

Advertising

*Food, Health and Medicine, Beauty, Education,
Home Goods, and More*



Michael R. Thompson Rare Books, ABAA/ILAB
8242 W. 3rd Street, Suite 230
Los Angeles, CA 90048

mrtbksla@pacbell.net ♦ mrtbooksla.com ♦ (323) 658 - 1901

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Post-WWII Marketing Material for Kellogg's Cereal and Pet Food, A Scarce Item with Hundreds of Illustrations

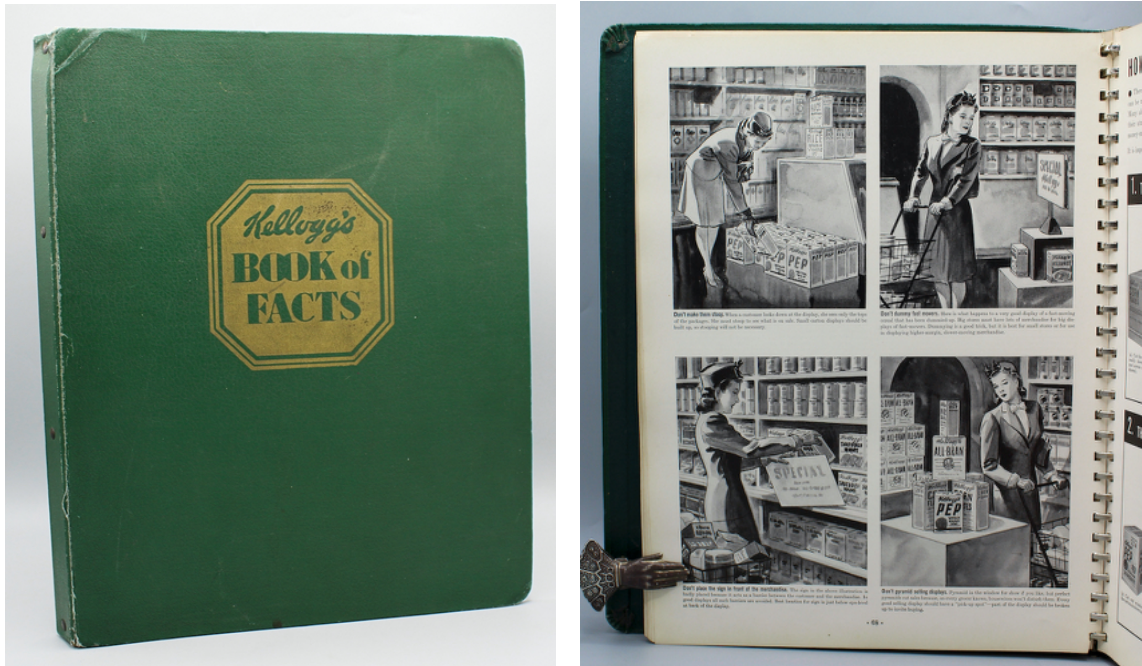
1. [FOOD.] [KELLOGG COMPANY.] *Kellogg's Book of Facts*. [Lancaster, PA: Kellogg Co., 1950.]

Binder (11¾ x 14½"). 129 pp., plus a [10] ff. booklet (*Ideas for Those Who Sell Food*). Illustrated throughout with hundreds of photo reproductions and diagrams, mostly in black-and-white.

Original green cloth binder titled in gold. Some toning to edges and wear to a few leaves at gutter. Foxing to the final booklet. With two mimeographed receipts and two receipt scraps (recording the orders of Kellogg's products for grocery stores in Mexico), dated 1983, tucked into back pocket of binder. Ink ownership signature (ca. 1980s) to bottom margin of first page. Very good.

SOLD

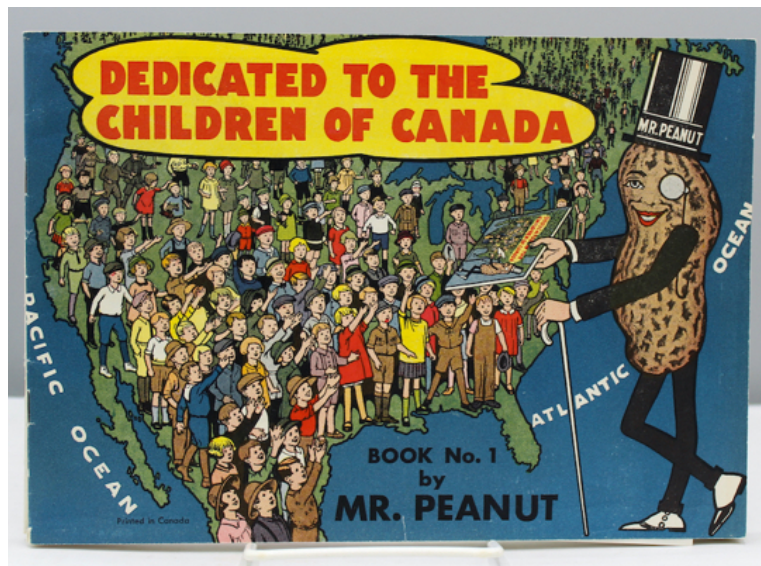
First edition of this salesman's manual issued the year after the Kellogg Co. launched their first television advertising campaigns for cereal.



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

OCLC records no other copies – these sales manuals were intended to be used and then returned to the parent company for destruction as new, updated versions were released.





Scarce Planters Peanut Butter Advertising Ephemera Targeting Canadian Children,
A Near-Fine Set of Charming Coloring Books

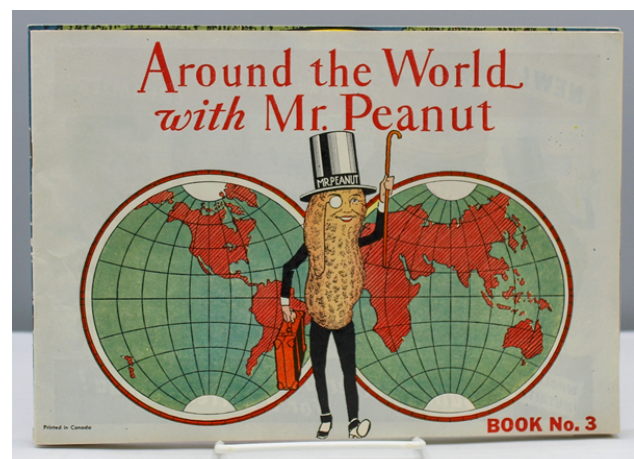
2. [FOOD.] [PLANTERS NUT AND CHOCOLATE COMPANY.] *Dedicated to the Children of Canada.* Book No. 1 by Mr. Peanut. [with:] *Planters Paint Book.* No. 2. With the compliments of Mr. Peanut... [and:] *Around the World with Mr. Peanut.* Book No. 3. [Toronto, Canada: Planters Nut and Chocolate Co., ca. 1954.]

Three volumes, oblong quarto (10½ x 7¼"). [32]; [28]; [28] pp. Illustrated throughout all three volumes in color and black-and-white. The black-and-white pages are meant to be colored in. Color centerfolds in the first two volumes. Order forms laid into the second and third volumes.

Publisher's color printed paper wrappers illustrated with the iconic Mr. Peanut. Minor edgewear. A child's markings on a couple of the coloring pages. A near-fine set of scarce Canadian advertising ephemera from Planters Nut and Chocolate Company.

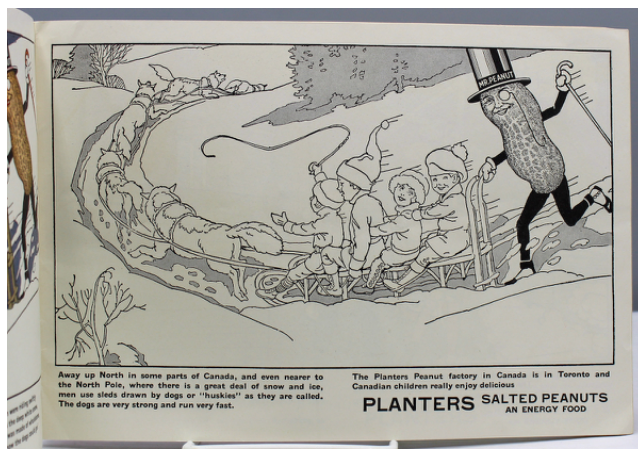
\$350

First edition. These three items were printed in Toronto to advertise Planters peanuts to Canadian children. These works were seemingly not published for an American audience (under these titles, at least) and were likely part of a push to develop a Canadian market for the American Planters brand. Note that, while these items are



often misdated to the 1920s and 30s, each one contains advertisements for Planters Homogenized Peanut Butter that match 1950s-60s newspaper ad campaigns. In addition, the laid-in order forms in the second two volumes are dated 1954.

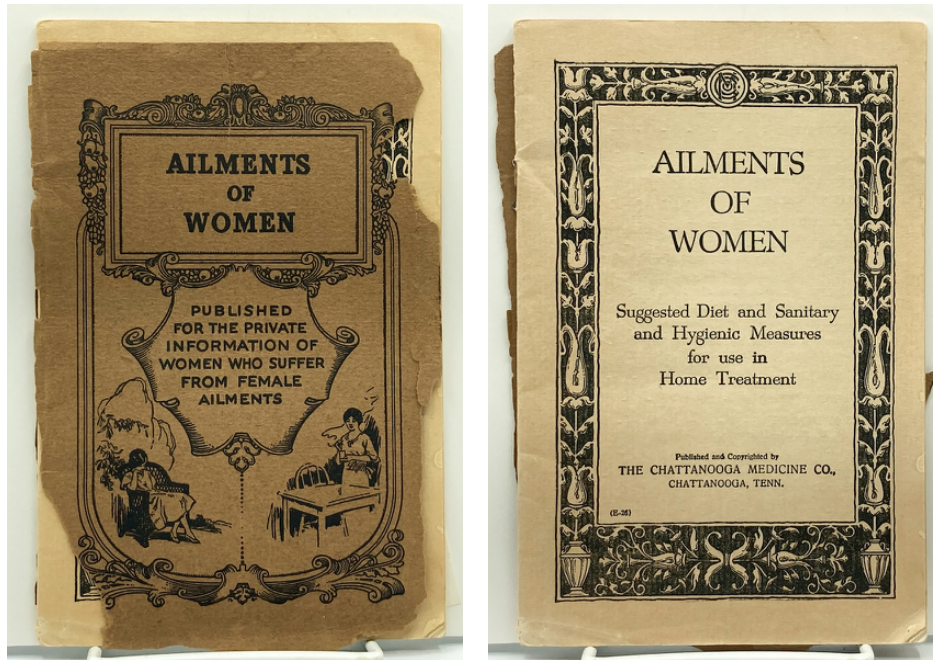
OCLC records four copies of *Around the World with Mr. Peanut*, two in the United States (Hagley Museum, Virginia Tech) and two in Canada (Queens University, Toronto PL), and two copies of *Dedicated to the Children of Canada* (UCLA, University of South Carolina). We could not locate any other copies of this *Planters Paint Book*, though the Hagley Museum also holds a copy of a work titled *Planters Jolly Time Paint Book*. It is unclear whether these are different works or the same work under different titles.



Though the American agricultural scientist George Washington Carver (1864 – 1943) is often credited with the invention of modern peanut butter, the first "peanut paste" was actually patented by the Canadian chemist Marcellus Gilmore Edson (1849 – 1940) in 1884.

National Peanut Board. "Who Invented Peanut Butter?" (webpage).





Women's Health Advice from a Patent Medicine Company

3. [HEALTH AND MEDICINE.] [CHATTANOOGA MEDICINE COMPANY.] *Ailments of Women*. Suggested Diet and Sanitary and Hygienic Measures for use in Home Treatment. Chattanooga, Tenn.: The Chattanooga Medicine Co., [1920s].

5¼ in. x 8 in. 32 pp. Five text figures.

Publisher's brown paper wrappers printed with an ornamental border and illustrations of women. Wrappers chipped and detached at spine. Unusually clean throughout. A good copy of a rare item published by one of the largest patent medicine companies of its day.

\$150

First edition.

"This book has been carefully prepared to assist women in treating themselves at home. It is written in plain language...and describes the common ailments of women and their principal symptoms. Special directions are given in regard to diet, exercise, bathing, douching and other branches of hygiene, the careful study of which will be of benefit to every one of our readers."

With advice for women on diet, exercise, recovery from pregnancy, health issues related to menstruation, and various "womb troubles."

OCLC records three copies (Winterthur Museum, Harvard, Texas Women's University).





Scarce First Edition Kotex Promotional Booklet for Girls

4. [HEALTH AND MEDICINE.] [KOTEX.] *As One Girl to Another*. [Cover title.] [Chicago: International Cellucotton Products Company, 1940.]

5¼ x 7½ in. [2], 18 pp. With illustrations in blue, gray, and black on every page, including a two-page spread comparing activities that are healthy and unhealthy during menstruation.

Original pictorial paper wrappers printed in black, gray, and blue. Slight toning. A very good copy of a scarce item.

\$100

First edition.

Kotex was seemingly the first American brand to advertise specific branded menstrual products directly to girls. Advertising booklets that marketed menstrual products to adult women first appeared in the United States in the early 1920s (Kotex was also one of the first companies to distribute these booklets in general, both in the U.S. and abroad), but Kotex seems to be the first brand that addressed pubescent girls as a market for menstrual products. Early Kotex advertising material for girls also includes their Marjorie May series (ca. 1928-1938), which targeted girls from ages ten to twelve.

The present booklet tells girls to avoid jumping rope, diving (“Cold water gives your system a shock”) and swimming, playing tennis and basketball, hiking, getting their feet wet, and going in snow while on their periods. It also cautions that girls should consult their doctors before using tampons (and advertises Kotex-brand “Fibs” if they do).



Rare Booklet Advertising Kotex Products to Girls

5. [WOMEN'S HEALTH.] [KOTEX.] *Very Personally Yours*. [Cover title.] [Neenah, Wisconsin: Kimberly-Clark Corporation, 1948.]

5 x 6½ in. 20 pp. Illustrated on every page with vignettes printed in blue and black. Inside of back cover printed with a period tracker calendar.

Color printed pictorial wrappers. A few pinpoint holes in near spine and fore-edge, otherwise a bright, near-fine copy.

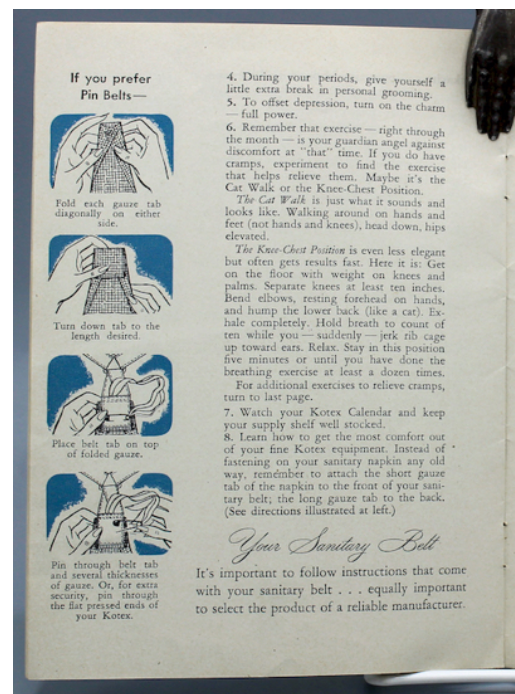
\$100

Second (?) edition. First published in 1946. All printings are rare, with no more than one or two physical copies of any printing recorded on OCLC.

A Kotex advertising booklet that gives advice for girls on personal care during menstruation. Printed on the inside of the front cover is an advertisement for the Disney movie *The Story of Menstruation*, an early educational film on the topic that was screened in classrooms into the 1960s.

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See the "Company Booklets" page on the Museum of Menstruation (MUM) website for more information.



Health Guide for Girls by the Author of the First Kotex Educational Pamphlets

6. [HEALTH AND MEDICINE.] [KOTEX.] CALLENDER, Mary Pauline. *Marjorie May's Twelfth Birthday*. Chicago: Kotex Company, [1935].

3¼ in. x 4¾ in. [12] pp.

Light green paper wrappers printed with an illustration of two women reading. Some marking from a paperclip. A very good, clean copy of this informative pamphlet about menstruation for girls.

\$125

Later printing. All printings are scarce, with OCLC recording only nine physical copies total of the earlier printings.

The *Marjorie May* series was published by Kotex in the 1920s and 30s to promote its products and educate girls about pregnancy, menstruation, and anatomy. *Marjorie May's 12th Birthday* teaches girls how to use menstrual products and keep a calendar of their periods. It also encourages mothers to put together a kit of Kotex products and *Marjorie May* booklets, leave it where a daughter would find it in private, and "she will immediately know that Mother has again proved to be her best friend." *Marjorie May Learns About Life* is a more advanced follow-up that explains reproduction.



Mary Pauline Callender (1905 – 2005) is credited with writing the first Kotex educational booklets on menstruation. She may also have been the first actual person named in a menstrual hygiene ad in the United States. Along with her writing career, she also worked in television advertising and film (Museum of Menstruation website).



Scarce Guide to Birth Control Advertising Lanteen Laboratories Products

7. [HEALTH AND MEDICINE.] [LANTEEN LABORATORIES.] CARR, Norman. *Birth Control. Plain Medical Information*. [Chicago:] Medical Bureaus of Information on Birth Control, [Lanteen Laboratories,] [ca. 1931].

3¼ in. x 6¾ in. 24 pp. With illustrations of birth control methods printed in color.

Original pale yellow self-wrappers printed with color text and a portrait of Norman Carr. Some dustsoiling and discoloration around staples. A very good copy of a scarce item.

\$375

Revised edition. First published ca. 1930.

The present work advocates for the use of birth control methods like diaphragms, spermicide, and sponges. These methods were often considered at the time to be “unnatural” (i.e., containing synthetic materials) and thus disruptive to bodily functions. They were distributed discreetly by Lanteen Laboratories to circumvent laws that prohibited the sale of birth control outside of medical clinics. The text debunks myths about ineffective birth control methods, asserts the safety and reliability of proper birth control, and promotes the Medical Bureau clinics, which employed only women physicians.

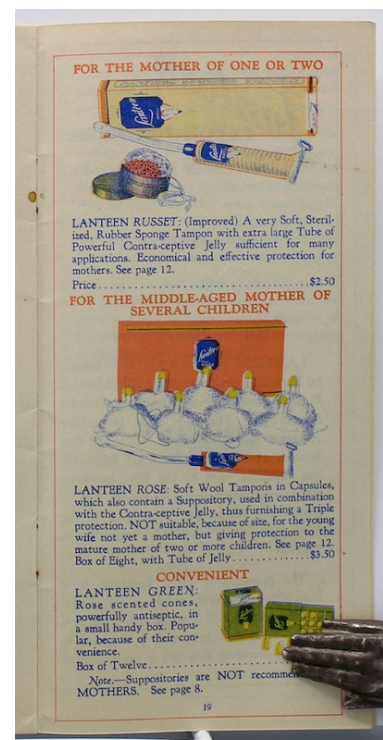
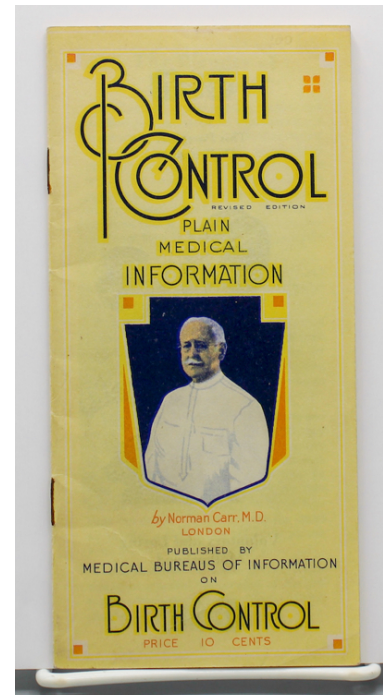
The Comstock Act of 1873 made it illegal to sell, give away, or possess “obscene” material, which included any information on birth control or abortion. Many physicians were arrested and convicted for distributing medical material before Margaret Sanger and other feminists successfully lobbied for its repeal in 1936.

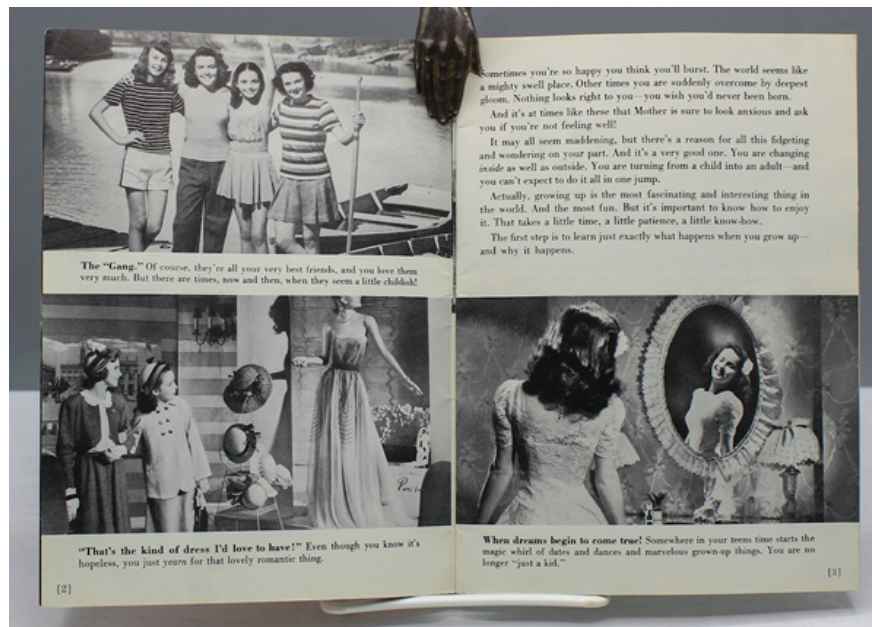
We could not locate much information on Norman Carr (which was probably a pseudonym). He is credited as the writer of several other booklets on birth control that promoted the Lanteen Laboratories brand.

OCLC records no copies of this edition.

Comstock Act entry in *The First Amendment Encyclopedia* (webpage). Middle Tennessee State University website.

Eisenstein, Lea. *From Icon to Bygone: The Rise and Fall of the Diaphragm in Twentieth-Century America* (2019), pp. 63-65.





Rare Advertising Booklet Promoting Modess-Brand Products to Girls

8. [HEALTH AND MEDICINE.] [MODESS.] *Growing Up and Liking It*. [Milltown, New Jersey: Personal Products Corporation, 1950.]

5¼ x 7¼ in. Illustrated on nearly every page with photo reproductions and vignettes.

Original pictorial paper wrappers with a photo reproduction decorated in orange. Minor wear to edges of wrappers. A bright, near-fine copy of a scarce item.

\$100

Later (fourth?) edition. All editions are scarce. OCLC records only one copy of the first edition (Harvard) and only one or two copies of any other editions.

Educational booklet with information on puberty for girls. During the late 1920s, Kotex became the first American brand to advertise specific branded menstrual products directly to girls (as opposed to advertising only to adult women). By the 1940s, brands including Tampax and Modess were publishing similar items, which combined puberty education with advertising.





Advertising the New “Teen-Age by Modess” Menstrual Products

9. [HEALTH AND MEDICINE.] [MODESS.] [BROOK, Alexander, illustrator.] *How Shall I Tell My Daughter?* [Cover title.] [Milltown, NJ: Personal Products Corporation, 1954.]

6½ x 8¼ in. 18, [2] pp. With five full-page and five half-page illustrations from paintings by Alexander Brook.

Publisher's color-printed paper wrappers with an illustration by Brook. A fine, bright copy.

\$100

Second printing? First published in 1951, with a later printing dated 1957. All printings are scarce, with no more than a few copies of any printing on OCLC.

Educational booklet with information on puberty for mothers to share with their daughters. The booklet specifically advertises Teen-Age by Modess, a line of menstrual products designed to appeal to young women. During the late 1920s, Kotex became the first American brand to advertise specific branded menstrual products directly to girls (as opposed to advertising only to adult women). By the 1940s, brands including Tampax and Modess were publishing similar items, which combined puberty education with advertising.

Alexander Brook (1898 – 1980) was a renowned realist painter who studied with painters including Kenneth Hayes Miller, John Christen Johansen, Frank DuMond, and George Bridgman. Brook won the Frank G. Logan prize at the Art Institute of Chicago in 1929, the Carnegie Prize at the Carnegie International exhibition in 1939, and gold medal from the Pennsylvania Academy and the Paris International Exhibition. His work can be found at the Whitney, the Metropolitan Museum, the Art Institute of Chicago, and the Albright-Knox Gallery.





The Midcentury Roots of Multilevel Marketing

10. [HOME ECONOMICS.] [ALUMINUM COOKING UTENSIL COMPANY.] *Wear-Ever. New Method of Cooking.* [Cover title.] [Wear-Ever Cookware sales catalogue.] [New Kensington, Pennsylvania: The Aluminum Cooking Utensil Company, Inc., 1955.]

10 x 11¾ in. [1], 43, [34] pp. Including seven fold-out leaves. With thirty-four additional pieces of ephemera, including order forms, an eight-page *Wear-Ever News* booklet, and a four-page booklet on nutritional science for families. Illustrated in color throughout with photo reproductions, diagrams, and more.

Original pebbled black cloth six-ring binder. Additional ephemera tucked into pocket on inside back cover. Some scuffing to back cover. Minor soiling to a few pieces of ephemera. A very good set of rare advertising material.

\$750

First edition.

This sales catalogue was designed for use by saleswomen who marketed Wear-Ever cookware at home parties during the mid-twentieth century. The additional ephemera also includes recruitment material that encourages Wear-Ever saleswomen to bring waitresses, newlyweds, telephone operators, and other women in their lives into the company.





In the late 1940s and early 1950s, Tupperware saleswoman Brownie Wise (1913 – 1992) proved the success of the “home party” method of marketing home goods to women. Beauty products, books, and home goods had been sold by women in women’s homes for decades, particularly in the Black haircare industry, but Wise’s massive success (on the scale of \$1.7 million in today’s dollars) demonstrated the economic viability of the home party method. Home goods companies like Tupperware and Wear-Ever, as well as beauty companies like Avon, rushed to harness the marketing potential of middle-class women who had both the disposable income to invest in home products and the social connections to market them. These midcentury companies laid the groundwork for today’s multilevel marketing industry and codified a type of word-of-mouth marketing style that mobilizes consumers as advertisers and underlies modern online advertising strategies.





Time and Motion Studies in the Kitchen

11. [HOME ECONOMICS.] [EMERSON ENGINEERS.] *Scientific Studies of Kitchen Work*. [Cover title.] [Nappanee, Indiana: Published with the Permission of the Emerson Engineers, Coppes Brothers & Zook, 1920s.]

9 x 12 in. [16] pp. With four full-page photo reproductions and a two-page table. Headings and borders printed in light blue.

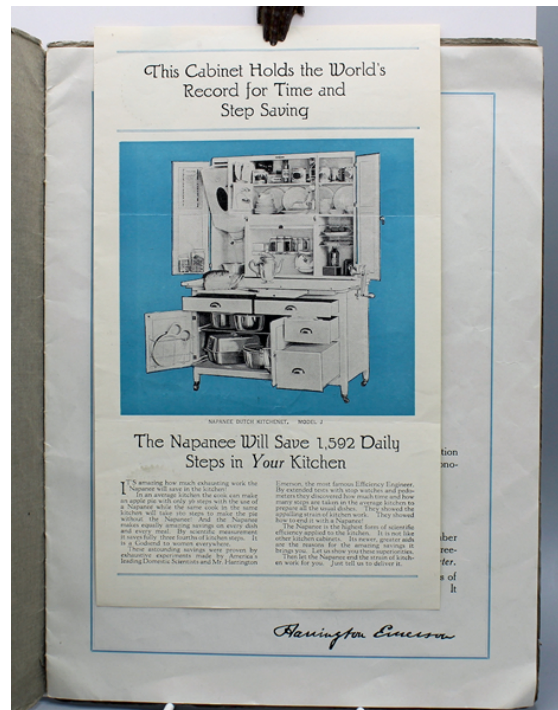
Publisher's gray paper wrappers titled in light blue. Slight soiling and creasing to wrappers. Clean and fresh throughout. With a color-printed advertisement laid in. A very good copy of this rare promotional catalogue.

\$450

First edition.

The present item advertises the Napanee Dutch Kitchenet, a labor-saving kitchen outfit, and explains the time and motion studies conducted to test the utility of the outfit. The Napanee was a set of cabinets, storage containers, and workspaces built in accordance with new discoveries in sanitation and food safety. It could supposedly save overworked homemakers over 1,500 steps in their kitchens every day by using the Napanee, which centralized kitchen workspaces.

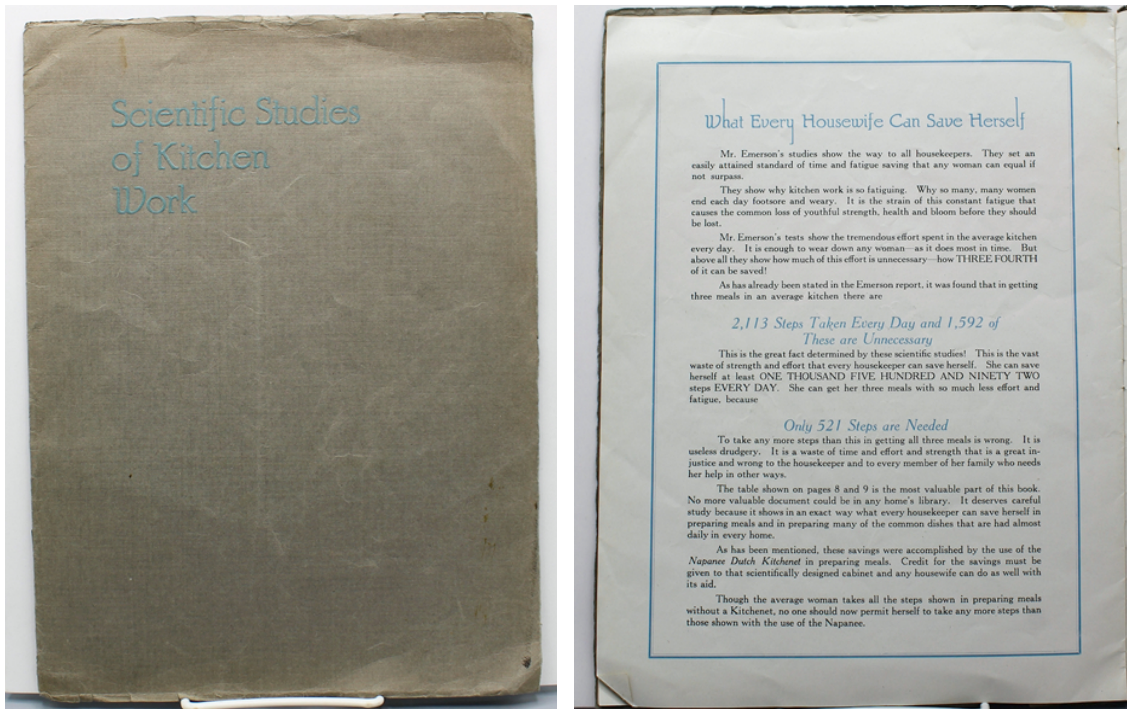
The time and motion study reported here measured the movements made by women as they



prepared various meals with and without the Napanee. The study concludes that preparing breakfast with the Napanee required 349 fewer steps than without it, luncheon required 509 fewer steps, and dinner required 734 fewer steps.

Time and motion studies, based on the work of Frederick Winslow Taylor and Frank and Lillian Gilbreth, are used to standardize labor practices, save time, and reduce physical strain on workers. These studies are especially relevant in industrial jobs, as well as in banks, schools, hospitals, and restaurants.

OCLC records no copies.





“Women of America Have Created Standards of Living, Finest in the World”

12. [HOME ECONOMICS.] [YOUNGSTOWN CABINETS.] *Min-a-Kit Book. Now You Can Plan your Kitchen the Youngstown Way.* [Warren, Ohio: Mullins Manufacturing Corp., 1945.]

Oblong quarto. 18 pp. Illustrated throughout with kitchen scenes featuring Youngstown cabinets, with accents in red and yellow and two pages printed in full color. Also with six pages of paper models of appliances that can be cut out and folded to create model kitchens.

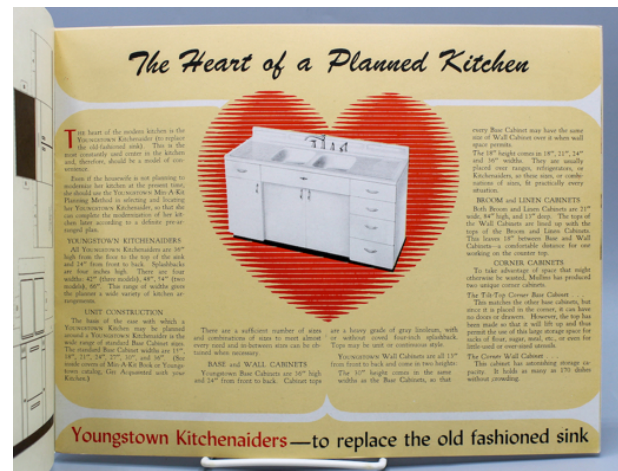
Original fully color-printed paper wrappers illustrated with a design of a woman arranging a model kitchen. A near-fine copy of a rare item.

\$275

First edition.

Before World War II, Youngstown steel cabinets were too expensive for middle-class homes, but wartime innovations in assembly-line manufacturing drove costs down. By the end of the war, then, Youngstown products could be marketed to a much broader audience of women. In the present item, women are cast as homemakers not just in the sense of cooking, cleaning, and taking care of the family, but also in the sense of literally making the structure of the home. Here, consumer culture, labor in the home, and the aesthetics of domesticity become intrinsic to American femininity in the postwar era.

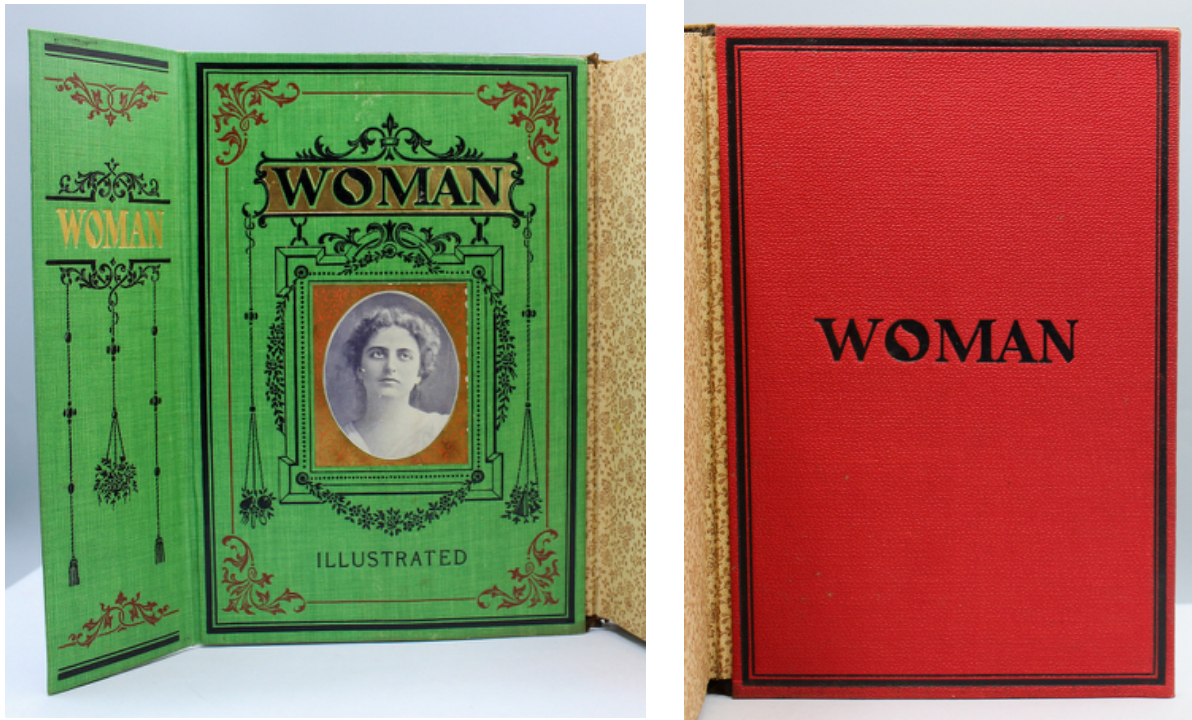
“Women of America have created standards of living, finest in the world. Their personality, taste and ingenuity are expressed in their homes. Their



ideas for making work easier have guided Science and Industry in producing modern materials, equipment, and conveniences available today. Wide-spread feminine appreciation and purchase of work-saving items have created such a demand that manufacturers are producing them in large quantities and at reasonable prices so the great mass of American people can enjoy them," (p. 3).

OCLC records only one copy (Winterthur Museum).





Rare Salesman's Sample

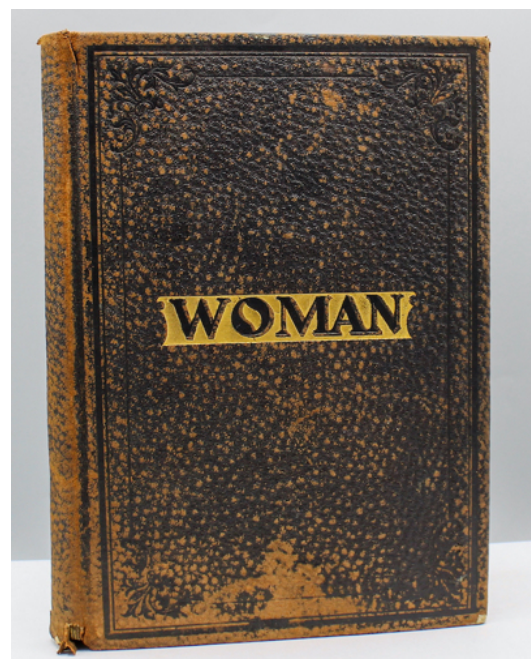
13. KING, William C. [editor]. *Woman. Her Position, Influence, and Achievement Throughout the Civilized World.* [Salesman's sample.] Springfield, Mass: The King-Richardson Co., 1901.

Octavo. [198], [12, subscriber's leaves] pp. With a frontispiece of Martha Washington and 40 full-page illustrations of some of the notable women described in the work. Also with color borders around most illustrations and accent color backgrounds on front matter.

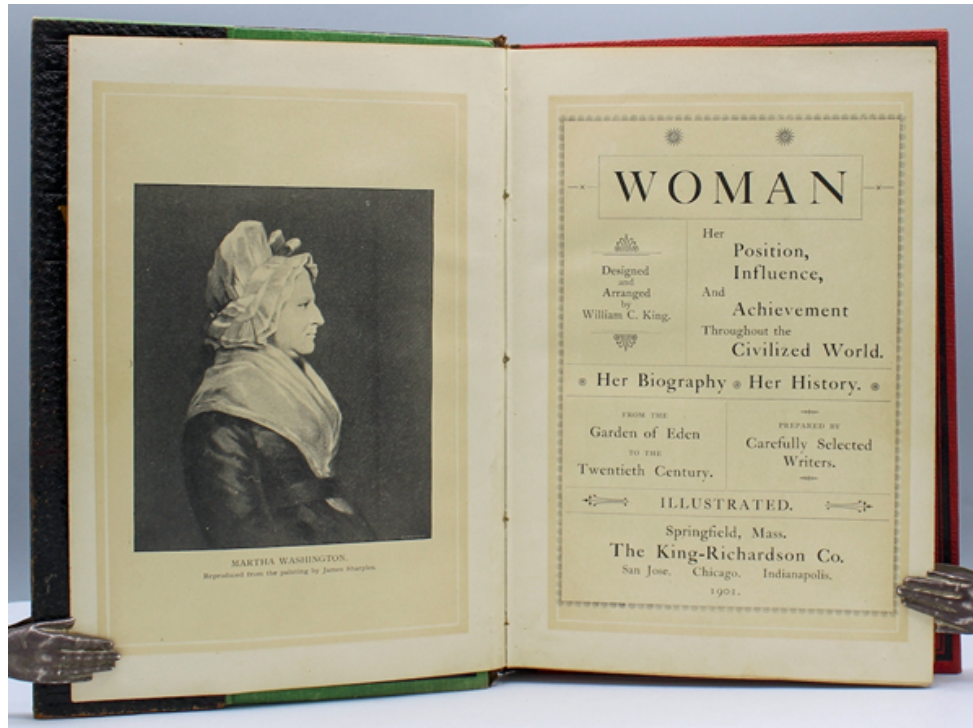
Publisher's black leather with gilt title. Rubbing to leather and some chipping to head and tail of spine. Green pictorial cloth exemplar, decorated in red and black and titled in gilt, inside front cover. Red cloth exemplar, stamped in black, inside rear cover. Both exemplars are very bright and clean. Top edge gilt and red-speckled fore-edge. Floral endpapers. A very good, very internally clean copy of this rare salesman's sample.

\$750

Salesman's sample showing the three binding options: "Plain Cloth" for \$2.50; "Heavy Buckram, Ink and Gold (Stylish and Durable)" for \$2.90; and "Full Leather, Gold Stamp (Parlor Edition)" for \$3.90. Note that the full edition is 667 pages long; this dummy contains only sample text and illustrations. OCLC records no copies of this salesman's sample.



The table of contents notes six chapters showcasing notable women divided by historical moment. The work opens with “Woman Before the Christian Era” and ends with “The Golden Age of Woman’s Achievement: A Century of Unparalleled Progress (1800 - 1900).” That chapter includes interesting entries on contemporary American figures like Emma Willard, Maria Mitchell, Clara Barton, and Helen Hunt Jackson. One additional chapter is titled “Contribution of Woman to Modern Civilization” and summarizes the role of women in science, educational reform, law, missionary work, and more.



William C. King (1853 - ?) was the president of the King-Richardson publishing company. About a dozen other contributors are credited in the work as well. They include several women, like President of the Women’s International Council May Wright Sewall, Vice President of the Women’s Christian Temperance Union Anna A. Gordon, and renowned Shakespearian actor Helen Modjeska.



Profusely Illustrated Catalogue of Educational Books
Including a Book on Kindergarten Education at Home Using Froebel Gifts

14. [SCHOOL SUPPLY CATALOGUES.] [American Book and Bible House newspaper-style catalogue of educational books for classroom use.] [Philadelphia: American Book and Bible House, ca. 1900-1910.]

Single sheet (24" x 20"), folded (12" x 10"). Fully illustrated with children's book characters, historical figures, and book cover designs. Also with an illustration of a paper-weaving project.

Buff paper sheet. Fragile at folds, partially separated at a couple folds (only effecting legibility of a few words). Toning. A good copy of this rare and fragile catalogue advertising Froebel material.

\$250

Date inferred from the reference to the most recent United States census in 1900. OCLC records no other American Book and Bible House catalogues published between 1900 and 1910.

An item of interest advertised in the catalogue is *Painting Plays and Home Entertainment for Our Boys and Girls* (1900) by Alberta Cline, "a kindergarten teacher of many years' experience and national reputation." Cline is recorded in the *Pennsylvania School Journal* as a teacher in Westmoreland County as early as 1890.



Painting Plays and Home Entertainment provides lesson plans on the embroidery and paper-weaving Froebel gifts. It contained over 600 illustrations, including lithographs from Alberta Cline's own designs. The catalogue describes the book as "the only practical and complete book of [kindergarten methods adapted to the home]. Every parent will hail it with delight. To mothers and children who know nothing of the kindergarten, this book will open up a fairyland of amusement and instruction... The author does not presuppose any kindergarten training on the part of the mother, but realizing the ceaseless activity of the child, aims to furnish games and plays that will not only amuse, but also teach a great deal of useful knowledge."

Other books advertised in the catalogue include *Children of All Nations* and the American Book and Bible House *Illustrated Comic Natural History* ("You will laugh yourself sick...The pictures are too funny for anything").





Scarce School Supply Catalogue with Over Four Dozen Illustrations

15. [SCHOOL SUPPLY CATALOGUES.] *EverWear Catalog Number 41*. Playground Apparatus. Swimming Pool Equipment. Basket Ball Backstops. Columbus, OH: Dobson-Evans Company, [1949].

Quarto. 16 pp. With over four dozen black-and-white illustrations (some from photographs) of EverWear products for schools. Text printed in black and green throughout.

Original green-and-yellow printed paper wrappers titled in white and green. A spot of light toning to front cover. A near-fine copy with the original order form and reply card laid in.

\$150

EverWear school supply catalogues were issued more or less annually beginning in the early 1910s. OCLC records no copies of this particular edition and only four copies of any other EverWear catalogues. The Hagley Museum in Delaware holds catalogs from 1921, 1927, and 1933; NYPL holds another copy of the 1921 catalog. These catalogs were distributed by different firms during this time period: in the 1920s, they were distributed by the R.A. Fife Corporation; by EverWear Manufacturing itself in the 1930s; and by the Dobson-Evans Company in the 1940s.

The present item was evocatively described by another bookseller as a “scarce and well-illustrated catalogue of all those post-War school playground equipment so many remember with nostalgia and fondness. Those depicted include the ‘Child Climb’ monkey bars typically referred to as the ‘cage of death’ by bullied children for years; the ‘Steel See-Saw Teeter Units’ or ‘catapult launcher’; and the beloved... ‘Merry-go-Round Whirl’ guaranteed to go fast enough to induce any post-lunch kindergartener to spectacularly share their meal.”



“Global War Calls for Global Minds... They, in Turn, Call for Global Maps,”
Rare Science and History Educational Supply Catalogue Illustrated on Almost Every Page

16. [SCHOOL SUPPLY CATALOGUES.] *The New Denoyer-Geppert Catalogue No. 6, 1928-1930.* Maps, Charts, Specimens, Globes [etc.] ...for the more effective teaching of geography, history, biology. Chicago: Denoyer-Geppert Company, ca. 1928.

Quarto. 96 pp. Richly illustrated on almost every page with hundreds of figures. Also with over two dozen color-printed illustrations of scientific and medical educational tools (maps and globes, “history pictures,” anatomical and biological models, botanical charts, and more). With removable yellow card paper order form bound in.

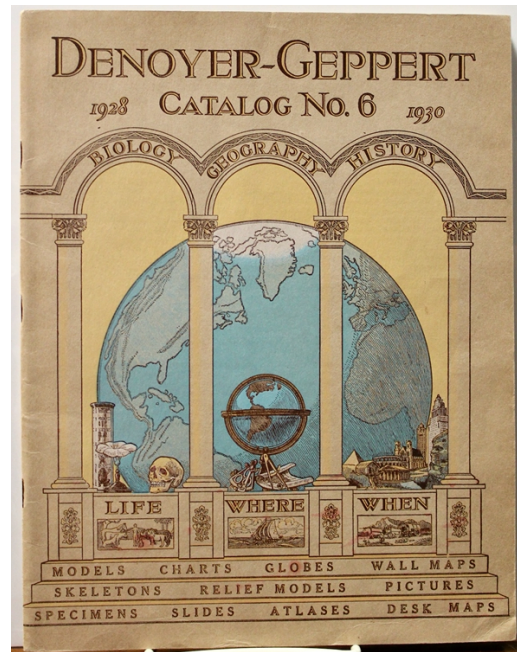
Beige paper wrappers attractively printed in yellow, blue, and black with illustrations of the globe, Grecian columns, and scientific tools like compasses and biological specimens. A bright, near-fine copy of this rare catalogue of advanced educational and scientific tools.

\$450

First edition of catalogue no. 6. OCLC records no copies of this issue.

The Denoyer-Geppert Company, later the Denoyer-Geppert Science Company, was established in 1916 by Otto E. Geppert and L. Philip Denoyer as a source for high-quality equipment for science and history classrooms. The company eventually became the leading distributor of anatomical models for advanced classroom and laboratory use, but their initial specializations were globes and maps.

Made in Chicago Museum: “A map is the visual symbol of something too big for the eye to encompass,’ Otto E. Geppert wrote in a 1942 issue of *The Rotarian*. ‘Perhaps it is even more than that. When you think of England or of Italy or of Australia, do you not think first of its shape upon the map? ...A map is a potent educative tool.’ Geppert...was writing at a time when demand for maps and globes was at an all-time high — smack in the middle of World War II...People wanted to understand the full scope of the Pacific Theater, and what borders were being defended in Europe. They wanted a sense of how far away their boys were, and how close the enemy might be lurking. ‘Global war calls for global minds,’ Geppert added, ‘and they, in turn, call for global maps.’”



Rare Illustrated Catalogue of Educational Books,
In Near-Fine Condition

17. [SCHOOL SUPPLY CATALOGUES] [BANKS, Eulalie M., illustrator.] 1931 *Catalogue of Children's Books*. New York: The Platt and Munk Co., Inc., 1931.

7 x 10 in. 28, [4] pp. Illustrated in black and white on every page with images of children's books in the Platt and Munk Star Books for Children series (including activity books, paper dolls, anthologies of fairytales and verse, stories like *Little Black Sambo*, literature, and educational early readers for young children).

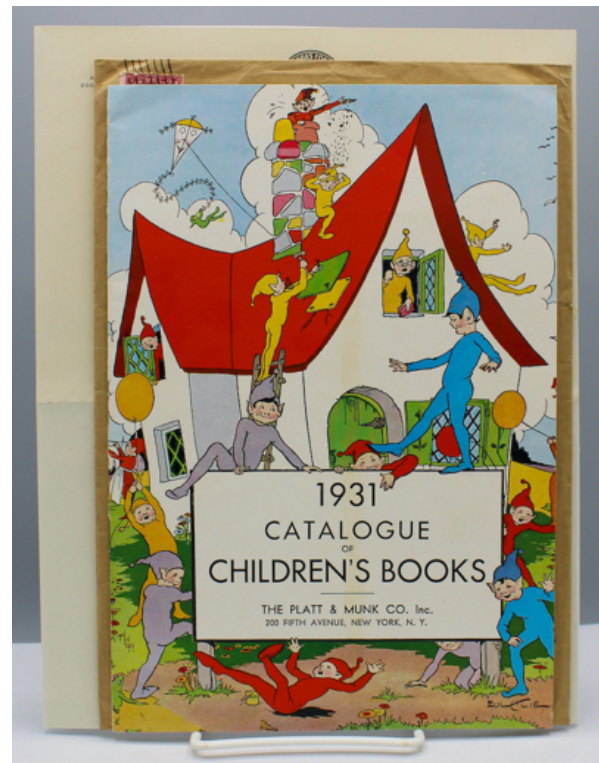
Color printed paper wrappers illustrated by Eulalie Banks. A couple patches of minor toning to wrappers. A bright, clean, near-fine copy of this rare catalogue with the original mailing envelope (addressed to San Ramon, California) and a typed letter on Platt and Munk Co. stationery.

\$450

First edition of this 1931 catalogue. This seems to be one of the earliest Platt and Munk children's book catalogues. OCLC locates no copies, and we could not locate any other copies of the 1931 catalogue in the trade at this time.

Eulalie Minfred Banks (1895 – 1999) was a painter and children's book illustrator. Born in England, Banks spent her later years in Southern California, where she painted murals for Charlie Chaplin, Ann Harding, and Harold Lloyd. Banks also painted a mural in the old Santa Monica Public Library Boys and Girls room.

The Platt and Munk Company is best known for publishing the first edition of the children's story *The Little Engine that Could*.





Attractively Color-Printed Booklet Advertising a Women's Fashion Innovation

18. [SEWING AND FASHION.] [Kleinert's Dress Shield, Hookon Corset Hose Supporter, and Telegram Skirt Facing promotional booklet.] New York: I.B. Kleinert Rubber Co., [ca. 1900].

3½ in. x 5 in. [8] pp. Printed in full color on every page with attractive promotional images for Kleinert's fashion products.

Original paper wrappers printed in color. Stapled. Printing error involving a tracking wheel has caused a vertical line of small pinholes. A very good, bright copy of a rare women's fashion item.

\$250

First edition. Approximate date from the patent date of the hook-on corset (Dec. 1899).

Isaak B. Kleinert (1830 – 1913), a German immigrant to the United States, invented Kleinert's Olympia Dress Shield in 1869. Before the invention of antiperspirants, dress shields — small ovals of fabric worn between the underarms and the sleeve of a dress — were the most common way of keeping dresses clean and dry. Kleinert was the first person to create dress shields that could be washed, ironed, and reused. The other products in the present item include a set of suspenders for hose and two varieties of water-resistant skirt facing (replaceable strips of durable fabric sewn into the hem of a skirt to protect it from the ground and floors).

Kleinert is credited with the invention of products like the shower cap, shower curtain, and waterproof pants for babies and toddlers. The company still operates today as Hygienics Industries.

OCLC records no copies.



See the "Company Booklets" page on the Museum of Menstruation (MUM) website for more information.

By the Author of *Gigi*,
An "Internationally Known Stylist, Dress Designer, and Fashion Authority"

19. [SEWING AND FASHION.] COLETTE, [Sidonie-Gabrielle]. *Fashion Do's and Don'ts in Hats Hairdo's and Makeup*. Chicago: Consolidated Book Publishers, 1943.

Octavo. 48 pp. Illustrated on every page with vignettes of women in black. The illustrations indicate what personal style women should adopt to accentuate their physical features, e.g., a woman with a "short fat nose, high forehead, oval face" shouldn't part their hair down the middle; a woman with a slightly crooked eyebrow should "emphasize it if it gives a roguish expression."

Original pink paper wrappers printed in color with an illustration of a stylish blonde woman. Minor marginal toning. A near-fine copy of this attractive fashion guide.

\$200

First edition.

Sidonie-Gabrielle Colette (1873 – 1954) was a French author, actress, and journalist. She was a prolific writer, primarily of semi-autobiographical novels interested in sexuality and life in French society. She is best remembered for her novella *Gigi* (1944), and for personally selecting the then-unknown Audrey Hepburn for the book's 1951 stage adaptation. The 1958 musical film adaptation of *Gigi* also won the Academy Award for Best Picture. Katherine Anne Porter, a contemporary of Colette, wrote in the *New York Times* in 1951 that she was "the greatest living French writer of fiction; and that she was while Gide and Proust still lived." Colette was also well known for her striking style and presence in French social circles, both aristocratic and Bohemian; the title-page of the present item describes her as "the internationally known stylist, dress designer, and fashion authority."

OCLC records four copies: two in the United States (Cincinnati Art Museum, Franklin & Marshall Collection in Pennsylvania), one in Australia, and one in Quebec, Canada.





Hand-Drawn Original Fashion Sketches by a Woman Designer
With Fabric Swatches and Manuscript Design Notes

20. [SEWING AND FASHION.] SAUNDERS, Vivian. [Set of 137 fashion design sketches.] [n.p.,] 1955-1957.

137 sheets of hand-drawn sketches (sixty-two on 9" x 11½" sheets, 75 on 5½" x 8¼" sheets). Most with handwritten design descriptions, notes, and accompanying fabric swatches pinned or taped onto the sheets. Also with price lists, inventories, and printed ads for the Candy Jr. brand (ads correspond with designs made by Saunders that are included in the present set).

Stored in a contemporary accordion-fold card paper portfolio hand-labeled "Sketches of Accepted Designs." Portfolio somewhat worn and creased. Enclosed are eight contemporary manila folders, organized by season (Holiday 1955, Fall 1956, Spring 1957, etc.), all hand-labeled in pencil. Some designs signed "V. Saunders" or "Vivian Saunders." Some toning and creasing to leaves. A few fabric swatches detached from leaves. Overall, a very good set of striking original sketches of 1950s-era fashion designs for young women.

\$1,250

Most of the sketches are for party dresses and evening gowns made for young women in their early teens to early twenties (juniors and misses). The designs include



many iconic designs associated with the 1950s, including “poodle” skirts with ample petticoats, boleros and cardigans, and sheath dresses with cinched waists. The fabric swatches indicate a wide range of textures, colors, and patterns like gingham, plaid, organza, metallics, appliques, ribbon, velvet, fur, and much more.

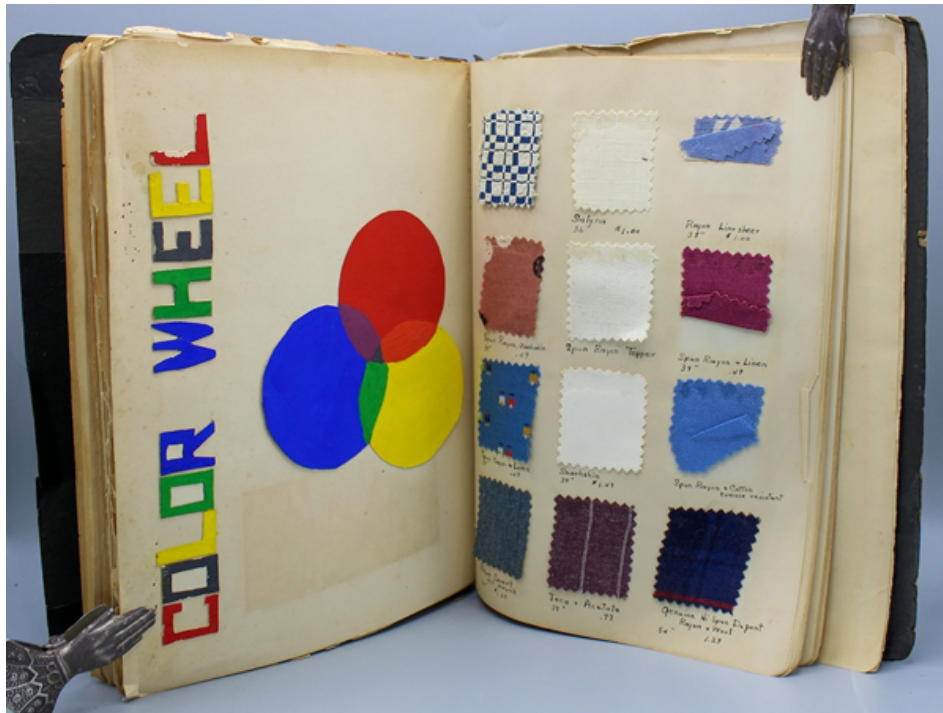


“Fashion in the 1950s saw a clear gender divide. While men and boy’s fashion moved towards a more casual day-to-day style, women and girl’s fashion prioritized elegance, formality, and perfectly matched accessories...[N]ovel prints and colors marked a playfulness in fashion for both men and women...As the decade progressed...fashion began to look to the new ‘teenager’ for inspiration, the elegance and formality of the early part of the decade began to lessen.” The 1950s also came with an unprecedented amount of choice in fashion, fueled in part by the relaxing of wartime austerity: “One particularly striking aspect of the decade was the emergence of stylish options. Two ladies could walk down the street in different outfits, yet appear equally modish, be their skirts full and narrow, or one in a form-fitting sheath and the other in a loose sack dress.”

We could not locate much information on Vivian Saunders, though she was clearly a prolific designer for the young women’s fashion brand Candy Jr.

Reddy, Karina. *Fashion History Timeline: 1950-1959*. Fashion Institute of Technology website.





Fashion Design Course for the New Ready-to-Wear Industry
With Over 150 Fabric Swatches

21. [SEWING AND FASHION.] SCHROEDER, Lena. *Clothing Textiles*. [Fashion design and sewing instruction workbook with fabric swatches.] [n.d., ca. 1930s.]

9 in. x 11½ in. [130] ff. (approximately). With over 150 fabric swatches (most mounted, some laid in); pencil illustrations on ten pages; and sixteen pages with photo reproductions, periodical clippings, and fashion advertising material. Leaf count includes a [6] ff. packet, laid in, on "Wool Washing Experiments." Typewritten text.

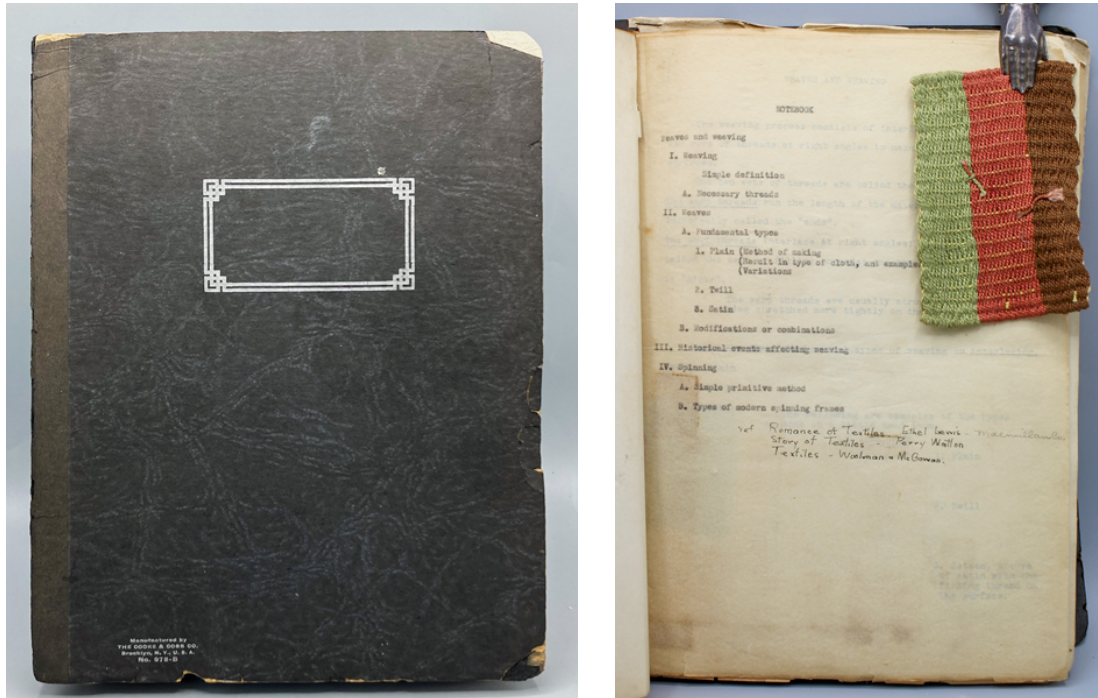
Original black card three-hole binder. Chipping to edges. Some toning throughout. Some swatches have come loose and are laid in. Graded "A+" on title-page. A remarkably thorough and well-executed fashion design workbook in very good condition.

\$175

This workbook, compiled by a student named Lena Schroeder, represents an advanced curriculum in design, sewing, and fashion merchandising. The typewritten text, seemingly written by Schroeder from a variety of cited sources, details the history, production, and uses of a variety of consumer textiles including silk, wool, cotton, and flax. The fabric swatches include dozens of different types of fabrics (including denim, wool, velvet, percale, crinoline,



silk, and many more) in a rich array of colors. Some of the textiles included here are annotated with drawings of how the fibers appear under a microscope, seemingly copied from Schroeder's own observations.



The fashion advertising materials, as well as sections of text on current fashion trends and designing clothing for the mass market, offer an insight into the purpose of the course: to train students for careers in design, fashion merchandising, and professional sewing and tailoring. In the 1920s, mass-market fashion was still in its infancy, with companies including Chanel and Sears just beginning to sell ready-to-wear designs. The present item represents how the evolving desires of customers and a shift in the economics of fashion shaped sewing and design curriculum in schools.





Rare Salesman's Sample with Thirteen Original Hatpins

22. [SEWING AND FASHION.] *Stratnoid Hat Pins* [cover title]. [Salesman's sample with original hatpins.] [Birmingham, UK: Stratnoid (later Stratton & Co.), n.d., ca. 1910.]

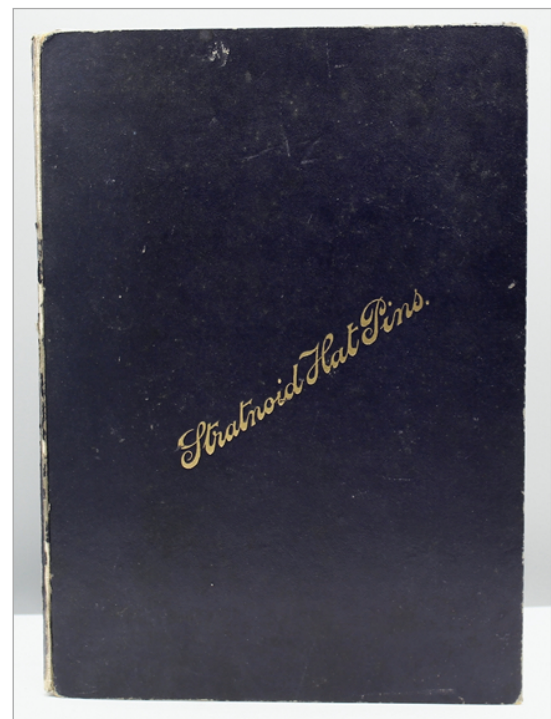
Folding triptych display (8" x 11"). With thirteen original Stratnoid silver hatpins (nickel-plated), eight with attached printed paper labels ("Stratnoid Untarnishable heads"). Also with three mounted illustrated advertisements for hatpin stands and sets of pins: the Collapsible Junior Stand, the Collapsible Senior Stand, and the De Luxe Collapsible Stand. A paper strip, labeled in manuscript, identifies which pins are part of the Junior, Senior, or De Luxe Stand sets. With spaces for the fifteen other hat pins in the set (not present).

Three board panels with two cloth spines connecting boards. Bound in dark blue leather with gilt title. Cracking and wear to joints and some chipping to leather. Some rubbing to extremities. Pins stuck into blue velvet pad with sheet of protective felt. Some foxing to felt and some light toning inside. A very good copy of a rare item.

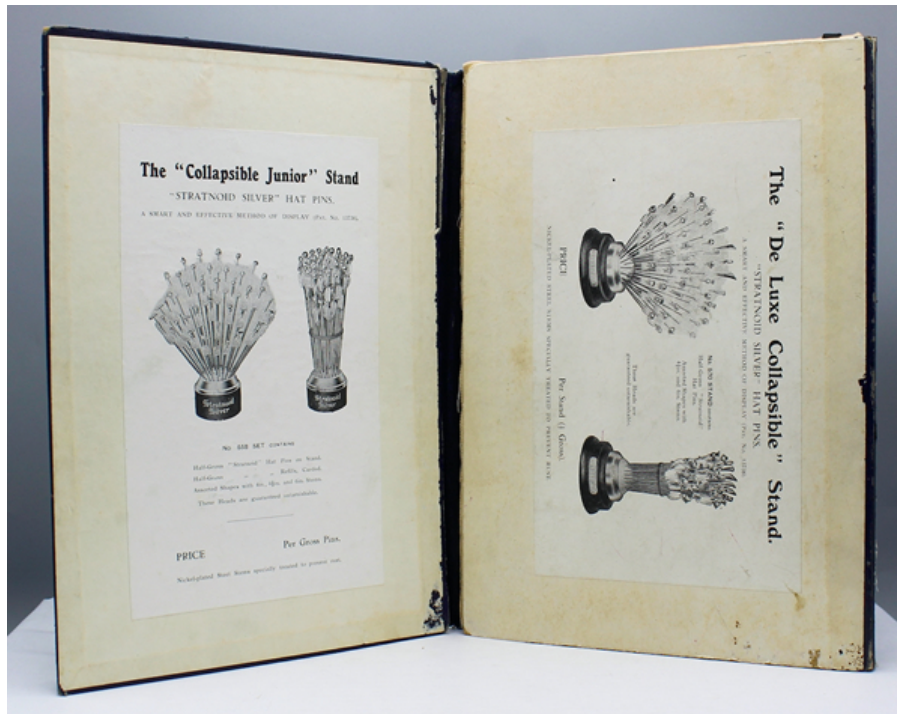
\$450

First edition.

Stratnoid, or Stratton and Company after 1920, was founded in 1860 as a producer of knitting needles. By the twentieth century, the company was a major producer of powder compacts, lipstick holders, jewelry,



hat pins, and other metal accessories. Business boomed in the late Victorian and early Edwardian eras as actresses like Lillie Langtry and Lillian Russell began wearing large, elaborate hats secured with pins.



The hatpins in the present item feature the special Stratnoid Untarnishable heads, which were warranted for ten years and were designed in a variety of shapes like a stylized golf club, an acorn, and more. The collapsible stands would have been used to display the pins in women's stores and millinery shops.

OCLC records no copies.

Williams, Sheila. *The History of Knitting Pin Gauges* (2006), pp. 52-53.