Flour Mills Company. Minneapolis, Minnesota. 1918. A patriotic booklet advertising Pillsbury wheat alternatives (e.g. bran, corn meal, and rye) to American families in order to "aid you in your effort to save wheat" at a time when it, and many other foods, were rationed to feed the troops abroad and aid in the war effort. Each product is illustrated in the bag, with example images of the kinds of foods that can be made with them (e.g. bran muffins, buckwheat pancakes, etc.). Includes an image of a young soldier in uniform, standing at attention, on the cover. Single vol. (3" by 5.5"), pp. [12], illus., original illus. wrps. (#24002664) \$275.

Very good. Light wear to extremities, center crease. Rust staining from staples.

It's all about the Children

Materials in this section will always be about the children...

Psychology & Parenting



23. [Child Psychology][Growing Up][Parenting Education][Gender Roles in Childhood] **Nineteen (19) Child Psychology Booklets for Families on Growth and Development.** Science Research Associates, Inc. Chicago, Illinois. 1949-1960. A collection of nineteen (19) booklets published for families between 1949 and 1961, offering advice on everything from helping siblings get along as young children to how to navigate the tricky teen years as parents. Penned by psychologists, each booklet addresses either parent or child, and covers child development subjects such as identity development, regulating and understanding emotions, family dynamics, and developing morality and values. Note the emphasis on gender roles, and the nuclear family structure in these booklets.

Provides an interesting window into how parenting guide have (and have not) changed over the years. The items include:

Escalona, Sibylle. "Understanding hostility in children". Chicago: SRA, Inc., 1960. Single vol. (8.5" by 5.5"), pp. 48, illus. in original illus. green wrps. A guide for parents on navigating conflict in children.

Gardner Jenkins, Gladys, and Joy Neuman. "How to live with parents". Chicago: SRA, Inc., 1960. Single vol. (8.5" by 5.5"), pp. 48, illus., in original photo-illus. yellow wrps. Guide for teens on how to get along with parents, navigate family dynamics.

Foster, Constance. "Developing responsibility in children". Chicago: SRA, Inc., 1960. Single vol. (8.5" by 5.5"), pp. 48, illus., in original illus. green wrps. Guide to instilling responsibility in children at home and school. Timing and positive reinforcement emphasized.

Gardner Jenkins, Gladys. "A guide for family living". Chicago: SRA, Inc., 1960. Single vol. (8.5" by 5.5"), pp. 48, illus. in original illus. green wrps. Reinforcing the stability of the nuclear family structure for child development.

Henry, William E. "Exploring your personality". Chicago: SRA, Inc., 1960. Single vol. (8.5" by 5.5"), pp. 48, illus. in original illus. green wrps. A guide for teens on developing a personality and identity.

Krug, Othilda and Helen L. Beck. "A guide to better discipline". Chicago: SRA, Inc., 1961/ Single vol. (8.5" by 5.5"), pp. 48, illus., in original illus. green wrps. Guide to discipline for parents.

Levine, Milton, and Jean H. Seligmann. "Helping boys and girls understand their sex roles". Chicago: SRA, Inc., [1953]. Single vol. (8.5" by 5.5"), pp. 48, illus. in original illus. red-orange wrps. For parents, both reinforcing strict gender roles, and asking parents to not hold them too rigidly.

Menninger, William C. "Making and keeping friends". Chicago: SRA, Inc., [1954]. Single vol. (8.5" by 5.5"), pp. 48, illus. in original illus. blue wrps. A guide for teens on how to make and keep friends.

Menninger, William C. "Self-understanding: a first step to understanding children". Chicago: SRA, Inc., [1960]. Single vol. (8.5" by 5.5"), pp. 48, illus., in original illus. red-orange wrps. Booklet by a psychiatrist on how children develop identity and how parents can help.

Montagu, Ashley. "Helping children develop moral values". Chicago: SRA, Inc., [1960]. Single vol. (8.5" by 5.5"), pp. 48, illus., stapled in original bright blue illus. wrps. Guide to developing morality in children, in school, home, and beyond, for families.

Neisser, Edith G. "When children start dating". Chicago: SRA, Inc., 1960. Single vol. (8.5" by 5.5"), pp. 48, illus. in original illus. light green wrps. Guide for parents helping them navigate the teen years when their children start dating and becoming interested in the opposite sex.

Olson, Willard C, and John Lewellen. "How children grow and develop". Chicago: SRA, Inc., 1960. Single vol. (8.5" by 5.5"), pp. 48, illus. in original illus. green wrps. Guide for parents on child psychology and development.

Puner, Helen W. "Helping brothers and sisters get along". Chicago: SRA, Inc., 1960. Single vol. (8.5" by 5.5"), pp. 48, illus., stapled in original illus. red-orange wrps. Guide for families on how to help siblings get along.

Remmers, H.H., and C.G. Hackett. "What are your problems?". Chicago: SRA, Inc., [1960]. Single vol. (8.5" by 5.5"), pp. 48, illus., stapled in original illus. bright yellow wrps. Guide for teens on personal problems ranging from dating to parents to school.

Ross, Helen. "Fears of children". Chicago: SRA, Inc., 1960. Single vol. (8.5" by 5.5"), pp. 48, illus., stapled in original illus. bright blue wrps. Outlines how children experiences fear and trauma, and how adults can guide them through their emotions effectively.

Taylor, Florence. "Why stay in school?". Chicago: SRA, Inc., 1949. Single vol. (8.5" by 5.5"), pp. 48, illus. in original illus. green wrps. A booklet highlighting the importance of formal education for teens.

Ullmann, Frances. "Getting along with brothers and sisters". Chicago: SRA, Inc., [1960]. Single vol. (8.5" by 5.5"), pp. 48, illus., stapled in original illus. red-orange wrps. A guide for siblings on how to get along.

Valentine Hertz, Barbara. "Where are your manners?". Chicago: SRA, Inc., [1960]. Single vol. (8.5" by 5.5"), pp. 48, illus., stapled in original illus. bright yellow wrps. Emphasizes importance of etiquette, manners, and social graces to teens.

Weitzman, Ellis. "Guiding children's social growth". Chicago: SRA, Inc., 1960. Single vol. (8.5" by 5.5"), pp. 48, illus., stapled in original illus. red wrps. Guide for parents on how to foster social skills in children.

(#24002712) \$875.

Note the gender roles booklet titled "Helping boys and girls understand their sex roles", as well as a chapter in Foster's "Developing responsibility in children" starting p. 18 which calls for boys to cut the grass and wash the car, and girls to wash dishes and sweep-- then follows this up by saying that "it doesn't make a man a sissy if he helps with the dishes", and that swapping gender roles in chores can be beneficial (p.21). An interesting mixed message!

Very good. Minor dust soiling, the occasional minor chip or short tear.

Advertising to Children



24. [Oxford Biscuits][Advertising to Children][Denmark] **Uncut Paper Doll and Comics Advertising Danish Company "Oxford Biscuits"**. Denmark. 1940s. A set of five (5) uncut paper dolls for children in the 1940s advertising Oxford Biscuits, a shortbread-like cookie produced by a Danish company of the same name. There is a man, a woman, and three children. Each paper doll has an accompanying comic at the bottom of its page that

shows more about the character. For example, the man's comic starts with his grown daughter exclaiming how handsome he looks as he gets ready for a dinner out; the punch line is at the end, with the little boy asking if he is dressed up to be one of the waiters at the event. Each measures approx. 6.5" by 4.5", and is blank on the verso. Seal showing the company is a supplier of the Danish royal family on the front.
 (#24025303) \$225.

Near-fine.



25. [Children's Serials][Activity Books][Advertising to Children] **Three (3) Issues of The Children's Magazine -- July 1926, Nov.-Dec. 1930.** J.L. Hudson Company. [Detroit, Michigan]. 1926-1930. Three (3) issues of The Children's Magazine, a scarce serial for young children first published in 1925. Published by the J.L. Hudson Company, it also served as a marketing tool, advertising Hudson's Department Store in downtown Detroit, Michigan to children and families. Each issue contained an array of content, including short stories, pictures to color, paper dolls of popular characters (these examples feature Cinderella, Alice in Wonderland, and "The Connie Lou Paper Dolls"), snap shots or stories sent in by young readers, riddles, and poetry. The July 1926 issue has a charming "For Your Scrapbook" section of content that can be cut and pasted into the child's scrapbook. Each issue is a single vol. (8.75" by 7.5"), pp. 12, illus., stapled in original illus. wrps. Includes the July 1926 issue, and the November and December 1930 issues. (#24025418) \$125.

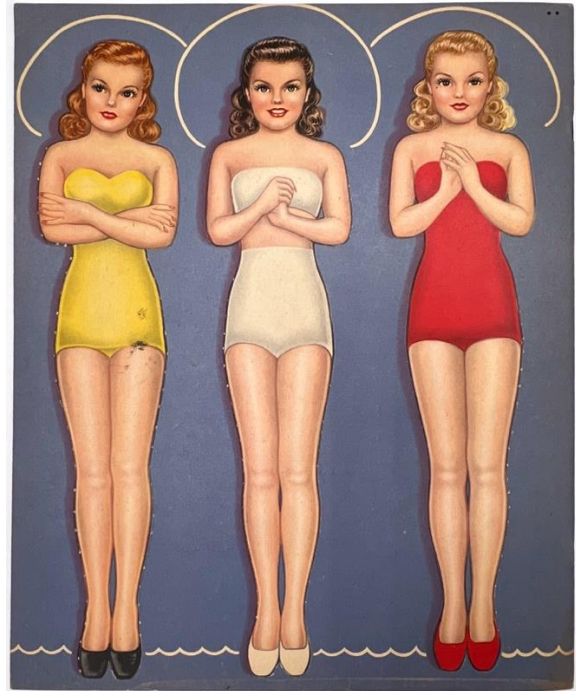
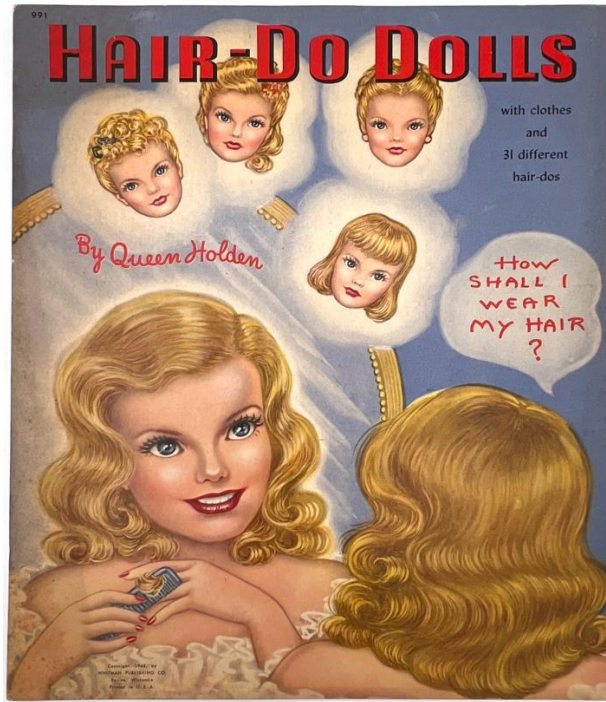
Very good. Toned with the odd spot or surface tear. Vertical creases.

Paper Dolls



26. [Paper Dolls][Reely-Trooly Dolls] **Six Reely-Trooly Dolls**. Reely-Trooly Co. Boston, Massachusetts. c.1915. A scarce cut set of "Six Reely-Trooly Dolls", a do-it-yourself style of paper doll that children could make themselves by cutting real cloth templates for the outfits. Markets itself as a durable set of "Dolls that educate and amuse because the children make them". This set includes five of the six required 8.5" dolls (Dorothy, Ruth, Virginia, Helen and Myra are present, while Betty is missing), and has three additional variations (for Ruth, Dorothy, and Virginia). Each doll consists of a cut cloth outfit with printed limbs, a head, legs and a thick card strip in the back to help them stand up. Includes printed directions on the back of the card box lid, which measures approx. 10.5" by 6.5". (#24025122) \$250.

Very good. Cut, with some light dust soiling or spotting.

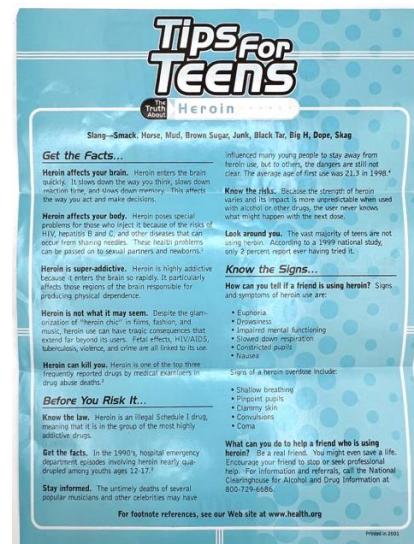


27. [Paper Doll Book][Hair Styling][Beauty and Gender Roles] **"Hair-Do Dolls" Uncut Paper Doll Book.** Queen Holden Whitman Publishing Co. Racine, Wisconsin. 1948. "How Shall I Wear My Hair?" An uncut paper doll book for young girls to try out different hairstyles, reinforcing gender roles and beauty standards of the time. Includes six (6) leaves of uncut outfits, hair styles, and accessories, with three (3) 12" punch-out paper dolls on the lower cover. Each has the same face, but with different eye, hair, and clothing colors. Every outfit a different hair style. Single vol. (13" by 10.5"), 6 leaves in original illus. wrps. (#290008552) \$225.

"Queen Holden" was one of the most popular paper doll book authors/brands of the time.

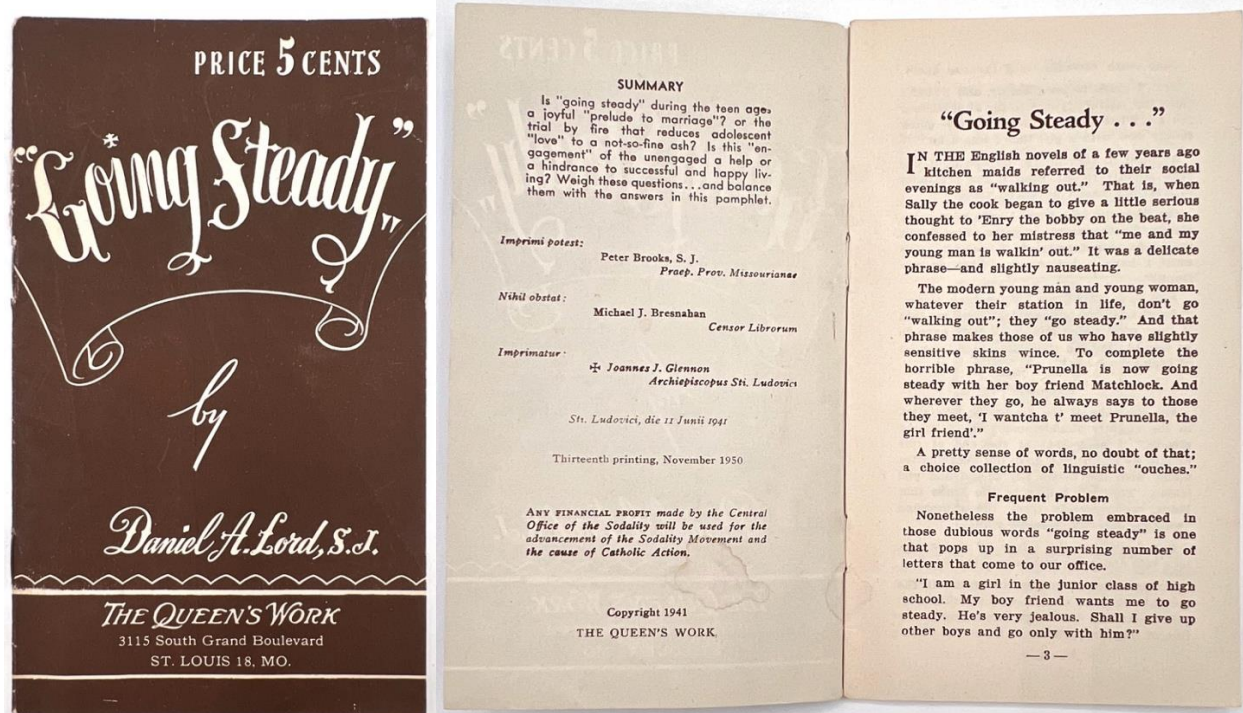
Very good. Some toning, spotting.

Adolescence



28. [Drug and Alcohol Education][Adolescence][Millennials][Government Programs][Public Health and Welfare] **"Tips for Teens" -- Ten (10) Drug and Alcohol Education Pamphlets for Millennials in 2001.** Substance Abuse and Mental Health Services Administration. Washington, D.C. 2001. A group of ten (10) drug and alcohol education pamphlets for Millennials, passed out in school and by social service workers. Published in 2001 as a part of the National Youth Anti-Drug Media Campaign conducted by the White House in partnership with the Office of National Drug Control Policy, Center for Substance Abuse Prevention, and the Substance Abuse and Mental Health Services Administration in the early 2000's. Each of the ten pamphlets offers no-nonsense facts about different substances and the risks they pose to teens and their friends, as well as common slang terms to know, signs of impairment, and how to help a friend who is using. Note the trendy use of early 2000's typography and graphic design to pull teens in. Each pamphlet folds into thirds, and measures approx. 11" by 8.5" unfolded, and 3.75" by 8.5" folded. The ten different pamphlets include: Alcohol; Club Drugs; Cocaine; Hallucinogens; Heroin; Inhalants; Marijuana; Methamphetamine; Steroids; and Tobacco. (#24002395) \$350.

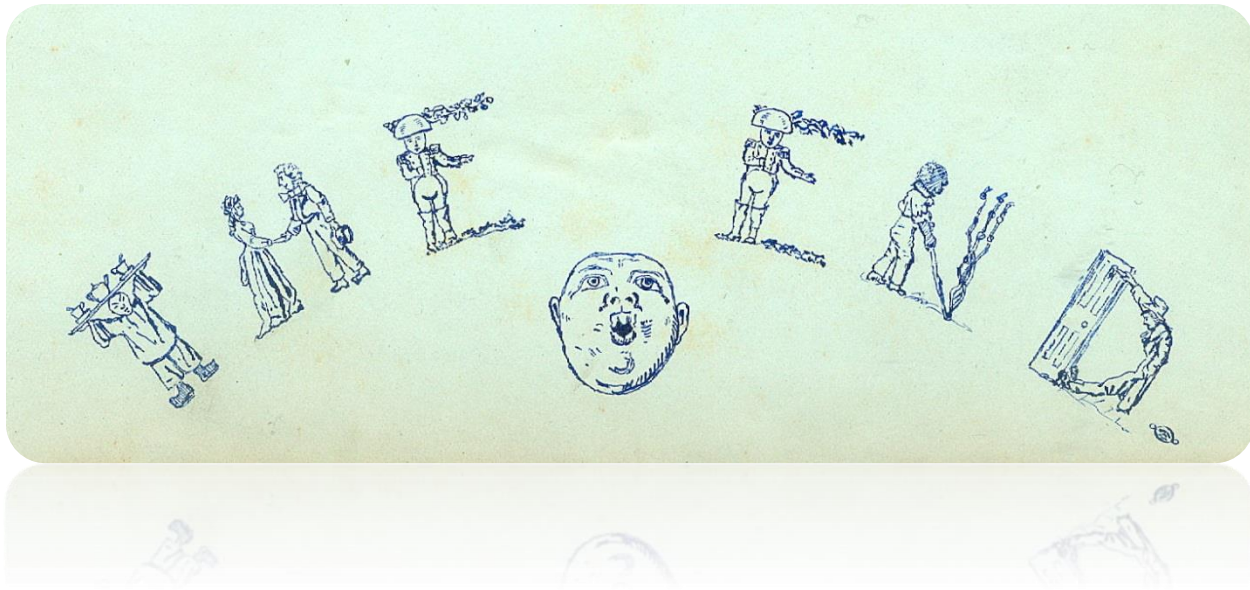
Very good to near-fine.



29. [Dating and Catholicism][Adolescence] **Going Steady.** Daniel A. Lord, S.J. The Queen's Work, Inc. St. Louis, Missouri. 1950. A guide to "Going Steady" for teens, penned by a Jesuit Priest in the interest of reinforcing Catholic morals in America's young people. The author does not hesitate to state his own personal opinion on the subject, as well: "Frankly the idea of high-school people going steady makes me a little ill" (p. 13). Warns against the related sins, especially for girls, noting that they may find themselves "soiled for the future" (p. 15). An entertaining (disturbing?) look for modern readers into expectations for Catholic teens c.1941. Single vol. (6" by 3.25"), pp. 20, [2], illus., original printed wrps. Thirteenth printing. (#24002577) \$200.

"The Queen's Work was founded by Jesuits of the Missouri Province, specifically at the bequest of Jesuit General Father, Francis Xavier Wernz, and the Missouri Province leadership in the persons of Alexander J. Burrowes and Edward Garesche, to provide 'a journal of national character' which would '[publish] articles of interest to all Catholics.'" (jesuitarchives.org).

Very good.



Thank you for looking.

Sheryl Jaeger & Ralph Gallo

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