



Old Imprints, 2732 S.E. Woodward Street, Portland ,Oregon 97202 USA
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MERCHANDISING IN AMERICA 1930s to 1950s: EPHEMERAL PUBLICATIONS RELATING TO THE GREETING CARD, STATIONERY & PRINTING BUSINESSES

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1. GREETING CARDS - STATIONERY) Chase, Ernest Dudley (editor).

The Rust Craft Rustler. 42 issues from 1930 through 1958.

42 issues, black and white illustrations, ranging in size from 7 x 6 1/4 inches (early issues) to 11 x 8 1/2 inches (1958 issue), pictorial paper wrappers (softbound). Majority of issues in very good condition with occasional light soiling to covers; Vol. XI No.2 (February 1932) missing front cover.

Rust Craft Publishers. Boston. 1930-1958.

This collection contains 32 issues (an incomplete run) published between June 1930 and August 1935. There is a break in the collection, resuming in June 1950 with eight additional issues including the last edited by Chase, March 1952. A single issue from 1955 and another from 1958 complete the collection. In all, 42 issues of this interesting publication. A monthly magazine "for Greeting Card Dealers" published by Rust Craft Cards of Dedham, Massachusetts,

self-described as "The House that Sentiment Built." The September, 1955 issue states the Ernest Dudley Chase "merged his own publishing business with Rust Craft in 1921, and became Creation, then Advertising Manager, and is now a Vice-President. For years he edited 'The Rustler' and 'The Rustonian.' He is also author of "The Romance of Greeting Cards," the first and only history of the industry." A Smithsonian Institute web site reports "The Rust Craft Greeting Card Company...was begun as a little bookshop by Fred Rust (1877?-1949) in Kansas City, Missouri, 1906. He consolidated his business in Boston in 1914. In the 1950s the company relocated to Dedham, Massachusetts and in 1981 merged with the Norcross Company." The Smithsonian site also states that their collection (chiefly Norcross cards) is "not only a history of the development of the greeting card industry but also a history of social trends in the United States" and gives "an indication of the quality and technology of the [printing] industry..." [Stock #45074] US\$ 495.00

2. GREETING CARDS / STATIONERY) Christmas - 1933.

Pamphlet, black and white illustrations, 9 1/2 x 6 inches unfolding to double-sided sheet, 18 3/4 x 24 inches. Faint foxing to lower edge of back cover; overall, very good condition.

Gibson Art Company. Cincinnati, Ohio. 1933.

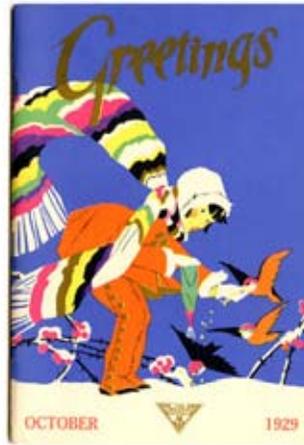
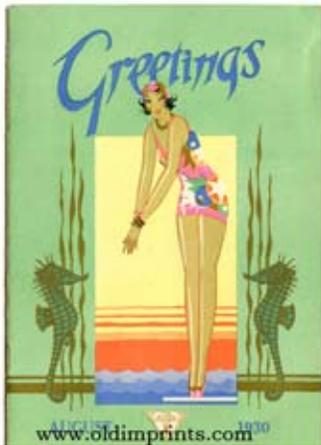
Produced by the Gibson Art Company of Cincinnati, Ohio. These panels display various lines of Christmas cards: two panels of 5¢ cards, two panels of 10¢ cards, one panel each of 15¢, 25¢ and "Clever" Christmas cards and one panel of New Years Cards. On the reverse of the Christmas card sheet is information on Religious Christmas Cards, Juvenile Christmas Cards, Sweetheart Christmas Cards, Calendars, Money Holders, Thank You Cards, etc. The cover panel of the folded pamphlet features the NRA emblem. [Stock #45120] US\$ 45.00



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3. GREETING CARDS / STATIONERY) Greetings. 1929 - 1932. SEVEN ISSUES.

SEVEN BOOKLETS. Black and white illustrations and ads, 40pp (three issues), 16pp (three issues), approximately 7 x 5 inches, color pictorial stiff card wrappers (softbound). Very good condition with minimal wear to covers.

The Buzza Company (Craftacres). Minneapolis, Minn. 1929-1932. A collection of seven issues of the trade publication "Greetings" (each with a colorful decorative cover) produced for retailers of Buzza Company paper products; these products included greeting cards, playing cards, party goods, and children's books and posters. The magazines, with the motto "extended to you in the interest of better business," were published in 1929 (three issues 40 pp each), 1930 (two 16 pp issues) and 1931 and 1932 (one 16 pp issue each year) - the diminished size a clear reflection of the onset of the Depression.

Articles focus on increasing sales through show window and interior

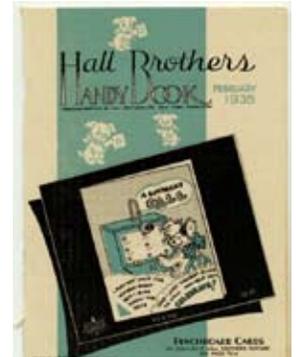
displays, ideas for "Stepping Up Store Profits," new Buzza products including Bridge (playing card) merchandise, commentaries on topics such as "The Successful Writer of Greeting Card Sentiments" (Edgar Guest) as well as contests for merchants (\$100 prizes for best Edgar A. Guest showcase and counter displays). The August 1930 issue proclaims a new market: "Greeting Cards become Popular in China." An unusual collection of promotional material relating to the greeting card industry at a pivotal moment, highlighting the development of modern merchandising practices. [Stock #45117] US\$ 185.00

4. GREETING CARDS / STATIONERY) Hall Brothers Handy Book. February 1935.

Booklet, black and white illustrations and ads, 22pp, 7 x 5 inches, two-color pictorial paper wrappers (softbound). Back cover missing; otherwise very good condition.

Hall Brothers, Inc. New York. 02- 1935.

A "Monthly Publication Devoted to Dealers' Helps" published by Hall Brothers, present-day Hallmark. The booklet features a monthly letter from the company founder, J.C. Hall and provides a photograph and details for ordering the Wooden Shoe Birthday Card Display. Also featured is a contest in which dealers respond to the question "What do you say when a card customer says 'I'm just looking?'" This issue introduces, for juvenile consumption, Punchboard Cards containing "a real punchboard containing twelve good wishes and complete with the punch itself so that the recipient can punch out the hidden messages one by one." Additional information on Christmas Package Decorations, Show Case Display Fixtures, a tipped-in sample of "Jewel Cloth," the sparkling "New Material for Dressing Greeting Card Windows," etc. [Stock #45123] US\$ 65.00



5. GREETING CARDS / STATIONERY) The Greeting Card. NINE ISSUES from 1930 - 1935.

NINE BOOKLETS. Black and white illustrations and ads, each approximately 34pp, 9 1/2 x 6 1/4 inches, color pictorial paper wrappers (softbound). Foxing and light wear to February 1930 cover, staining to half of July 1930 issue; otherwise good condition.

Greeting Card Association. New York. 1930-1935.

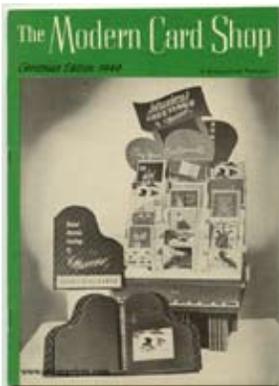
Nine booklets published by the Greeting Card Association of New York City. (This organization, formed in the 1920s, predates the present Greeting Card Association, formed circa 1941.) There are six numbers from 1930, one from 1931, and two from 1935. The back cover lists 21 members of the Association including Hall Brothers, Volland, Buzza, Gibson and Rust Craft. Each booklet features the Association's logo, which also appears as cover artwork on the July 1930 number. Beneath the image (a postman delivering a greeting card) is the statement "The Retailer's Symbol Of Mutuality, Cooperation and Profit." Each issue features articles of presumed interest to card dealers such as "Methods of Attracting Dollars," The Father's Day Movement ("The Father's Day movement has gained sufficient momentum to mark it in big letters on the greeting card calendar."), a profile of George Earl Buzza, a full-page ad for "Amos 'n' Andy Cards," a

feature "The Origin of Mother's Day," and an article "Some Successful Cards Inspired by Timely Events" by Ernest Dudley Chase. Advertisements for the various card companies include several by Hall Brothers, with motifs such as "It's the sentiment that counts", "Real Handcoloring", "Truly Funny Comic Cards" etc. The December number with photographic image quotes J.C. Hall (re-elected Vice President of the Greeting Card Association) "Looks For Good Year in 1931." [Stock #45121] US\$ 195.00

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6. GREETING CARDS / STATIONERY) The Modern Card Shop. Christmas Edition, 1949 and January, 1950.

TWO ISSUES. Black and white illustrations and ads, each approximately 50pp, 7 1/2 x 5 1/2 inches, two-color pictorial paper wrappers (softbound). Very good condition.

Modern Card Shop, St. Paul, Minn. 1949-1950.

Volume 1 No. 5 (Christmas Edition, 1949) and Volume 1 No. 6 (January 1950), featuring articles and advertising of interest to greeting card dealers. The Christmas issue features an article titled "The Therapeutic Value of the Greeting Card" which extols the morale-boosting qualities of card-giving. The author observes that "In mental hospitals throughout the country, patients are becoming avid collectors of get-well cards." Another article profiles Minneapolis Christmas card artist Lee Mero, who began his career in 1907 with Buzza. The January issue features an article "Can Music Sell Greeting Cards?" which discusses Muzak as an aid to sales; ("Each [Muzak] franchise has its own studios and operators for sending out the programs to local subscribers over leased, wide-range telephone lines" etc.) Another piece discusses the history of the image of Santa Claus as developed from research by "Miss Jeanette Lee, who

is supervisor of creative art for the world's largest greeting card company, Hallmark..." [Stock #45122] US\$ 75.00

7. GREETING CARDS / STATIONERY) Marcus (edited by). Dexter's Xtra. FIVE ISSUES.

FIVE BOOKLETS, black and white illustrations, 16pp, 6 x 4 3/4 inches, color pictorial stiff card wrappers (softbound). Covers lightly worn; very good, clean condition.

C.H. Dexter & Sons. Windsor Locks, Conn. No date. Ca. late 1920s to early 1930s. A collection of five small booklets dating from the late 20s and early 30s produced by C.H. Dexter & Sons of Windsor Locks, Connecticut. The booklets feature decorative covers and contain various humorous vignettes and short paragraphs of moral instruction, interspersed with puffs pertaining to various Dexter products, such as Staybrite Silver Wrapping Tissues, Dexstar Air Post Manifold (light weight rag stock stationery) and Dexstar 100% Asbestos Insulating paper. (Some issues published on what appears to be the tissue-weight Dexstar Manifold.) An online company history states "The Dexter corporation is the oldest company listed on the New York Stock Exchange. Founded in 1767, the firm was owned and operated by members of the same family until 1988." These booklets comprise engaging ephemeral material relating to a major corporate entity. [Stock #45118] US\$ 135.00



8. GREETING CARDS / STATIONERY) Summerfiled, M. B. and C. L. Degnan (edited by). The Paramount Parrot. SEVEN ISSUES.

SEVEN BOOKLETS. Black and white illustrations, each approximately 8 to 16 pages, 8 1/2 x 5 1/2 inches, color pictorial paper wrappers (softbound). Short edge tear to one cover, faint foxing to two covers; overall, very good condition.

Paramount Cards. 1931-1935.

Seven pamphlets from 1931 (vol. 1 no. 2) to 1935 (vol. 3 no. 5). A statement beneath the masthead observes: "Published Monthly in the interest of Paramount Dealers by the Japanese Wood Novelty Co. of Providence, Manufacturers of the Paramount Line of Hand-Colored Greeting Cards." The 26th anniversary number (May 1932) states "The business was started in May, 1906, by Samuel A. and Charles A. Markoff in the building formerly occupied by the Gorham Silversmiths of Providence. These two brothers starting in a small way, successfully

established the Paramount Line throughout the country." The pamphlets feature paragraphs on mounting effective window displays, writing greeting card verse, promotion of post-Christmas greeting card lines (Valentine's Day, Easter, Graduation, etc.) and also feature images of greeting cards for numerous occasions, cards which, according to one blurb, "bear exactly the right message...reflecting intimately ... appropriately ...tenderly ... the personality of the sender." The Providence Journal reported on August 30, 2006 "Hallmark Cards Inc., the nation's largest gift and card store chain, yesterday purchased \$8 million worth of machinery, equipment and other assets of the failed Paramount Cards Co." [Stock #45119] US\$ 95.00



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9. PARTY PLANNING - HOME DECOR) Dennison's Party Magazine. 1928 March - April.
 March - April, 1928, issue of magazine, black and white illustrations and ads, 36pp, 10 1/2 x 7 1/2 inches, color pictorial wrappers as issued (softbound). Covers lightly worn with ink notation to lower right corner of front and soiling to back cover; interior in good, clean condition.
 Dennison Manufacturing Co. Framingham, Mass. 1928.

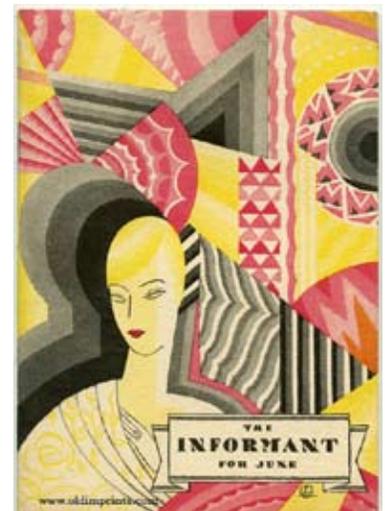
A magazine that provides party ideas for March-April 1928 (a "Superstition Party", a "Bunny Party,") and features advertising from party-appropriate manufacturers (Atwater Kent Radio, Fostoria Glassware, etc.) This issue includes the article "My Most Successful Party," by film star Mary Astor. Also included, an article outlining "some simple rules" that will make readers "desirable bridge party guests" and another article providing instructions ("fasten pieces of wire about six inches long to about a dozen small bags of tea" etc.) for making crepe-paper-intensive party favors intended to "give charm and atmosphere to your party." Dennison's, in 1928 located in Framingham, MA, is described on the web site framingham.com as a "paper products manufacturer" dealing in items "ranging from paper tags, crepe paper, gummed paper labels, to sealing wax, toys, books, and games." [Stock #45127] US\$ 38.00

10. PRINTING TRADE) The Informant. 1926 - 1932.

33 ISSUES. Color and black and white illustrations and ads, each 16pp, 7 x 5 inches, color pictorial stiff card wrappers (softbound). Dampstaining and mildew damage to first six issues in this collection (from October 1926 to May 1928) with further damage to two others comprising the six: (March 1927 number - cover illustration removed; July 1927 number - centerfold removed), April 1929 cover has 1 inch chip and tear and is missing half of back cover. Other issues in very good condition, with occasional pencil or ink notation to back covers.

Zellerbach Paper Company. San Francisco. 1926-1932.

Thirty-three numbers beginning in October 1926 and ending in July 1932 with their Xth Olympiad (Los Angeles) issue. This monthly publication describes itself as "A corporation magazine representing paper news, trade customs, sales aid, suggestions and ideas pertinent to advertising, to the printing trade and to the allied industries." Each issue features articles on the paper trade as well as an illustrated centerfold extolling a particular paper stock used in connection with half-tone, color engraved, or line drawn images. Focus issues of particular interest include Herbert Hoover on Americanism; "The Novelty Number"; "The Aviation Number"; "The Fashion Issue"; the Warren Chase Merritt murals in the new Crown-Zellerbach building in San Francisco; "The Vacation Number" etc. Numerous striking cover illustrations. An interesting publication focusing on varieties of paper stock and the enhancement of images, color and black and white, through artful combination of paper stock and printing process. [Stock #45115] US\$ 245.00

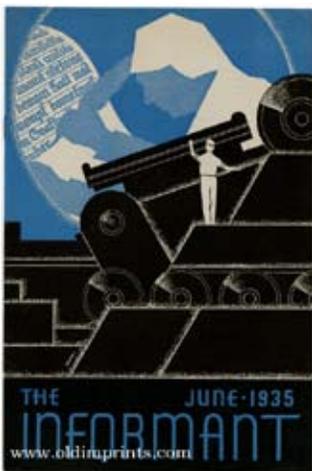


11. PRINTING TRADE) Hecht, Victor E. (collator). The New Informant. 1933- 1937.

17 ISSUES of this magazine. Color and black and white illustrations and ads, each issue approximately 8 pp, 9 x 6 inches, color pictorial stiff card wrappers (softbound). Very good condition; soiling to back cover of July 1938 issue.

Zellerbach Paper Company. San Francisco. 1933-1937.

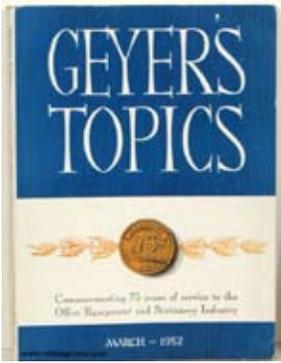
A monthly publication describing itself as "A corporation publication presenting practical sales building aids, and ideas and suggestions for the printing trade." Seventeen issues beginning March 1933 and ending January 1940. The publication is greatly reduced in scale from the format of the earlier "The Informant," frequently only 8 pages in length, reflecting Depression-era economics. Some numbers are comprised essentially of a "Day by Day Sales Promotion Chart" ("Easter comes on April 16th. Not too soon to being working with customers on their Easter sale requirements.") Occasional short articles ("Bring Your Letterhead Up-to-Date"); strong cover graphics, including Art Deco influence, on several numbers. [Stock #45116] US\$ 145.00



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12. STATIONERY) Geyer's Topics. Seventy-Fifth Anniversary Issue, March 1952.

March 1952 issue of magazine, black and white photo illustrations, some color ads, 250pp, 11 1/4 x 8 1/4 inches, paper wrappers as issued. Covers lightly worn; very good, clean condition.

Andrew Geyer, Inc. New York. 03- 1952.

Geyer's Topics identifies itself as "The Office Equipment and Stationery Dealers' Magazine." This anniversary issue features numerous articles focusing on the history of the firm and transformations in the product lines represented in the magazine's pages. Thus we have a brief biography of founder Andrew Geyer and the various publications that he introduced focusing on stationery and office equipment. "Then and Now" articles examine, pictorially, various types of "well known industry products," desks, filing cabinets, staplers, safes, typewriters, etc. Other pictorial articles focus on seventy-five years of office machines, office furniture, commercial stationery, social stationery, "Some of the Industry's Oldest Stores" (beginning with Lucas Brothers of Baltimore, dating from 1804, followed by Thomas Groom of Boston and another 30 or more firms). Numerous persons offer opinions on "the greatest single advance made in the stationery and office equipment business in the past 75 years" while another article provides biographies of "suppliers who have been serving the industry for 75 years or more." Copious advertising for state-of-the-art stationery, office furnishings and equipment in 1952. Index of manufacturers at rear. [Stock #45126] US\$ 80.00

phies of "suppliers who have been serving the industry for 75 years or more." Copious advertising for state-of-the-art stationery, office furnishings and equipment in 1952. Index of manufacturers at rear. [Stock #45126] US\$ 80.00

13. STATIONERY) Illustrated Advertising Blotters.

Booklet, color illustrations, index, 16pp, 11 x 16 inches, decorative paper wrappers (soft-bound). Covers a trifle worn; very good, clean condition with soft center vertical crease to booklet. Joseph Hoover & Sons Co. Philadelphia. 1933.

Features attractive and brightly colored illustrated blotter designs with Flowers, Landscapes, Figures, Juveniles, etc, plus Business Slogans and Trade Designs for automobiles, fuel companies and shoe sellers. Includes an envelope, tipped on back of front cover, containing samples of three sizes of available blotters, plus a laid in typed letter from Joseph Hoover & Sons Company. The letter notes a Price List that is NOT INCLUDED. [Stock #45077] US\$ 225.00



14. STATIONERY) The Coach. 1927 - 1931. Lot of 17 issues.

Seventeen complete issues published between January-February 1927 and January-February 1931, each approximately 32pp, 7 1/2 x 5 inches, color pictorial paper wrappers as issued. Very good condition with occasional light wear and faint soiling to covers; interiors very good with a few corner creases; dampstaining and soiling to the 1928 Christmas Number.

Manufacturers' Publicity Magazine Company. Philadelphia. 1927-1931.

The Coach ("Use its light - it guides you right"): a bi-monthly magazine published by the Manufacturers' Publicity Magazine Company, a consortium comprising four manufacturers of stationery-related goods: C. Howard Hunt Pen Company (pen and office supplies manufacturers); Boorum & Pease Company (account books, order books, ledgers, etc.); Sanford Manufacturing Company (ink and "premium writing fluids"); Eastern Manufacturing Company (paper manufacturers including "Atlantic Bond" brand).

The magazine masthead states "Published for the Promotion of Good-fellowship and Better Business for every Stationer." Heavily illustrated with images of stationery-related items of a bygone era, in color and black and white. As well as the light these shine on this particular industry, there is much useful information on business practices of the era. Striking cover graphics, many with an Art Deco flavor. [Stock #45069] US\$ 175.00

15. STATIONERY) United States Blotting.

Sample booklet containing 12 pages of differing weights and colors, unpaginated, 6 x 9 inches, decorative stiff card wrappers (softbound) with cloth spine. Very good condition.

Blake, Moffitt & Towne. Portland, OR. No date. Ca. 1930s - 1940s.

Blake, Moffitt & Towne were wholesale distributors of printing and wrapping paper and stationery.

Booklet lists Portland address as 7 East Third St. No. [Stock #45128] US\$ 35.00

