

# Advertising

*Cosmetics, Home Goods, Quack Medicine, School Supplies, and More*

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## Cosmetics, Food, and Home Goods Salesman's Catalogue

1. [AMERICAN PRODUCTS COMPANY.] *Zanol, the Better Way to Buy*. Catalog no. 20. [Cover title.] Cincinnati, Ohio: The American Products Company, [1927].

11 x 14 in. 86 pp. Illustrated on every page with Zanol products, mostly printed in black on color backgrounds, plus sixteen full-color pages.

Publisher's black paper wrappers printed in orange. Black cloth spine, somewhat fragile, with back cover coming loose at bottom edge. Some dampstaining to wrappers (also affecting top edge of first few leaves). Contemporary ink manuscript list of nearly two hundred names to terminal blank, probably recording the Zanol salesman's customers. A very good copy of a scarce item.

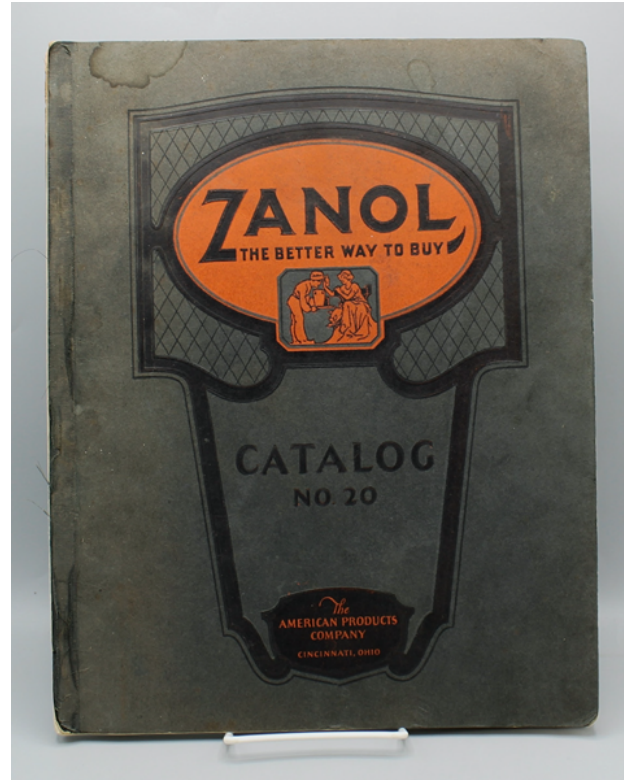
\$400

"Edition C" (p. 86). Various editions of Catalog no. 20 were issued to Zanol salesmen ca. 1921-1928, some without edition statements. OCLC records seven copies of Catalog no. 20, all in

Delaware and Ohio: one dated 1921 (Cincinnati PL), two 1924 (Winterthur Museum, Cincinnati PL), two 1925 (Ohio History Connection, "Edition A"; Winterthur), one 1927 (Winterthur), and one 1928 (Cincinnati PL). We could not locate any other Zanol catalogues from the 1920s in OCLC.

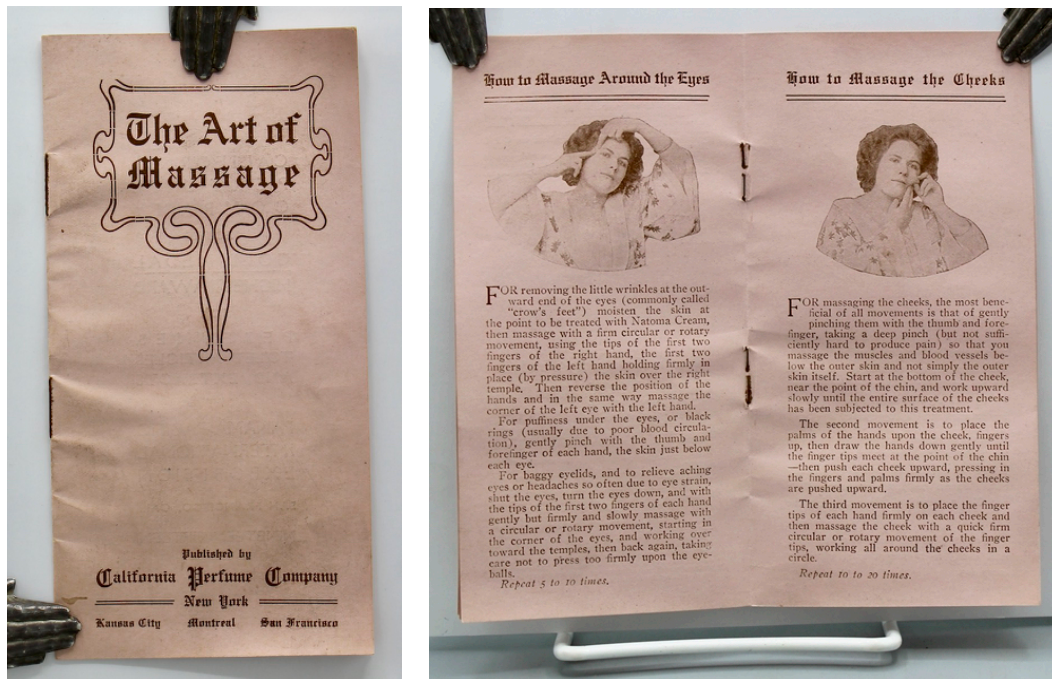
Albert Mihalovitch (later Mills) and his two brothers, Edgar and Clarence, founded the Mihalovitch Brothers Company in Cincinnati in 1907 to distribute food products, cosmetics, and home goods under their Zanol trademark. The Mihalovitch brothers, like Avon founder David H. McConnell, realized the cost efficiency of using door-to-door salesmen as distributors for their products, and the present item includes a page touting the benefits of "shopping in your own home the Zanol way." An illustration on the page depicts a man displaying a case of Zanol products to a woman, presumably one of the "millions of housewives [who] use 'Zanol' products exclusively in their homes." The list of customers in the present catalogue, presumably recorded by the salesman who used it to sell Zanol products, certainly testifies to the effectiveness of the model.

According to this catalogue, the Zanol line comprised more than 350 items, including three main cosmetics lines, all of which are advertised in this catalogue: Fleur D'Orient (1916), Dream Girl (1917), and La Bara (1917), the latter of which was named for Theda Bara (1885 – 1955), star of the silent film *Cleopatra* (1917). This catalogue also includes a two-page spread of endorsements by silent film stars and Ziegfeld follies performers. Like Avon products, Zanol cosmetics were endorsed by women's magazines like *Good Housekeeping* and *The Modern Priscilla*, as advertised in this catalogue.



Hetherington, Mike. "Cosmetics by the American Products Company." *Collecting Vintage Compacts* blog (webpage), January 10, 2012 (updated April 12, 2024).





### Early Avon Products Promotional Item

## 2. [AVON PRODUCTS INC.] *The Art of Massage*. New York: California Perfume Company, [ca. 1915].

3 x 6 in. [12] pp. With five illustrations of a woman massaging her face.

Original pink paper self-wrappers. Some dustsoiling and creasing. A very good copy of a rare, early item promoting the company that would later become Avon.

\$125

Date estimated from text, "California Perfume Company received Gold Medal...for Perfumes...at Panama-Pacific International Exposition, San Francisco, Cal. Nineteen-Fifteen."

This brochure advertises several California Perfume Company products (Natoma Rolling Massage Cream, Dr. Zabriskie's Medicated Soap, CPC Extract of Witch Hazel, and CPC Hygiene Face Powder) and encourages women to use the products in conjunction with facial massages to improve complexion and reduce wrinkles. Under the heading "The Necessity of Facial Massage," the brochure reads, "Systematic, correct massage is not only the best means for eradicating wrinkles and all facial blemishes; for rounding out thin cheeks, neck and arms; for restoring to the complexion the freshness and natural beauty of youth—it is the **ONLY** way."

In 1886, David H. McConnell (1858 – 1937) founded the company that would become Avon Products Inc. when he decided to sell perfumes door-to-door rather than books. In 1892, he changed the name of the company to the California Perfume Company on the suggestion of his business partner. In 1939, after McConnell's death, the company's name was changed to Avon.

OCLC records no copies.







Rare Avon Saleswoman's Catalogue  
Richly Illustrated in Color

3. [AVON PRODUCTS INC.] [Avon cosmetics and home goods catalogue.] [New York: California Perfume Company, Inc., ca. 1936.]

10 x 7 in. [136] pp. With full-color illustrations of Avon products on nearly every page. Most of the catalogue advertises beauty products, but the last dozen or so pages are dedicated to Perfection Products, the home goods and food products label of the California Perfume Company.

Original stiff blue binder with "Avon" in silver on front cover. Slight smudging to front cover. Otherwise a fine, bright copy.

\$450

Date from page commemorating the fiftieth anniversary of the California Perfume Company (1886 – 1936). The California Perfume Company changed its name to Avon in 1939. These catalogues, which were issued under varying titles to Avon representatives, are all scarce, especially those predating the name change. OCLC records one copy of a similar catalogue from 1938 (Hagley Museum) and a few copies of catalogues from 1935-1937 (UC Irvine, Hagley, the Strong).

In 1886, David H. McConnell (1858 – 1937) founded the company that would become Avon Products Inc. The company has used the "direct sales" model (in which customers, mostly women, purchase products to resell to other customers) since its inception and counted around 25,000 resellers among its ranks by the 1920s. In the post-World War II





economic boom, companies like Avon, Amway, and Tupperware rushed to harness the marketing potential of middle-class women who had both the disposable income to invest in home and beauty products and the social connections to market them. Those saleswomen were able to use their role to build social capital and, in some cases, make money in an era when women's employment opportunities were restricted. 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 many modern online advertising strategies.





4. [AVON PRODUCTS INC.] *Avon Cosmetics and Toiletries*. Since 1886. New York: Avon Products Inc., [1953].

10½ x 7¼ in. [134] pp. (inconsistently paginated). With seven section tabs (Makeup, Perfumes, Hair & Shaving, and so on). Avon products illustrated in color on nearly every page. With four red paper inserts announcing "Special Introductory Offers" on various products.

Original stiff green binder with "Avon" in gilt on front cover. Some dustsoiling to binder and wear to edges of a few leaves. Still a near fine copy.

\$375

Date from printer's code on second-to-last leaf ("4-1953"). These catalogues, which were issued under varying titles to Avon representatives more or less annually, are all scarce. OCLC records only a few copies of any Avon catalogues under this title from the early 1950s: two copies dated 1951 (the Met, University of Virginia), one dated 1952 (Hagley Museum), and one dated 1954 (Winterthur Museum).







Scarce Early Avon Catalogue  
With Ephemera Documenting the Business of a WWI-Era Saleswoman

5. [AVON PRODUCTS INC.] *California Perfume Company Color Plate Catalog*. San Francisco: California Perfume Company, [n.d., ca. 1919].

16 x 10½ in. [41] ff., including twenty-one double-sided color plates illustrated with California Perfume Company cosmetics and home goods. With seven pieces of ephemera relating to the business activity of California Perfume Company (CPC) distributor Amanda L. Hansen: Two brochures (“Index to the Color Plate Catalog and Price List Effective January 10, 1918” and “Index to the Color Plate Catalog and Price-List with War Tax Schedule Effective May 1, 1919”); a TLS (7 x 11”, 1 p.) addressed to Hansen from E.M. Thompson, Manager of the Minnesota Division of the CPC, dated November 1919; two order forms (16 x 17½”) indicating products bought by Hansen, dated June and November 1919, respectively; CPC envelope (9 x 6”) that enclosed the June order form; and a printed advertisement (6 x 9”) for a CPC perfume set.

Original black cloth binder. Minor toning to edges of some leaves. Slight predation to one leaf. A bright, near-fine copy of a rare item.

\$750

Undated, but the ephemera indicates that this catalogue was being used by California Perfume Company (CPC) saleswoman Amanda L. Hansen in 1919. The CPC became Avon Products Co. in 1939. These catalogues are all scarce, especially those predating the company’s



name change: OCLC records four copies of what seems to be the same edition (UC Santa Barbara, Cleveland Museum of Art, State Historical Society of North Dakota, The Wolfsonian–Florida International University) and two copies of similar contemporary editions (the Hagley, Duke).



The ephemera included here offers a rare glimpse into the working life of a CPC distributor during World War I. The letter addressed to Hansen appears to be in response to a letter she sent to the manager of the CPC's Minnesota Division reporting on her "work on a big Christmas order." The manager implores her to "try to make your order at least one hundred dollar retail...if everyone of my workers would send me a one hundred dollar order for November and December, we will reach the mark that has been set for me this year." Though it is unclear whether Hansen made the goal by December, she did order nearly \$60 (about \$1,000 today) of CPC products in November.







Salesman's Sample Album Featuring the Work of an Enterprising Woman Artist,  
With Eighty-Two Hand-Colored Designs

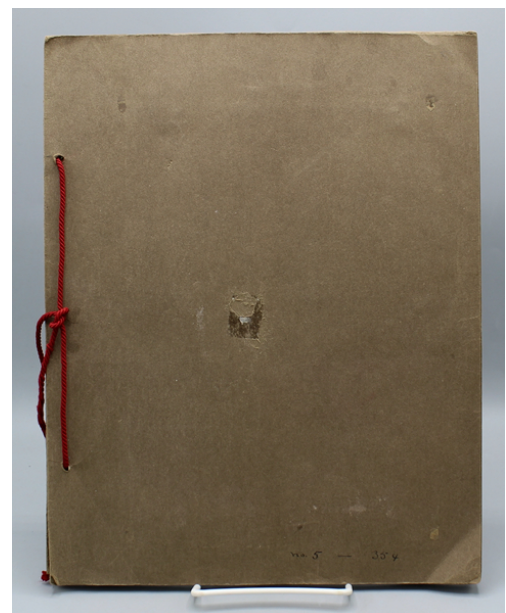
6. [CANNON, Florence V., illustrator.] [Salesman's sample album with hand-colored greeting cards.] [Camden, New Jersey: Florence V. Cannon, ca. 1910s.]

10 x 13 in. 14 ff. With eighty-two hand-colored, mounted sample greeting cards, postcards, bridge tally cards, place cards, etc. by Florence V. Cannon. Many of the cards are priced in pencil and some have limitations noted ("25 doz," "100 doz"). Includes a set of Christmas cards designed by Cannon for the Boy Scouts.

Brown paper self-wrappers bound with cord. Some soiling. Some empty spots where cards were removed (or have fallen out), including two fully blank pages. The cards themselves are clean and bright. With two items laid in: a four-page brochure from the Milton Bradley Co. offering twelve "Motto Cards for Illumination Designed and Published by Florence V. Cannon," all of which are compiled in is album, and Cannon's business card. Very good.

\$600

Mostly undated, though some of the cards have a copyright date of 1910. The present album may have been used in Florence V. Cannon's print shop to display examples of her work to customers or may have been given by her to



another seller, as Cannon did sell her work through other retailers, including major companies like Milton Bradley.

Florence V. Cannon (1883 – 1963) was born in Camden, New Jersey and educated at the Philadelphia School of Industrial Arts and the Pennsylvania Academy of the Fine Arts. The cards in these albums dated from the beginning of her career, when she founded the Florence V. Cannon Company, her own greeting card and printing business. An advertisement for the company in a 1916 issue of *Harper's Bazaar* offers Christmas cards, place cards, paper dolls, and tally cards for bridge featuring “Beautiful designs not duplicated in other shops. Hand colored.” The laid-in brochure advertises a line of Cannon’s “Motto Cards” — proverbs or quotations with accompanying illustrations designed to be colored by the purchaser — which were issued by Milton Bradley and, according to the brochure, “are to be used in teaching color and design.”



By the 1920s, Cannon’s business pivoted to toy manufacturing, and by the 1930s she refocused on her fine art career. In 1939, she became a founding member of the American Color Print Society and served as its first president. She was also a member of the Philadelphia Art Alliance and, in the 1930s, returned to the Pennsylvania Academy of the Fine Arts as a teacher.







7. [FOOD AND COOKING.] [ALUMINUM COOKING UTENSIL COMPANY.] *The "Wear-Ever" New Method of Cooking*. New Kensington, Pennsylvania: The Aluminum Cooking Utensil Company, 1930.

11½ x 8½ in. 71 ff. (printed on one side only). Illustrated throughout, often in color, with Wear-Ever pots and pans, food, and images of families. Last two pages with the heading "Homes Using the 'Wear-Ever' New Method of Cooking" and space for names and addresses.

Black faux leather binder. Some soiling to title-page. Some browning to last two leaves (due to paper quality). Otherwise, very clean throughout. With two leaves illustrated with Wear-Ever items (seemingly taken from another catalogue) laid in. A very good copy of a scarce item.

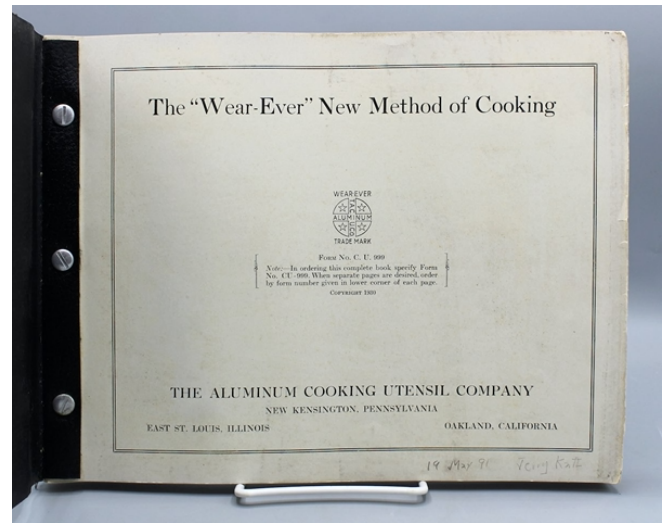
\$350

An early example of a Wear-Ever catalogue. Seemingly the earliest Wear-Ever catalogue recorded on OCLC, *Healthful Foods: The New Method of Cooking*, dates from 1925 or 1926. OCLC records four copies of that catalogue and a handful of copies of *The "Wear-Ever" New Method of Cooking and 100 Tested Recipes from the Priscilla Proving Plant* (1928 and 1929 editions). OCLC records only one other copy of the present edition (University of Pittsburgh). Note that the earliest Wear-Ever promotional material recorded on OCLC seems to be a 1910 instructional booklet for their steam cooker, though that appears to be a smaller promotional item rather than a full catalogue.

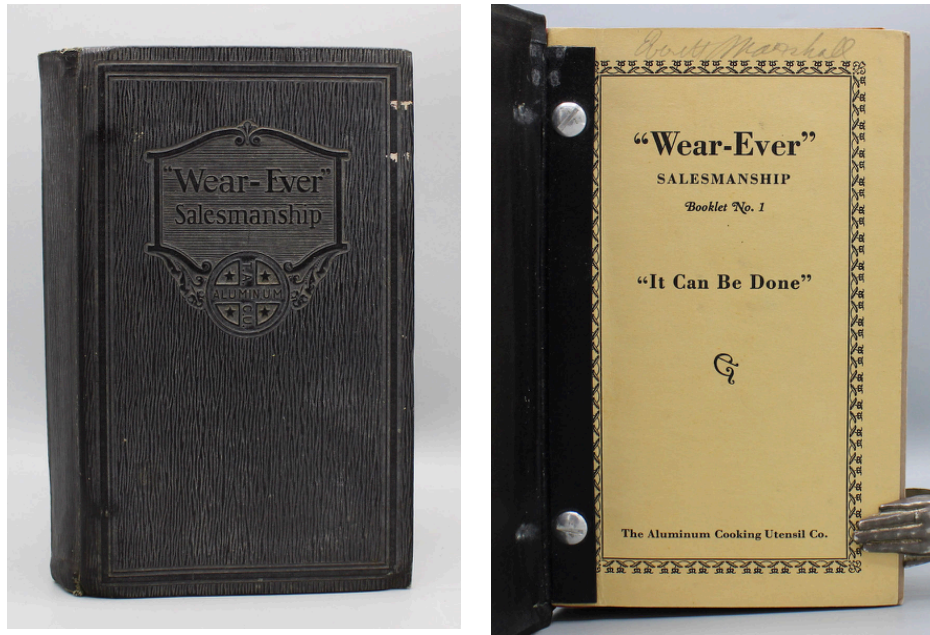
This catalogue was designed for use by sales agents who marketed Wear-Ever cookware in their communities. A later Wear-Ever catalogue from 1955 was clearly intended to be used by saleswomen



exclusively, and typically at home parties where women gathered to purchase home goods, though the present item seems to be targeting both men and women as sales agents. The present item predates that home party trend, which truly gained momentum when Tupperware saleswoman Brownie Wise (1913 – 1992) proved the success of the method in the late 1940s. Beauty products 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. After World War II, 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. Those saleswomen were able to use their role to build social capital and, in some cases, make money in an era when women's employment opportunities were restricted. 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.







*“The Young Man Who Shrinks from Testing Himself as a Commission Salesman... Needs to Take Stock of Himself”*

8. [FOOD AND COOKING.] [ALUMINUM COOKING UTENSIL COMPANY.] *Wear-Ever Salesmanship*. [Set of ten booklets.] New Kensington, PA: The Aluminum Cooking Utensil Co., [ca. 1930].

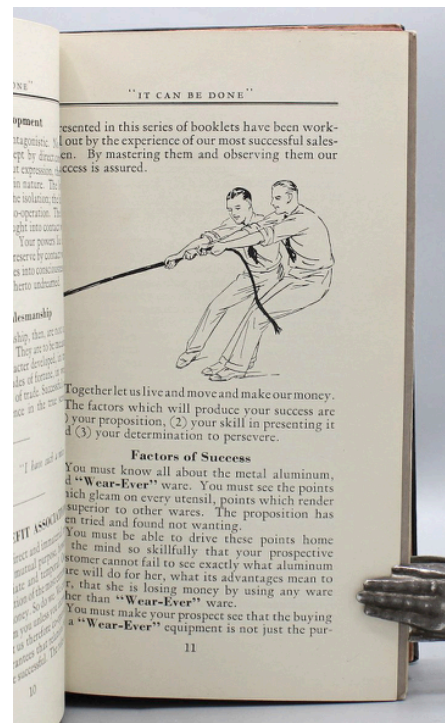
Ten volumes in one, 4½ x 7¼ in. 16; 20; 28; 37; 16; 55; 43; 15; 31; 30 pp. Each booklet bound in colorful paper wrappers with a separate title-page. Some illustrations, tables, and diagrams.

Booklets bound together, as issued, in a black faux leather Wear-Ever binder with embossed title. Some light rubbing to cloth. Contemporary pencil ownership signature to front cover of first booklet and some contemporary pencil annotations to back cover of last booklet. A very good, clean copy of a rare salesman's handbook.

\$350

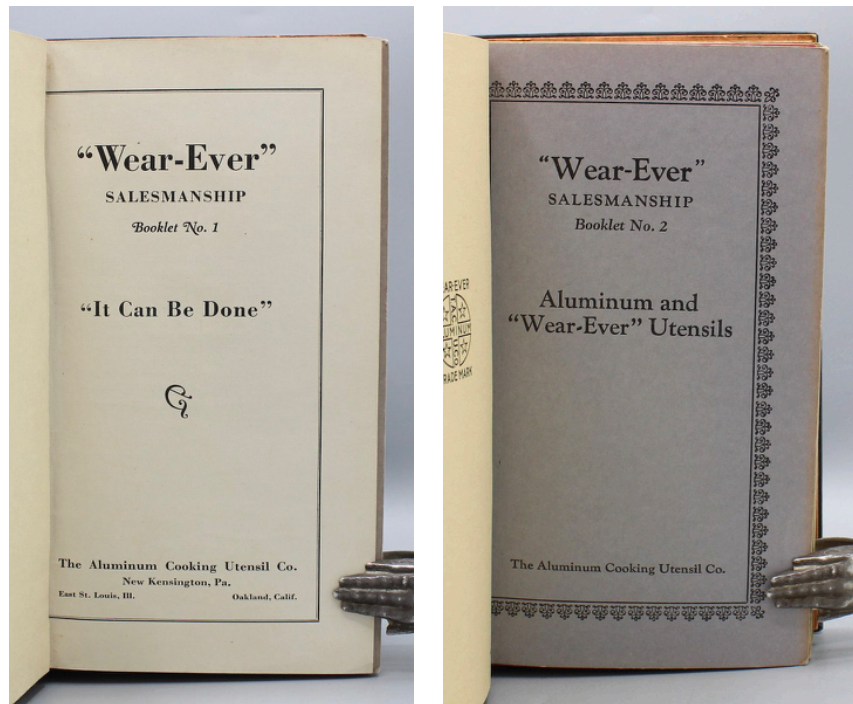
The booklets have copyright dates of 1927-1930. OCLC records no other copies.

This handbook instructs Wear-Ever cooking utensil salesmen in how to attract customers, explain their products, and handle orders, as well as how to dress and act in the role. While companies like Avon targeted women as sales agents for their products, this Wear-Ever catalogue explicitly addresses young men and positions success in salesmanship as a test of a mettle and masculinity. The first booklet reads, “The young man who

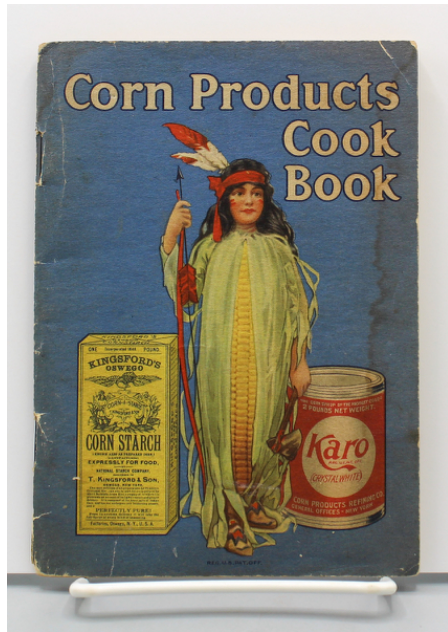


shrinks from testing himself as a commission salesman and prefers that his maiden job be one at a stated salary needs to take stock of himself. It is this cowardice...that consigns many men to lives of hopeless and small-salaried drudgery" (p. 6). It also claims that Napoleon, Webster, and Edison all "got their start" in salesmanship (p. 4).

Perhaps due to the success of Tupperware saleswomen and the "home party" model in the late 1940s and early 1950s, later Wear-Ever marketing materials clearly target women as distributors for their products. Earlier Wear-Ever materials from the 1930s, however, indicate that the company was targeting middle-class families as sales agents, and the present item addresses young single men. The focus on young men in the present item reveals the different styles of rhetoric used to court sales agents in different demographics: the materials targeting families focus on the economic and food safety benefits of Wear-Ever materials and include promises about the health and growth of children in "Wear-Ever households," but the present item emphasizes salesmanship as a character-building exercise that would prove a young man's dedication and enterprising spirit.







9. [FOOD AND COOKING.] [CORN PRODUCTS REFINING CO.] HEWITT, Emma Churchman. *Corn Products Cook Book*. New York: Corn Products Refining Co., [n.d., ca 1920?]

4½ x 6¼ in. 40 pp. With eight color plates.

Color-printed blue paper wrappers with an illustration. Dampstaining to fore-edge. Some marginal toning. With seven contemporary newspaper clippings (mostly of recipes) from a Chicago-area newspaper. A very good copy.

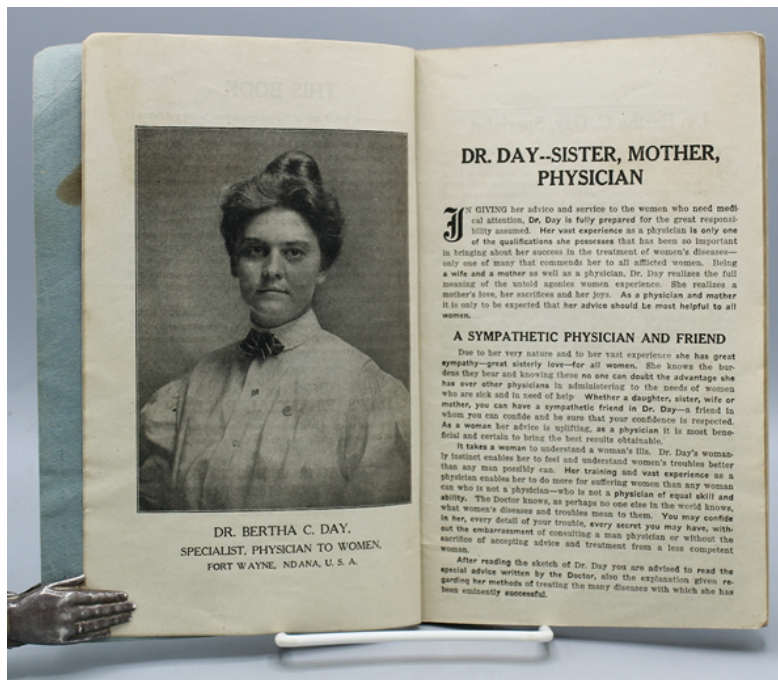
\$100

An uncommon cookbook advertising Mazola corn oil, Karo syrup, and other products.

Emma Churchman Hewitt (1850 – 1921) was an author and journalist. Most of the information about her life survives in Frances Willard and Mary A. Livermore's *A Woman of the Century* (1893), which includes a brief biography of Hewitt. In 1884, Hewitt became a journalist for the *Daily Evening Reporter* of Burlington, New Jersey, where she worked until the publication shut down. In 1885, she was solicited by the publisher of the *Ladies' Home Journal* to write a series of articles under the title "Scribbler's Letters to Gustavus Adolphus." The next year, she began working as the associate editor of the *Ladies' Home Journal*, which also published many of her articles about etiquette and the home. Her book *Ease in Conversation* (1887) was initially published in the *Ladies' Home Journal* as a series of articles titled "Mildred's Conversation Class." She was also a contributor to *Lippincott's Magazine* and about a dozen other publications. Hewitt later served as an editor of the *Home Magazine* in Washington, D.C., and contributed to the Philadelphia magazine *Leisure Hours*.

Willard, Frances, and Mary A. Livermore, eds. *A Woman of the Century: Fourteen Hundred-seventy Biographical Sketches Accompanied by Portraits of Leading American Women* (1893), pp. 375-6.





### Quack Doctor's Advice for Women (For a Fee)

10. [HEALTH AND MEDICINE.] [BERTHA C. DAY COMPANY.] DAY, Bertha C. *Diseases of Women: Their Causes, Symptoms, and Treatment and the Home Medical Guide*. Fort Wayne, Indiana: Published by the Author, [1909].

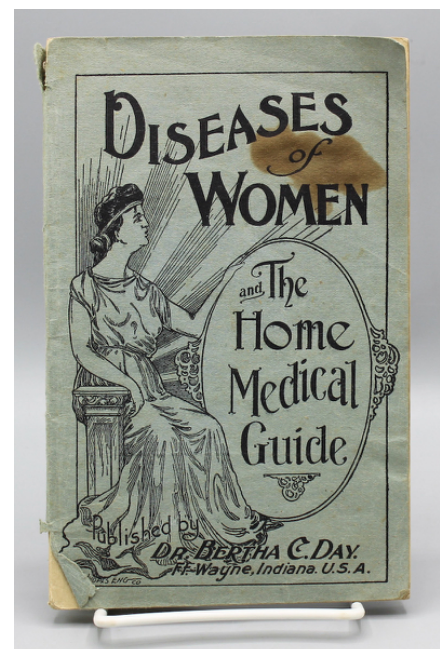
5 in. x 7¾ in. 121 pp. Frontispiece portrait of the author.

Original gray-blue printed paper wrappers. Somewhat chipped and creased, with a spot of staining to front cover. Contemporary pencil markings to back cover. Open tear to corner of back cover and last two leaves (not affecting legibility). Uniform toning to last few leaves. A good copy of this rare promotional material for the mail-order business of a woman quack doctor.

\$175

First edition.

A women's health manual that also advertises the mail-order medical services of Dr. Bertha C. Day (which may have been a pseudonym), a physician who offered advice and medication through the mail to women—for a fee. Day was one of a few women physicians employed by William M. Griffin, a career grifter and founder of the J.W. Kidd Company a tea and coffee company that also sold quack medicines (in other publications, Day sometimes appears as the face of the Bertha C. Day Company). Day and her associates were considered by the American Medical Association to be quacks who sold ineffective patent medicines at inflated prices.



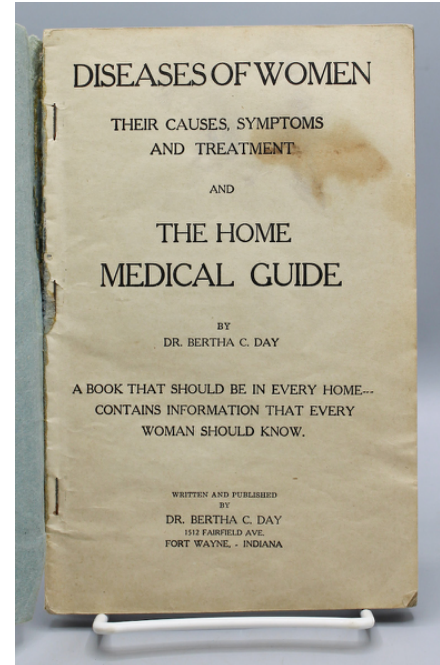


A chapter in the book *Nostrums and Quackery*, published by the AMA in 1911, pointed out grandiose claims Day made about her education and experience in the introduction to the present work: though she claimed to have accrued “vast experience” during “several years of active life as a general practitioner,” she had only graduated from a homeopathic college in 1907 and had been licensed to practice medicine in 1908 (p. 213). She also claimed to have studied at an elite medical school, been on staff at a major hospital, and to have studied at twenty different hospitals. The AMA also accused Day of prescribing the same expensive course of medicine to nearly all the women who contacted her, sending incomplete packages of medications, and using manipulative pricing techniques that were the signature of mail-order quacks (pp. 217-218).

A note in the second edition of *Nostrums and Quackery* points out that Day was no longer attached to Griffin’s mail-order scheme after the publication of the first edition subjected her to harsh scrutiny. Future editions of the present work were published under the name Dr. Julia D. Godfrey, and future mentions of the “Bertha C. Day Company” were changed to the “Women’s Health Institute,” presumably to divert suspicion.

OCLC records two copies (Harvard and University of Rochester).

Cramp, Joseph Arthur. *Nostrums and Quackery*, 2nd ed. (Chicago: Press of the American Medical Association, 1912), pp. 213, 224.



## Women's Health Advice from a Patent Medicine Company

11. [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.

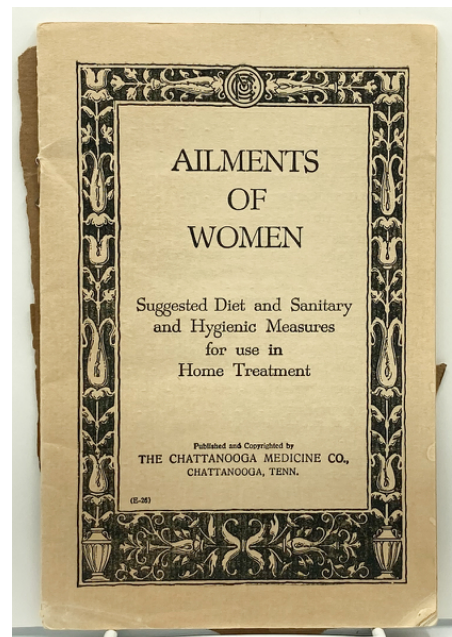
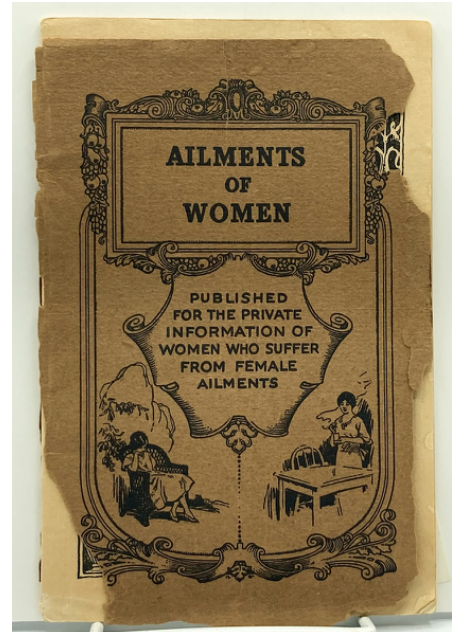
\$150

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

The Chattanooga Medicine Company was a patent medicine company founded by Zeboim Cartter Patten, a former Union Army soldier who moved to Chattanooga after the Civil War. Patten relied on a force of traveling salesmen to sell and market Chattanooga Medicine Company products, the most popular of which which included Black Draft, a senna-based laxative, and Dr. McElree's Wine of Cardui, a cure-all tonic marketed to women. The company was a leader in advertising techniques: advertisements for Black Draft and Wine of Cardui appeared on the sides and roofs of buildings in the Chattanooga area, many of them painted by company salesmen doing double duty. The Ladies' Birthday Almanac, a gift book advertising Chattanooga Medicine Company products, was also published by the company as early as 1891. The company changed its name to Chattem Inc. in 1978 and is still in business today.

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

Head, Charles David. "Chattanooga Medicine Co." *Bottles and Extras* (January-February 2011), pp. 58-59. Accessed on the Federation of Historical Bottle Collectors website.







### Rare Illustrated Cosmetics and Home Goods Catalogue

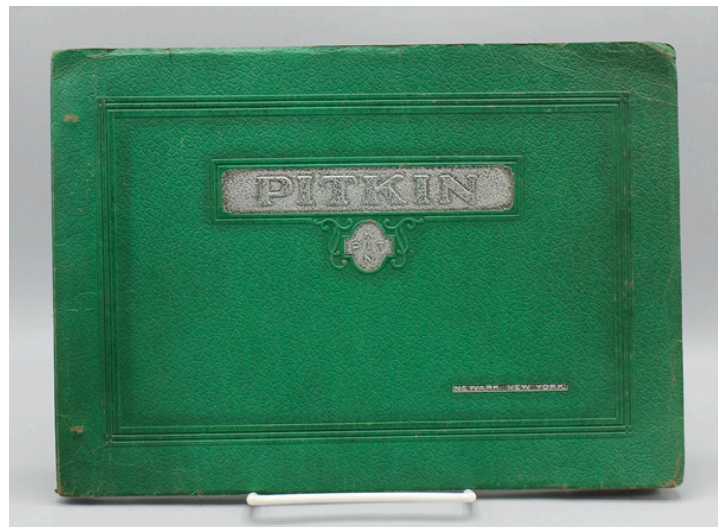
12. [J.M. PITKIN & CO.] [Pitkin Products cosmetics and home goods catalogue.] [Newark, New York:] J.M. Pitkin & Co., [n.d., ca. 1940s].

10¼ x 7¼ in. 57, [3] pp. Pitkin products illustrated in color on nearly every page.

Original green binder with "Pitkin" in silver. Some dustsoiling to title-page. Contemporary pencil ownership signature (Miss Virginia C. Singleton) to title-page. Pencil annotation to second-to-last page recording the fifty-cent purchase of two Pitkin items by a Mrs. Kuchta. A very good copy of a rare item.

\$175

Undated, ca. 1940s. OCLC records no copies of this or any other Pitkin catalogues.



This catalogue advertises the Pitkin Company Linda Lee cosmetics line as well as home products, hosiery, food, and even medicine. J.M. Pitkin & Co., which was based in the small town of Newark, New York, was founded in 1908, though we could not locate much more information about the company.

The foreword to the present work claims that the founder of the J.M. Pitkin Company invented the "new business method" of customers buying directly from manufacturers through catalogues like this. "Housewives were delighted with the money they could save," the foreword reads, "they welcomed the opportunity of selecting goods in the privacy of their homes, from clean, bright samples; they appreciated the prompt delivery of their goods from the factory..." As the

transaction noted in the present item suggests, this method also allowed the housewives in question to sell to other housewives and generate some income for themselves. J.M. Pitkin was certainly not the inventor of the strategy, however, and the present catalogue is likely styled after similar Avon catalogues of the period.





## Scarce Kotex Promotional Booklet

13. [KOTEX.] *Are you in the know?* [Chicago: International Cellucotton Products Company, 1951.]

5 x 6¾ in. [32] pp. Illustrated on all but two pages. Full cover title reads, "Are you in the know? about etiquette / dating / grooming / fashions / this 'n' that."

Pictorial paper self-wrappers. Pages a bit crooked, seemingly due to error in cutting or binding. A near fine copy.

\$200

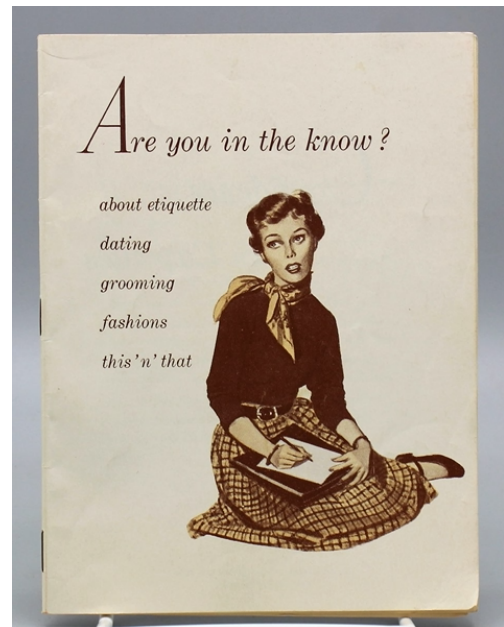
First edition.

This booklet is formatted as a multiple-choice quiz that asks readers questions about etiquette, personal grooming, and fashion. For example, readers are prompted with the question "After a dance number, what's your next step?" (paired with an illustration of a confused-looking girl at a party) and given the answer options "Do a repeat," "Thank him and retreat," and "Tag a stag." The answer reads, "As the music stops, 'tween numbers—maybe you're plagued by a passel of doubts. Such as—might Pete prefer the next whirl with some other girl? Should you retreat to the Wallflowers' Roost? Or high-sign the stag line? 'Course not! Continue with your partner 'til a gent cuts in, which will happen sooner or later." Questions on the last page are related to Kotex products. One reads, "How to choose Kotex in the size best for you?" with the answer options, "By the 'eenie-meenie' method," "Echo your gal pal's choice," and "Try all 3." The answer reads, "Different girls have different needs—so Kotex comes in 3 sizes...Try all 3: see which one's for you."

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 includes their Marjorie May series (ca. 1928-1938) and *As One Girl to Another* (1940).

OCLC records only one copy (Harvard).

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





### Scarce First Edition Kotex Promotional Booklet for Girls

14. [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, fragile item.

\$100

First edition.

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

15. [KOTEX.] *Very Personally Yours*. [Cover title.] [Neenah, Wisconsin: Kimberly-Clark Corporation, ca. 1958 or 1959?]

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 fine, bright copy.

\$75

Later printing. The period tracker calendar is dated 1959-1961. First published in 1946. All printings are rare, with no more than one or two physical copies of any printing.

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.





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

16. [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

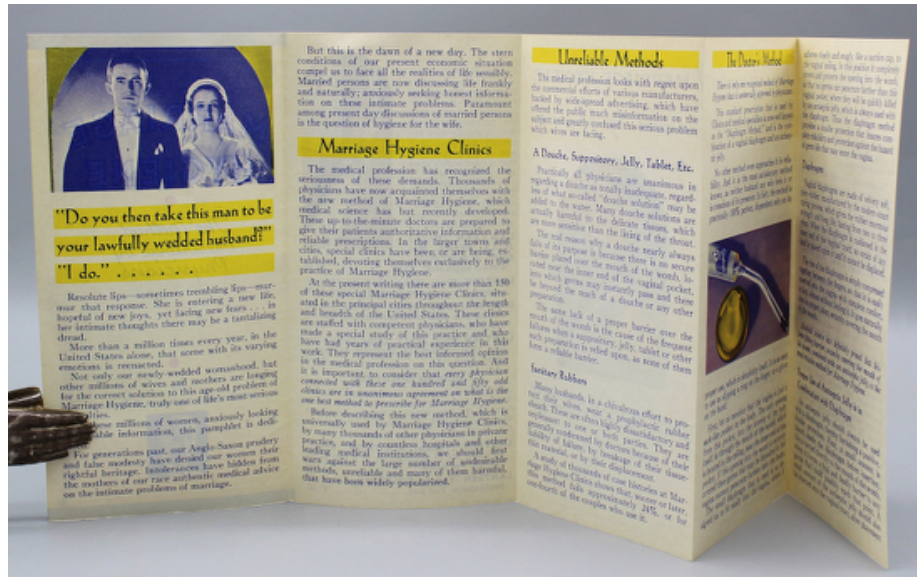
Later printing. All printings are scarce, with OCLC recording only nine physical copies total of the earlier printings.

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 12<sup>th</sup> 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).







Rare Advertisement for Lanteen Laboratories Birth Control Products

17. [LANTEEN LABORATORIES.] CARR, Norman. *Marriage Hygiene*. The Method Prescribed by Physicians. [Chicago? : Lanteen Laboratories, 1935.]

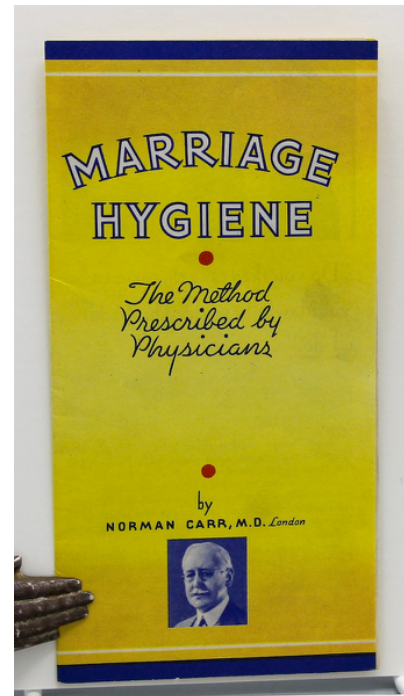
6 in. x 3 in. (folded). [10] pp. Single sheet folded into five panels. Printed in color. With five photo reproductions.

Single sheet of buff paper printed in color. Minor dustsoiling to cover. Otherwise, a fine copy of a rare item advertising Lanteen Laboratories birth control methods.

\$75

Dated July 1935. First published in 1934. All editions are rare, with no more than a few copies of any edition recorded on OCLC.

Lanteen Laboratories produced diaphragms, spermicides, and other birth control methods. These methods were controversial, as they 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 through medical clinics owned by the company, which were staffed entirely by women, to circumvent laws that prohibited the sale of birth control outside of doctor’s offices.



We could not locate much information on Norman Carr (which was likely a pseudonym). He is credited as the author of several other booklets on birth control that promoted the Lanteen Laboratories brand, including *Birth Control: Plain Medical Information* (1930). The first edition of *Marriage Hygiene* (1934) describes him as a London physician and “probably the most widely read author on [birth control] in the entire world,” though we have been unable to verify the claim.





### Rare Advertising Booklet for a Covert Birth Control Device

18. [MARVEL COMPANY.] *Feminine Hygiene*. The Marvel Way. [New Haven, Connecticut: The Marvel Company, n.d., ca. 1920s.]

3¼ x 5½ in. 16 pp. With six illustrations, two of the “Marvel Whirling Spray” vaginal douche.

Publisher’s color-printed paper self-wrappers. Some dustsoiling to wrappers, otherwise clean throughout. A very good copy.

\$100

First edition. The Marvel Whirling Spray device was patented in 1899. Though a booklet was issued in 1900 (and reprinted in 1901 and 1902) to advertise the device, the text and illustrations are wholly different in the present booklet. OCLC records no copies of the present booklet and does not seem to record any other Marvel Company marketing material published between 1902 and the publication of this edition.

The present booklet advertises the Marvel Whirling Spray vaginal douche for “relief at menstrual periods,” for the treatment of infection and disease (using medicated liquid), and even “in infancy and childhood.” Though using the Marvel device as a method of birth control is not mentioned explicitly in this booklet, vaginal douching after sex was a common form of contraception in the late nineteenth and early twentieth centuries, and it was likely

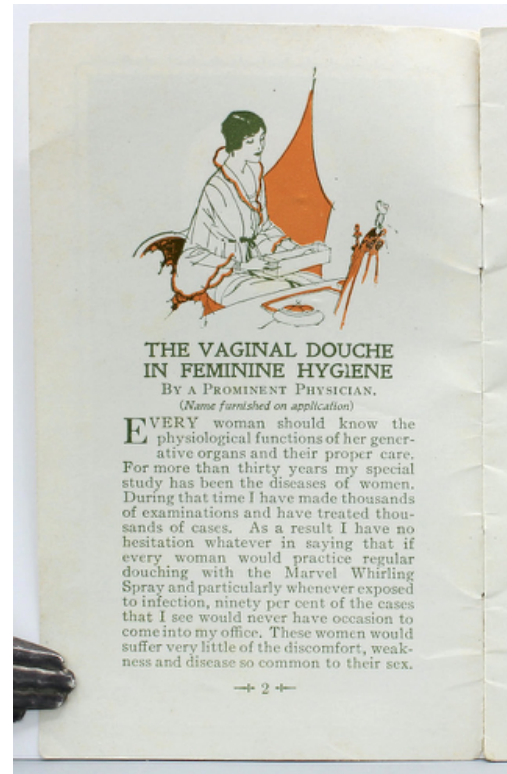




intended, in part, for that purpose. Though the language is necessarily vague, the present booklet emphasizes the importance of the use of the Marvel Whirling Spray after marriage, implying that married women could use it to prevent pregnancy. An earlier Marvel Company booklet also advertises the device's effectiveness against "secretions," a euphemism for semen. With the passage of the Comstock laws in 1873 banning the distribution via mail of birth control and information on the topic, manufacturers of contraceptives had to rely on innuendo, implication, and word-of-mouth advertising among women to avoid prosecution and censorship.

Li, Melody. "The Whirling Spray – A Secret Contraceptive Device." The Old Operating Theatre Museum (webpage), October 3, 2021.

*Marvel Syringe Whirling Spray for Women.* Chicago, Illinois: The Marvel Company (1901). PDF accessed on the Museum für Verhütung und Schwangerschaftsabbruch (Museum of Contraception and Abortion, Vienna, Austria) website.





Two Rare Booklets Advertising “Teen-Age by Modess” Menstrual Products

19. [MODESS.] *Your Daughter's "First Times."* [Milltown, NJ: Personal Products Corporation, 1951.]

6 x 8 in. With vignettes in black and green.

Original green paper wrappers with floral pattern. A fine copy.

First edition? We could not locate any earlier copies.

[with:]

[MODESS.] *Sally and Mary and Kate Wondered...* [Milltown, NJ: Personal Products Corporation, n.d. 1952?]

5¼ x 7 in. With vignettes in black.

Original pale green paper wrappers. A fine copy.

First edition? Date inferred from OCLC record. We could not locate any earlier copies.

\$45

These booklets combine puberty education with advertising for the Teen-Age by Modess line of menstrual products. 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.

Both of these booklets are rare. OCLC records only one copy of each (both at Indiana University).





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

20. [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. 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 realist painter and commercial artist who studied with artists 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.







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

21. [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), which 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."





### Scarce School Supply Catalogue with Over Four Dozen Illustrations

22. [SCHOOL SUPPLY CATALOGUES.] [EVERWEAR.] *EverWear Catalog Number 41*. Playground Apparatus. Swimming Pool Equipment. Basket Ball Backstops. Columbus, Ohio: The 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

23. [SCHOOL SUPPLY CATALOGUES.] [DENOYER-GEPPERT CO.] *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.

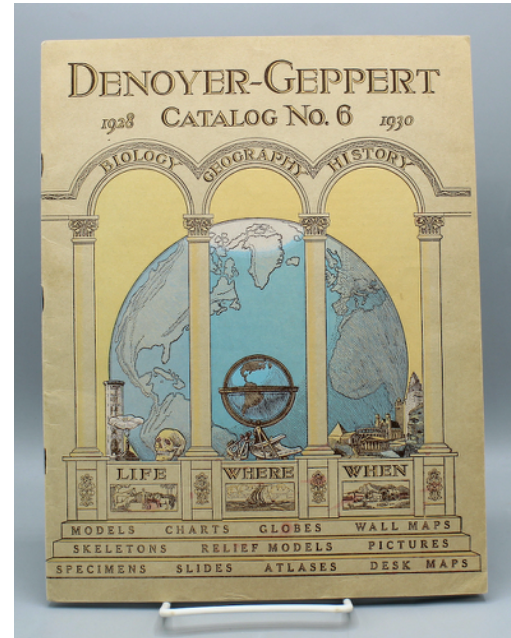
Beige paper wrappers attractively printed in yellow, blue, and black with illustrations of the globe, Grecian columns, and scientific tools like compasses and biological specimens. A bright, near-fine copy of this rare catalogue of advanced educational and scientific tools.

\$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 Salesman's Sample with Thirteen Original Hatpins

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

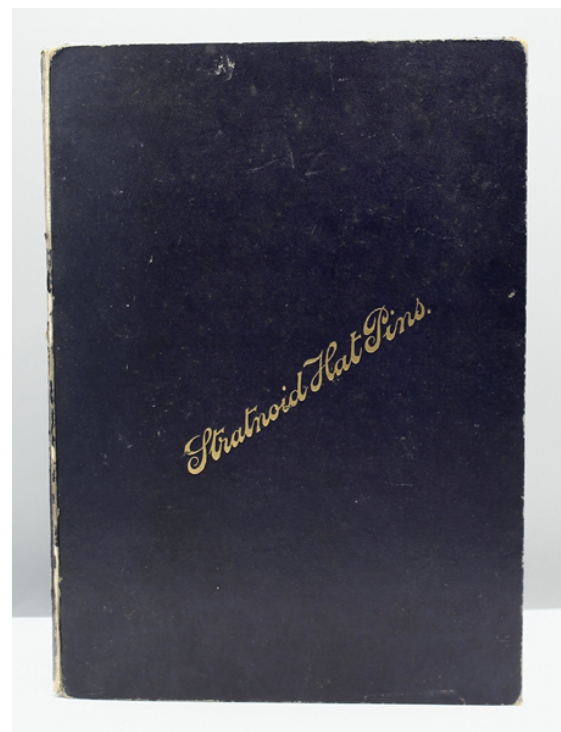
Folding triptych display (8" x 11"). With thirteen original Stratnoid silver hatpins (nickel-plated), eight with attached printed paper labels ("Stratnoid Untarnishable heads"). Also with three mounted illustrated advertisements for hatpin stands and sets of pins: the Collapsible Junior Stand, the Collapsible 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.







### Japanese Silk Sample Album with Seventy-Three Beautiful Fabric Swatches

25. [TEXTILES – JAPAN.] [Sample catalogue of Japanese kimono and obi silks.] 糸蘭]表地寄集張 [Ran Omoteji yoseatsume-cho.] Kyoto: ca. 1890.]

9½ x 6¾ in. [12] ff., including wrappers. With seventy-three mounted silk swatches, including richly embroidered and woven designs (pictorial, geometric, and patterned) in a variety of colors (red, green, blue, silver, and gold). Some of the swatches were dyed using the *nagaita chūgata* (rice paste resist dyeing) technique. Swatches vary in shape and size from 2 x 1½ in. to 9 x 6 ½ in.

Heavy paper stock album with woven silk overlay to covers. Silk patterned with Noh mask motif in red, black, brown, and gold. Chipped gilt label with manuscript title in black. Some rubbing and wear to covers and slight foxing to a couple leaves. The swatches themselves are clean and bright. Very good.

\$1,500

This unique draper's showroom catalogue was compiled during the Meiji period (1868 – 1912) to display kimono and obi fabrics. These silks are beautifully decorated in classic Japanese patterns including florals and leaves, geometric designs, and images of birds, dragons, and clouds.

The Meiji period brought rapid globalization and economic expansion to Japan. Feudalism was abolished and, within a generation, governmental reforms resulted in the establishment of an elected parliament, a surge in educational access, and the rapid growth of the industrial sector. In addition, the Japanese economy “opened” to the West again after having been closed to trade for over 250 years. A result of the government's investment in industry and the reopening of the economy was a boom in textile manufacturing and exporting. Textile manufacturers also began



displaying their work at World Expositions in the late nineteenth century, which, essentially, reintroduced the West to the art of fine Japanese textiles.

Japanese art and design fascinated buyers and artists alike, leading to the “japonisme” craze in the West. The Tate Britain website explains that “The rediscovery of Japanese art and design had an almost incalculable effect on Western art. The development of modern painting from impressionism on was profoundly affected by the flatness, brilliant colour, and high degree of stylisation, combined with realist subject matter, of Japanese woodcut prints. Design was similarly affected in as seen in the aesthetic movement and art nouveau.” James Whistler, Christopher Dresser, and William Godwin were all heavily influenced by Japanese aesthetics.

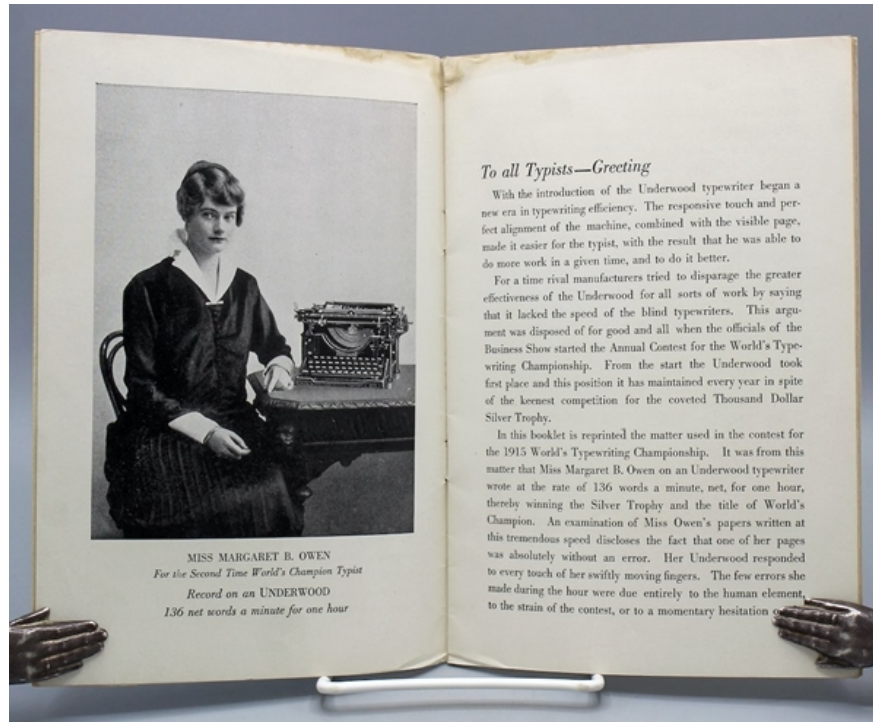


“Meiji Restoration and Modernization.” Asia for Educators, Columbia University (webpage).

“Art Term: Japonisme.” Tate Britain (webpage).







26. [UNDERWOOD TYPEWRITER COMPANY.] [OWEN, Margaret B.] *Order of Accurate Typists*. In which is also included "As It Was in the Beginning," the matter written by J.N. Kimball for the International Typewriting Contests, held at the Annual Business Show in the New York, October 25<sup>th</sup> 1915. New York: Underwood Typewriter Company Inc., 1915.

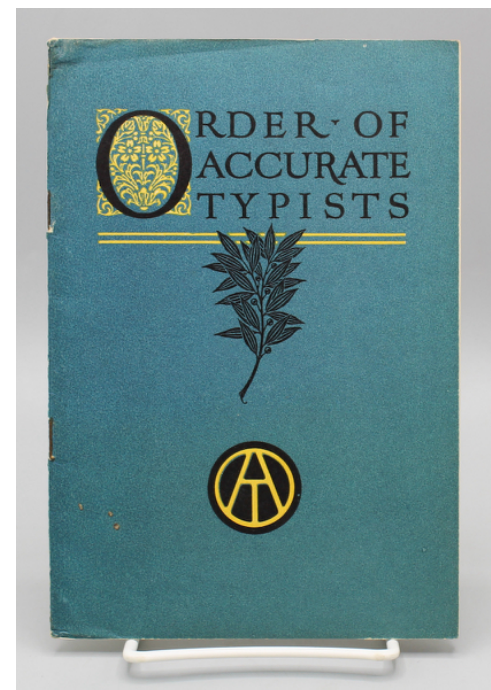
5½ x 8 in. [6], 25, [1, ads] pp. With two full-page photo reproductions: one of Margaret B. Owen with an Underwood typewriter (as the second-time World Champion Typist) and one of the trophy awarded at the championship (with the caption "Held for ten successive years by the Underwood / "The Machine You Will Eventually Buy").

Publisher's paper wrappers with blue front cover and buff back cover. Some toning to back cover and dampstaining to a few leaves. A very good copy of a rare item.

\$150

First edition.

The text of the present item, "As It Was in the Beginning," was used as the sample text in the 1915 World's Typewriting Championship. The introduction explains that Margaret Owen took the World's Typewriting Championship trophy for the second time that year with a rate of 136 words per minute for an hour. She typed on an Underwood machine, which, according to this Underwood-published booklet, "responded to every touch of her swiftly moving fingers."



This booklet was published to advertise Underwood typewriters and, in particular, the Order of Accurate Typists, which was established by Underwood's Credential Department. Typists could gain membership in the order by performing an official Underwood Typewriting Test during which they typed at least six hundred words in ten minutes with absolute accuracy on an Underwood typewriter. Members were awarded a certificate of skill and the opportunity to participate in official Underwood typewriting competitions.

Margaret Benedict Owen (1893 – 1952) won the World's Typewriting Championship four times and set the world typing speed record twice (137 words in 1916 and 143 in 1917). She also finished in second place in the world championship three times, including in 1920, when she finished behind George Hossfeld, another member of the Underwood Speed Typing "dream team." Owen, the daughter of a Canadian-born printer, had risen to prominence as a speed typist at the age of seventeen when she won the World Novice Speed Typing Championship in 1910 and finished second in 1911 before winning the amateur world title in 1912. She was also the author of wrote *The Secret of Typewriting Speed* (1919). Owen died in Los Altos, California in 1952.

OCLC records only two copies (Hagley Museum, Ohio State).

