

**Sturgis Library Archives  
Town and Local History Collection**

Cape Cod Trade Cards and Advertisements 1888-  
MS. 121

**Extent:** 1 box

**Scope and Content Note:** The collection consists of trade cards, advertisements, and other ephemera from Cape Cod businesses, primarily from between 1888 and 1912, with a few from the 1950s and 60s.

**Historical and Biographical Information:** *[The information in this section is excerpted in part from the WGBH History Detective's website].* Trade cards were used primarily during the late 19th century to advertise all manner of products, services, and businesses. A cheap and effective way to reach consumers, their heyday was between 1876 and 1904. Druggist's and other merchant's counters often had a number of different trade cards displayed on them, in the hopes of encouraging patronage. Trade cards often featured beautiful illustrations, humorous cartoons or worthy sayings, and they captured the imagination of the Victorians who became keen collectors of them. The Victorians would compile their collections in scrapbooks, and it became a popular pastime.

Current collectors classify the trade cards into two categories:

- **Stock cards** are generic cards with interesting images that could be personalized and applied to any product. Backs were left blank so a local advertiser could include his own message and information. **Most of the cards in this collection fall into that category.**
- **Custom cards** were produced specifically for a product or company, and thus typically have unique designs and feature the product being advertised.

By the turn of the century, trade cards were on the wane, as magazine ads became more popular, and postcards became the new collectible.

Trade cards offer a unique window into the social history of nineteenth century America.

**Access:** Unrestricted. Credit Sturgis Library Archives for publication purposes.

**Acquisition:** Purchase at Eldred's Auction House, Dennis, Massachusetts, 2013.

**Processed by:** Lucy Loomis, January 2015.

*See the following pages for a list of contents.*

**Contents:**

- Fldr 1    Page 1    • R. W. Cook Groceries and Provisions, Provincetown  
• Royal Stoves and Ranges, Herbert Engles, Provincetown  
• Hoyt's German Cologne, Fred'k A. H. Gifford,  
Provincetown  
• Orin R. Dunham, Produce and Provisions, Provincetown
- Page 2    • Quaker Bitters, Lot Higgins, East Orleans (2)
- Page 3    • E. L. Jenkins, The Cape Cod Item  
• Ladies Perfumed Calendar 1890, Mrs. E. F. Burgess, Dealer  
in Millinery and Fancy Goods  
• Andrew Hallett, Book & Job Printer, Yarmouth Port  
• A. B. Merrill Lunch Room, West Dennis, 1912
- Page 4    • Henry E. Baker, Agt., Brewster  
• Hoyt's German Cologne, W. W. Knowles, Brewster  
• The Alden Fruit Vinegar, W. W. Knowles, Brewster  
• Prof. Horsford's Self-Rising Bread Preparation, Brett's,  
Harwich
- Page 5    • Nathan Ellis, Dealer in China, Crockery, etc. Harwich  
• Calling cards of Mrs. C. C. Cahoon and John C. Cahoon
- Fldr 2    Page 6    • Forest Leaf Compound, B. D. Eldridge, Harwich Center  
• New York and Boston Despatch [sic] Express Company,  
North Harwich  
• Mrs. V. C. Eldridge, Milliner, Harwich  
• Dry Good, Carpeting, Etc., Brett's, Harwich – Albert  
Walker, Manager
- Page 7    • L. S. Burgess & Co., Dry and Fancy Goods, Dennis Port  
• John Alden and Priscilla -- Woods Boston Coffees, J. H.  
Davidson, Dennis  
• D. C. McLane's Celebrated Liver Pills and Glenwood  
Ranges, O. E. Kelley, Dennis Port (2)
- Page 8    • Dickerman's Old Reliable Government Ink, I. W. Peterson,  
Dennis Port  
• Fedora Extract & Powder, R. K. Farris, South Yarmouth  
• R. K. Farris Dealer in Worsteds, Canvas, Hosiery, Etc. South  
Yarmouth

- Fldr 2 Page 9
- C. P. Nixon, Dennis Port
  - Conqueror Wringer, O. E. Kelley, Dennis Port
  - Hiram D. Loring General Store, West Dennis (2)
- Page 10
- John Baxter, Watchmaker and Jeweler, West Dennis (2)
  - T. T. Baxter, Furniture & Carpet Dealer, West Dennis
- Fldr 3 Page 11
- T. T. Baxter, Furniture & Carpet Dealer, West Dennis (4)
- Page 12
- C. W. Swift & Son, Printers, Yarmouth Port
  - Andrews, Hallett, Book & Job Printer, Yarmouth Port (3)
- Page 13
- C. W. Swift & Son Printers, Yarmouth Port (4)
- Page 14
- New Year's cards and calendar 1888, D. B. Crocker & Co., Dry Goods, Yarmouth Port (3)
  - Lucian Harwood, Dealers in Clocks, Watches & Jewelry, Yarmouth Port
- Page 15
- Leaver & Co., Books, Shoes & Dry Goods, Yarmouth Port (2)
  - D. B. Crocker & Co., Dry Goods and Carpetings [sic], Yarmouth Port (2)
- Fldr 4 Page 16
- Hoyt's German Cologne, Daniel B. Crocker & Co., Yarmouth Port (2)
  - Hoyt's German Cologne, Isaac B. Thacher, Yarmouth Port
- Page 17
- R. H. Harris Spectacles, Watches, Clocks, Jewelry & Fancy Goods, Yarmouth Port
  - Eldredge Flour and Grain, Yarmouth Port
  - Rough on Rats, S. F. Haskins Druggist, Yarmouth Port
  - Art Royal Parlor Stove, J. B. Hall, Yarmouth Port
- Page 18
- R. H. Harris Spectacles, Watches, Clocks, Jewelry & Fancy Goods, Yarmouth Port (4)
- Page 19
- R. H. Harris Spectacles, Watches, Clocks, Jewelry & Fancy Goods, Yarmouth Port
  - Daniel B. Crocker & Co. Dry Goods and Carpets, Yarmouth Port
  - Hazeltine's Pocket Book Almanac for 1893, Doane & Guyer, Hyannis
  - New York & Boston Despatch Express Company, Yarmouth

- Fldr 4 Page 20
- For Christ and the Church – Young People’s Society of Christian Prayer Meeting Booklet Endeavor, Yarmouth
  - American Birds Booklet Compliments of Chase & Sanborn, R. J. Baker, South Yarmouth
  - D. D. Kelley, Silver Plated Wear, Jewelry and Trimmages [sic], South Yarmouth
- Fldr 5 Page 21
- Universal Wringer, R. D. Farris Stoves, South Yarmouth
  - Paper hangers, R. D. Farris Stoves, South Yarmouth (2)
  - Flours, Buckwheat, Corn Starch, Butter, Cheese, R. D. Farris Stoves, South Yarmouth
- 22
- Barnstable Patriot, Subscription with portraits (4)
- 23
- Barnstable Patriot, Subscription with portraits (4)
- 24
- Barnstable County Agricultural Fair, August 29-31, 1911 (2)
- 25
- W. F. Bennett “The Colonial Shop,” & E. J. Therrian “Twin Gateway” New Bedford and Buzzard’s Bay
  - Gilt Edge, Whittemore Bros., Boston, Crosby Bros. & Co., Dry Goods, Boots, Shoes & Groceries, Sagamore
  - H. H. Baker Variety Store, Fancy Goods, Periodicals, Hyannis
- Fldr 6 Page 26
- Hyannis Billiard Saloon, First Quality Tobacco & Cigars, A. G. Barton, Proprietor, Auctioneer for Barnstable
  - Horsford’s Acid Phosphate, O. W. Hinckley, Druggist, Barnstable (4)
- Page 27
- Crocker’s Gold Medal, St. Louis, Franklin Crocker, Hyannis
  - Iyannough House, Hyannis, T. H. Soule
  - Osterville Lecture Association
  - Bicentennial Safety Oil, H. Hallett Choice Family Groceries, Hyannis
- Page 28
- C. F. Parker, Dealer in Dry Goods, Clothing & Fancy Goods, Osterville (4)

- Fldr 6 Page 29
- Hoyt's German Cologne, Ge. W. Chipman, Sandwich
  - Wheeler and Wilson's New High Arm Family Sewing Machine, C. H. Ellis, Special Agent, Sandwich to West Dennis
  - Boston Store, Sandwich, Mass, Dry and Fancy Goods
  - Hotel Attaquin, O. M. Holmes, Small Wares Proprietor, Mashpee
- Page 30
- J. P. Bills, M.D., Falmouth
  - Burgess Bros. Dry Goods, Small Wares, Hats, Caps, Clothing, Falmouth
  - Smoke "The Deacon," E. T. Fish, Woods Holl [sic] (Hole)
  - Pacific Guano Co. of Boston, Soluable Pacific Guano
- Fldr 7 Page 31
- L. R. Leavitt, West Sandwich, India Ink, Water Colored and Oil Pictures
  - J Manchester Holway, Mason & Hamlin Organs, East Sandwich
  - M. E. Cook Photographic Artist, Sandwich (2)
- Page 32
- Standard Screw Fastened Boots and Shoes, H. G. O. Ellis, Boots Shoes Slippers & Rubbers, Sandwich
  - Magee Furnaces, N. Packwood, Jr. Sandwich
  - J. Chas. Steven, Jeweler, Sandwich
- Page 33
- F. B. Goss, Steam Printer, Barnstable (4)
- Page 34
- Glenwood Ranges & Heaters & Plymouth Foundry Company, O. H. Howland, Sandwich (4)
- Page 35
- Envelope, Mrs. S. I. Snow Dry Goods, Post Cards, woods Hole
  - Glenwood Parlor Stoves, Ranges and Furnaces, O. H. Howland, Sandwich
- Fldr 8 Page 36
- Party Boat, Marie B. Cabin Cruiser, Capt. W. A. Nickerson, Cotuit Town Dock
  - Bears Motor Sales, Chatham, R. Leon Allen
  - Hyannis Garage, Hyannis, David H. Pierce
- Page 37
- Cape Cod Canal
  - Barnstable Sportsman's Club Meeting Announcement
  - David Smith, Commission Merchant, Provincetown
  - Stork Club Diaper Service, Hyannis

- Fldr 8    Page 38
- Ticket Installation Supper Dance, O. U. A. M., Town Hall, Orleans, J. S. Hurd Caterer
  - Bill Cox Sea Grille, Hyannis
  - S. T. Davis Physician and Surgeon, Orleans
- Page 39
- Through at the Toe, Boots Shoes Rubbers, Leaver & Co., Yarmouth Port