FROM STICKLEY to SEARS: Material Culture and Trade Catalogs
WINTERTHUR LIBRARY

• Over 5,800 Trade Catalogs in the collection

• Collection spans from ca. 1760 through 1999, with the years 1870 to 1910 most heavily represented

• Firms represented in the collection include furniture makers, silversmiths, clothing manufacturers, potters, saddlers, and architects.

• Overall focus of the collection: American Decorative Arts and Material Culture
"[Material culture is] an umbrella under which many disciplines coexist for the common purpose of identifying and interpreting man-made objects. The study of material culture may be undertaken by the historian, the art historian, the anthropologist, the archaeologist, any or all of whom may use the research techniques of the social sciences. Museums contribute to the study of material culture by collecting, preserving, exhibiting, and interpreting materials deemed worthy of the effort. These are the practitioners of material culture."

John Sweeney, *Material Culture and the Study of American Life*
Q: I am a church librarian and chair of my church’s archives...Someone in the congregation turned our wood eagle lectern upside down and discovered that the lectern was made by R. Geissler, ca. 1895... You are the only library with a copy of a Geissler catalog, Can you search your catalog for the lectern and a matching baptismal font?
Illustrated catalog of church furnishings. R. Geissler
New York, ca. 190-?
Q: I am a graduate student in the history of decorative arts and design. I am currently doing a research internship with New York’s Lower East Side Tenement Museum to study the linoleum in the former tenement’s apartments. I have found that there is minimal research done on linoleum in the U.S. for the late 19th-20th centuries.

Do you have any resources that show period linoleum?
POTTER'S OIL CLOTH LINOLEUM AND INLAID

1913

Frank & Sonnen
7.4.1913
For a hobby-minded family...

This room is a bit of inspired planning. There’s a dark room for the photography fan, a drawing hutch, and a sewing corner—all in a small alcove which is made to look infinitely large with Armstrong’s Straight Line Embossed Linoleum. The small tail design of the floor seems to push back the walls. Walls are joined to the floor with a rounded corner which helps assure easy cleaning. The whole covered with washable, durable Armstrong’s Linoleum.

Armstrong’s Embossed Inlaid Linoleum
Q: I am a PhD student in American history... I am studying the way hiking and backpacking gear was bought and sold from the late 19th to the late 20th centuries...
Rubber Specialties for Camp Uses

- Folding Rubber Toilet Case
- Folding Rubber Bucket, Open
- Folding Rubber Wash Basin
- Rubber Poncho Blanket Cape
- Rubber Bag, Used in Packing
- Canoe Folding Drinking Cup
- Rubber Tumbler
- Feather-weight Rubber Rain Cape
- Rain Cape Packed, (Pocket size)
- Tobacco Pouch
- Gold Medal Folding Rubber Bath Tub, (Adult Size)

Packing the Camp

HUNTING OUTFITS
FISHING TACKLE
CAMPING SUPPLIES
ATHLETIC GOODS

EVERYTHING FOR FISHING BUT THE FISH
EVERYTHING FOR HUNTING BUT THE GAME

NEW YORK SPORTING GOODS CO.
Our Only Salesman... Harry Goldfish & Sons
Minneapolis, Minn., 1924

Camp Outfits. John C. Hopkins
New York, ca. 1912
"Miss Saratoga": knicker suits, blouses, skirts, bloomers: ideal garments for outdoor wear for hiking, golfing, motoring, camping. Crippen & Reid Co., Baltimore, ca. 1927
Many subjects fall under the banner of Material Culture
Catalogue of saddlery, harness, and horse furnishings including bits, reins, saddle girths, belts, shot pouches.
[S.l. : s.n., ca.1810]
Catalogue of saddlery, harness, and horse furnishings including bits, reins, saddle girths, belts, shot pouches. [S.l. : s.n., ca.1810]
Dog Collars and General Dog Furnishings. Medford Fancy Goods Co. New York, c1890
Dog Collars and General Dog Furnishings.
Medford Fancy Goods Co., New York, c1890
For the Wholesale and Retail Trade.

C.M. Moseman and Brother
New York, N.Y., ca. 189-
WM. H. WELSH,

Electrotype of Poultry,

DOWNINGTOWN.

CHESTER CO., PA.

All my Electrotypes are of the highest order, and are life-like representations of the varieties they illustrate. New and original engravings constantly added.

All small Electrotypes sent free by mail, and the large ones by express at the purchaser's expense. Send money by Postal Note, Registered Letter, or one and two cent stamps.

Send 4c. for specimen sheet.

Order by number. The lowest cash price of each cut will be found being the specimen.

Downingtown, Pa., ca. 1890
ILLUSTRATED AND DESCRIPTIVE CATALOGUE
OF
Pure Bred Poultry
AND
Pet Stock.

BRED BY
F. WARDELL TAYLOR,
EDEN P. O., Bucks Co., Pa.
Station and Express Office LANGHORNE, PA.

JAPANESE WALTZING MICE.

These are beautiful and very amusing little animals, never quiet but always waltzing around in a circle. They are lately introduced into this country from Japan, and are very rare, color black and white. Price $2.00 per pair.

COMMON WHITE MICE.

50 cents per pair.

Fricks, Penna., ca. 191-?
The material culture of DEATH
Illustrated catalogue of wood and cloth covered coffins and caskets, undertakers' hardware and sundries, robes, linings and general supplies. Columbus, Ohio, 1882
Illustrated catalogue of wood and cloth covered coffins and caskets, undertakers' hardware and sundries, robes, linings and general supplies. Columbus, Ohio, 1882
The material culture of SECRET SOCIETIES

Greenville, Ill., 1911
IMPROVED LIFTING AND SPANKING MACHINE

With this machine the candidate cannot kick his own pants while wearing them, but can have them spanked where his mother used to apply the sole of her slipper, by simply testing his strength. The position in which he places himself causes a little strain in the seat of his pants, which is not objectionable, as it pulls up all the slack when he pulls up on the handles. Just about the time he gets well started lifting, a trigger is automatically released, which causes the spanking paddle to spring into place and strike him on the kneeling position, the same time exploding a 32-calibre blank cartridge with a loud report. That is not all; there is also an electric motor concealed under the platform of the machine, which is operated by clockwork that turns on a good current of electricity at the same time the paddle hits his pants. The sensation can better be imagined than explained.

See suggestions for introducing, page XXVII in back of catalog.

Great improvements have been made in the electrical parts of this machine. We now use a magneto run by clock-work, instead of dry batteries, which were liable to get out of order. Each machine is guaranteed to give a good strong electric current, and will not get out of order. (Weight of machine, packed, 55 pounds.)

The machine takes up but little room. Handles and paddle can be easily removed, so that it will fit in a box 32x34x35 inches.

270 Lifting and Spanking Machine, with 50 blank cartridges $12.50

244 Lifting and Spanking Machine, same as 270, but without electric attachment $7.50

Extra blank cartridges, per box of 50 (not mailable) .25
Lodge furniture
A.B. & E.L. Shaw Co.
Boston, ca. 1910
The material culture of COOKING and EATING

The Prices in This Catalog Are Guaranteed for November and December, 1914

YOUR GROCERY STORE

You may return at our expense any groceries you buy of us which are not satisfactory in every way, or on which you think you have not saved money. We will then exchange them for exactly what you want or return your money, together with any transportation charges you paid.

SEARS, ROEBUCK AND CO., CHICAGO

During November and December you can buy 25 pounds of the Best Cane Granulated Sugar for $1.00 with each $10.00 order for groceries, not including any kind of sugar or flour. First read page 1 carefully. Then make up your order.

Chicago, c1914

Ward's Pure Food

GROCERIES

Our stock is now complete with the new season's Groceries!

You will want to select from this new Grocery list for your Thanksgiving and Christmas dinner. Pure, fresh goods of every description. A great many of them from the new 1921 crops. All prices are reasonable and will save you money. Freight service is good.

Each page contains big grocery values, suits the meal to every housewife. A few are mentioned in this list; the rest equally interesting will be found throughout the book.

Granulated Sugar — 25c per 25 lbs. Flour 

Coffee — 25c per 10 lbs.

Eggs — 33c per dozen

ghish

Montgomery Ward & Co.

Chicago, Illinois
[A catalogue of table, bracket and chamber candlesticks, flat ware and tableware, manufactured in silver or plated metal.] Sheffield, Eng., ca. 1789
A catalogue of table, bracket and chamber candlesticks, flat ware and tableware, manufactured in silver or plated metal.

Sheffield, Eng., ca. 1789
Your next kitchen—by Hotpoint.
[Chicago, Ill. : Edison General Electric Appliance Co., c1944]
TRADE CATALOGS present CHALLENGES

CATALOGING

• Demand for original cataloging
• Item-level or batch-level records?
• Many undated catalogs
• Is it a trade catalog?
• Trade catalogs are material culture. Cover art, illustrations, etc. expand research interest beyond the original content of the catalogs

INTERPRETATION

• Promoting research value
• Sometimes blurry transition from pattern books to trade catalogs

COLLECTION DEVELOPMENT

• Where to draw the collecting line?
• How to expand scope while maintaining identity of Winterthur’s TC collection as a whole?