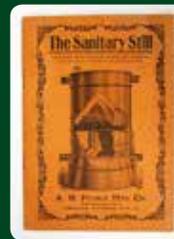
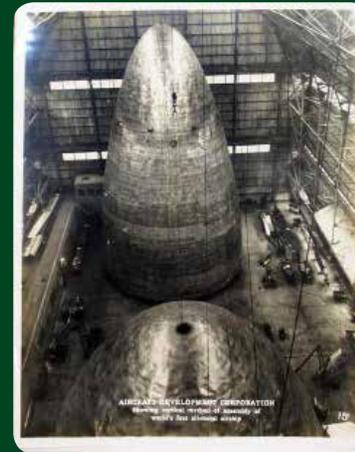
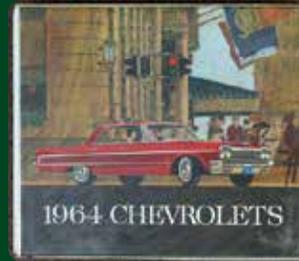


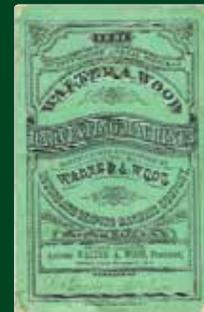
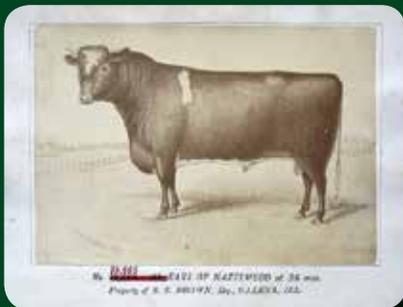
# Tavistock Books First Editions, Rare and Collectible Books



## A Catalogue of Catalogues



4-4/10 SECONDS TO TAKE OFF  
3-4/10 SECONDS TO DEAD STOP



**A MESSAGE From The KING Of TAVISTOCK BOOKS:**

**(Or; A MESSAGE From SOMEONE WHO THINKS HE Is The KING Of TAVISTOCK BOOKS):**

On pages 23 & 24 of Paul Leicester Ford's FRANKLIN bibliography is listed one modest publication from 1744, a 16mo of 60 [ahem, 16] pages, a CATALOGUE OF BOOKS, wherein Mr Franklin offers "Near 600 Volumes in most Faculties and Sciences, ... [assuring] Those persons that live remote by sending their Orders and money to said B. Franklin, may depend on the same justice as if present."

An early American Trade Catalogue was this, one coveted by Lawrence B. Romaine, who states in the Introduction his GUIDE TO AMERICAN TRADE CATALOGS 1744 - 1900 [NY: 1960], that this little 1744 16mo was his holy grail, with "its real meaning to the history of the American mail order business, and its influence on the industrial development of the United States."

Trade catalogues are a window into history, documenting whatever product the manufacturer, or merchant, was selling. Their uses, for historians & others interested in accurately portraying times past, are manifest.

Within this catalogue then are CATALOGUES. And SAMPLE BOOKS. Works that tell others what's in, or was in, the works. Mostly American, with one special exception [see #40, and good luck finding another set of those].

Enjoy.



***On Being a Servant:***

My father once told me, when I was still young,  
An employer could drain you... suck out all the fun.  
My boss just does things like make me write statements  
About issuing catalogues and other arrangements.  
What he (clearly) does NOT know is I hate being "quoted"  
But all here can tell I like being promoted!  
And so I will write you this silly, short rhyme  
About why you should glance at this list - take your time.  
Here, look it over - be impressed by the phrasing,  
The spacings delightful, the pictures amazing.  
Take in every page, don't you dare early quit.  
I say this cause it's awesome... and well, damn it, I made it.

***-Margueritte Peterson***

## Terms and Conditions

- All items subject to prior sale.
- Orders may be placed in person, by phone, by fax, or by email. Satisfaction Guaranteed. Returns for any reason within 7 days of receipt. Notification of a return is appreciated and requested.
- Payment for purchases may be made by personal check (US \$\$ from a US Bank, please), Paypal, Visa, Mastercard or American Express. Deferred billing available for institutions.
- Shipment made by USPS - Priority Mail, insured. \$10 for the first volume; \$1.50 each subsequent. Other carriers & means may be arranged, please inquire.
- Usual terms to members of the trade.
- Goods remain the property of Tavistock Books until the purchase is paid-in-full.

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## 1. *Life Should be like this Big Box of Chocolates*



[Walter Baker & Co. Cocoa and Chocolate. **DESCRIPTION OF THE EDUCATIONAL EXHIBIT OF COCOA AND CHOCOLATE. Book and Chocolate Sample Box.** Dorchester, Mass: Walter Baker & Co. Ltd., 1916. 39 pp. 6 plates at rear of illustrations of chocolate packagings. Many b/w photographic images throughout. 6 inserted plates at rear of color illustrated chocolate wrappings/ advertisements for the items. Book: Oblong format. 5-1/4" x 8-1/8". Sample box: 5-1/2" (H) x 9-1/2" (L) x 3-5/8" (W). Maroon cloth binding, gilt stamped lettering to front board. Oak finish (varnished) box, with gold plate nailed to front with producer details. Moderate wear to binding of book (light soiling to edges [esp. top of rear board]). Gutter break between front pastedown and ffep. Modest wear to sample box, gilt plate and wood slightly scratched and worn. A VG set.

*Sample box includes: 4 glass bottles of chocolates, covered in white canvas shrugs. The four bottles look to contain: Chocolate powder, full sized cocoa beans, finely chopped dark chocolate, and a white powder substance. The bottles of powders have been sealed, but the chopped chocolate and cocoa beans are still able to be opened and seen/smelled. In the door of the sample box are four chocolate samples: a bar of Baker's Sweet Chocolate Vanilla, a small tin jar of Breakfast Cocoa, a bar of pure Baker's chocolate, and a bar of German's Sweet Chocolate. All objects in sample case are in rightful places.*

## - CHOCOLATE -

The "Baker Chocolate Company" is known as the oldest producer of chocolate in the United States. Dr. James Baker met Irishman John Hannon, a skilled chocolatier on the banks of the Neponset River. Hannon's skill, previously limited to production of chocolate in England and Europe, was funded by Baker and formed the first American Chocolate company "Hannon's Best Chocolate" in 1765. 15 years later, after Hannon disappeared on a trip to the West Indies, his wife sold Baker the company and the name was changed to the Baker Chocolate Company.

Baker's sons Edmund and Walter continued in the family business, securing their name with Walter's law studies in copyright and inheritance law. The Baker Chocolate Company offered something remarkable - a money back guarantee were their customers not fully satisfied with their purchase. As a marketing tactic at the time, this novel idea was pure gold. The company continued to thrive. The Baker Chocolate Company is also well known for their logo of La Belle Chocolatiere - from a 1743-45 portrait by Liotard of a young woman serving chocolate.

In 1896 the Baker Chocolate Company was sold to the Forbes Syndicate, which largely expanded the company over the next 30 years by adding further buildings and productions. In 1927 the precursor to "General Foods" cereal company, known as "Postum Cereal Company" bought Baker and moved the production from Dorchester, Massachusetts to Delaware. By 1979, Walter Baker & Co. was incorporated into the well-known "Kraft Foods."

\$2,475.



## 2. FOR THE MENFOLK...

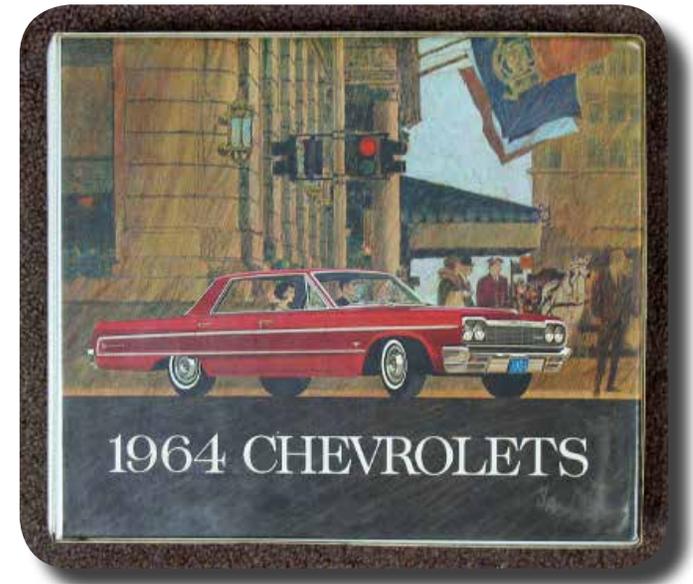
*Close your mouth... you're drooling on your keyboard.*

[Chevrolet Dealer's Showroom Sample Catalogue]. **THERE'S 5 In 64 CHEVROLET. Chevrolet, Chevelle, Chevy II, Corvair, Corvette. 1964 Interior and Convertible Top Fabrics, Exterior Colors.** Detroit: General Motors Corp., Chevrolet Motor Division, 1963. 112 pp. Over 200 color illustrations, color plates (many large, folding double-page), intratextual illustrations, diagrams, 17 leaves printed color paint samples, 1 leaf containing 15 tipped-in paint samples (12" x 3"). 101 interior upholstery color samples and combinations spiral bound in rear. Oblong format: 14" x 12". Housed in an 8-ring white binder (color illustrations held in front and back cover slits, front illustration of the 4-door Chevy Impala Sport Sedan). All chapter headings with wonderful 1960s artwork evoking the lifestyle of the Chevrolet owner in 1964. Graduated thumb tacks divide sections at the upper fore-edge. Stiff-stock color illustrated paper. Minor soiling and rubbing to binder, binder and paper slightly age-toned. Wear and soiling to textblock and graduated thumb-tabs. Typed reference price list loose in front. A VG example.

1st edition. This complete Dealer's showroom sample catalogue for the 1964 Chevrolet passenger cars is certainly a novelty. This catalogue includes information on the entire Chevrolet line, including Corvette, Impalas, Bel Airs, Biscaynes, Chevelles, Chevy II, Malibu, Malibu SS and others.



## - AUTOMOTIVE -



The 1964 Impala SS became a distinct series in 1964 available in either convertible, or hardtop coupe. Super Sports had pleated vinyl interior with front bucket seats, console with floor gearshift, swirl-pattern silver anodized material decorated in the rear cove outline moldings, and wider upper body trim strips. The 1964 Malibu SS was fitted with four-speed floor-shifted gearbox replacing the usual three-speed overdrive, or two-speed automatic, and it could be fitted with 327, featured front bucket seats, all-vinyl interior, full gauges, and wheel covers borrowed from the Impala SS. In addition, this model year saw the return of the El Camino car-pickup, and could have the same features. The 1964 Corvette is still one of the more coveted years, hitting 60 mph in 5.6 seconds, and except for the loss of the backbone split window & fake hood air intakes, had minimal changes from the 1963 model year, which introduced the Stingray body style.

All-in-all, an invaluable reference source for the Detroit automotive historian, and/or car buff.

\$975.

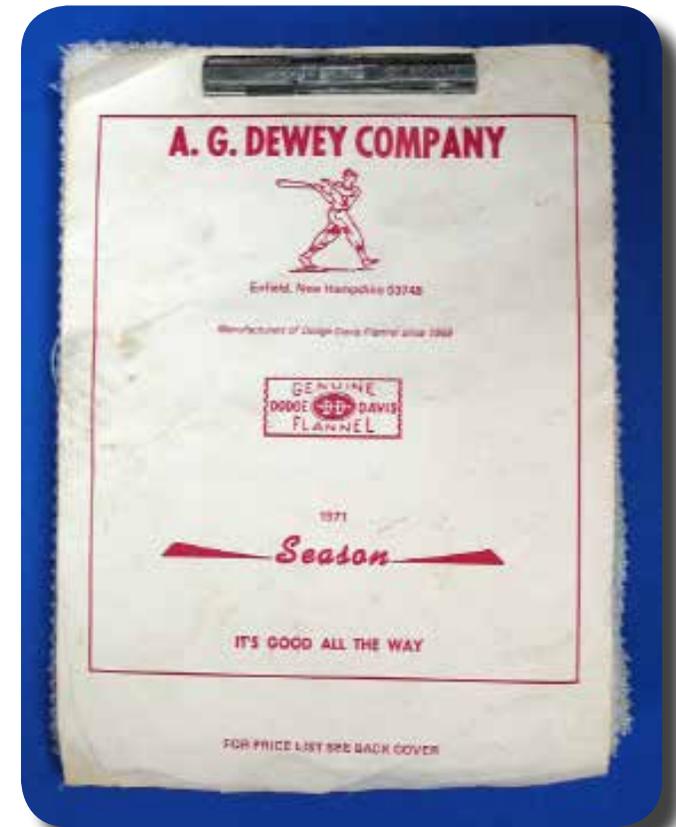
### 3. *Even the Players of the Great American Pastime Have to Wear Pants*

[Baseball Uniform Trade Catalogue]. **A G. DEWEY COMPANY. Genuine Dodge Davis Flannel. 1971.** Enfield, New Hampshire: [1971]. 26 woolen flannel cloth swatches, each 8-3/8" x 6-1/2". Each swatch with yellow ID tag stapled to recto lower right. Swatches in red, white, blue, & black pinstripe patterns, with solid white, beige, blue & grey. Overall size: 9" x 6-1/2". White paper cover, printed in maroon, with shiny metal binding clasp at top. Some wear & soiling to front wrapper. Light edge fraying to cloth samples. Lacks rear wrapper [which had the price list]. Still, withal, a VG copy of this uncommon trade catalogue / sample book.

1st edition. Dewey was known for their Dodge-Davis uniform label, made from the flannel represented in this sample book, which was produced until 1972, when the company ceased operations, concluding a business that began in 1836, in Quechee, NH.



## - BASEBALL -



In the 1930s, the company made the uniforms for both the Boston Red Sox, as well as the New York Yankees. 1959 was the inaugural year for the Dodge-Davis label, which was used by both Minor and Major League Baseball teams until 1972, its final year.

A rare survivor from the one of New England's most famous, and long-lived, woolen mill operations.

\$245.

4. *It's a Bird! It's a Plane! It's a...  
Dirigible?!?!*



[Aircraft - Dirigible Photographic Aviation Trade Catalogue]. **DETROIT AIRCRAFT CORPORATION.** Detroit, Michigan: Detroit Aircraft Corp., [1929]. Laid-in, a "Compliments of" slip from Detroit Aircraft Corp., which details the diverse corporate subsidiaries. 28 glossy photographic images, ~ 7" x 9-1/8", linen-backed, with white letter captions. Complete list of photographs supplied on request. Oblong format: 8" x 11". Plain black cloth photograph album, string tie. Photographs generally sharp & bright, though one or two a bit faded at the edges. Modest wear to album. A VG [or better] item.

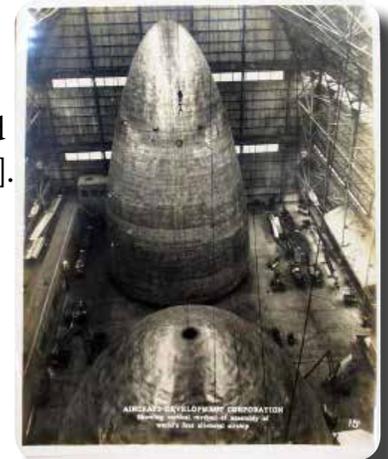
**- AVIATION -**

"The Detroit Aircraft Corporation [DAC] was incorporated in Detroit, Michigan on July 10, 1922, as the Aircraft Development Corporation. The name was changed in 1929. The Detroit corporation owned the entire capital stock of the Ryan Aircraft Corp., Aircraft Development Corp., Aviation Tool Co., Goose Airport, Inc., Marine Aircraft Corp., Park's Air College and Affiliated Companies, Detroit Aircraft Export Co., Gliders, Inc., and Eastman Aircraft Corp. It also owned a 90% interest in the Blackburn Aeroplane and Motor Company, practically all of the capital stock of the Lockheed Aircraft Company and a 40% interest in Winton Aviation Engine Co." However, like so many other going concerns of the era, the Great Depression caused such losses that in October 1931, the Detroit Aircraft Corporation ceased operations.

This item essentially a sample book, using photographs to depict the diverse products from the various corporate entities of DAC, as well as to promote the SMC-2, their metal-skinned dirigible—the album begins with the Ryan Brougham monoplane of the Ryan Aircraft Corporation, here pictured as Lindbergh's Spirit of St. Louis, to an Eastman Flying Boat [album photograph #4], to Lockheed Vega [album photograph #8], to a Blackburn All-Metal Flying Boat [album photograph #12], to construction of the dirigible SMC-2, the only successfully-operated metal-skinned LTA airship ever flown [album photographs #15 - 23], to the completed "Metalclad Airship" [album photograph #24].

No copies found on OCLC. Rare.

\$1,850.



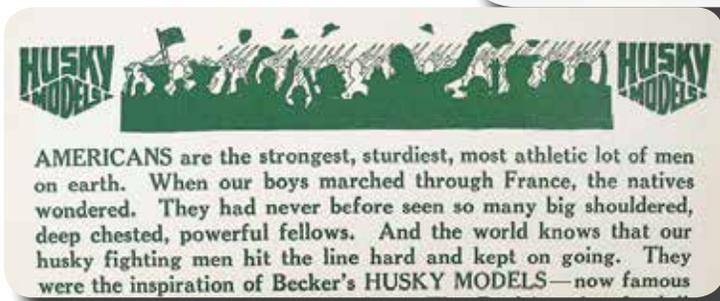
5. *I've Never Understood the Fashion Industry.*  
*Those People are so Clothes Minded.*

- FASHION -

[Saleman's Sample Catalogue]. **The CLOTHES AMERICANS WEAR. Reliable Tailoring Company. Spring and Summer 1923.** Chicago: Reliable Tailoring Co., 1923. Booklet: 31, [1 (blank)] pp. 22 sheet sample book, with first two 8-1/8" x 3-3/4" sheets having 6 2-inch square cloth samples [3 per side], the remaining 20 with 3 samples to one side, advertising copy on the opposite. 3 price list cards [Regular, Wholesale & 'Secret'] in pocket underneath cloth samples. Cloth tape measure laid-in. Oblong orientation. Closed: 4-1/4" x 8-3/8". Open: 8-3/8" x 13-1/4". All housed in green wallet-type portfolio, with snap closure & gilt stamped lettering. Minor wear to wallet. Crease to booklet front wrapper. Some fraying to a few sample edges. Withal, a respectable VG [or better] example.

1st printing.

\$395.



6. *We Hope you Like Chevrolet.*  
*Like... A Lot.*



## - AUTOMOTIVE -

[Chevrolet Dealer's Showroom Sample Catalogue]. **CHEVROLET 1941. We Invite You to Look Behind This Great Trade Mark.** [Cover title]. Detroit: General Motors Corporation, Chevrolet Motor Division, (1940). 79, [1] pp. Graduated tabbed fore-edge, identifying the divers sections, e.g., 'Detail Design', 'Body Design', & 'Vacuum Power Gearshift'. Over 100 color illustrations, text illustrations, diagrams (many in 1 or 2 colours, some black & white), including 6 flap overlays, four 3-dimensional pop-up dealer advertisements, 5 elaborate and detailed paper-engineered moveable models for the shifting, brakes, suspension, engine, and more, 1941 paint samples in rear. Oblong format: 9" x 11". White plastic comb-bound color-illustrated card-stock paper covers, w/ die-cut images to front cover, former dealer stamp on pocket of front cover for W.E. Caldwell, A.E. Nugent Chevrolet, La Brea, Los Angeles, CA. Some edgewear, rubbing, very minor stain to foot of spine, occasional creasing to interior flaps. Withal, a VG copy of this rare catalogue.

1st printing. Here offered is a Chevrolet dealer's showroom sample catalogue for the 1941 passenger cars. These included the Special DeLuxe Sport Sedan, Business Coupe, Cabriolet, Five-passenger Coupe, Town Sedan, and Station Wagon Woody. The 1941 Chevrolet Special DeLuxe and Master DeLuxe lineup were a sensation from the day they were introduced, reflecting Harley Earl's Art and Colour section entirely redesigning the Chevrolet to resemble the costlier General Motors Buick lineup. The wheelbase was stretched to 116 inches, interior space was much larger, the running boards were concealed, & the headlamps were blended into the fenders. In addition, the engine was heavily redesigned with a higher compression ratio raising horsepower from 85 to 90, new pistons were fitted, valves, rocker arms, and water pump were all reworked. The engine was called the Victory Six in homage to the war raging in Europe. This catalogue offers a beautiful example of pre-War paper engineering and colour printing, and one of the most lavish dealer albums General Motors produced.

\$895.

## 7. HGTV in a Book! (Just Kidding... It's Way Better Than That)

- DESIGN -

[Paint Company Trade Catalogue]. **DUTCH BOY PRESENTS COLOR SCHEMES From AMERICA'S LEADING HOME MAGAZINES. Dutch Boy Color Planning Book** [Cover title]. (n. p.): National Lead Company, (n. d.). 56 pp. Pasted-down and tipped in color illustrations. Elephant folio. 21" x 15". Red & black heavy boards with screw post binding. Individualized firm name on cover: General Appliance and Hardware. Light wear to binding, faint foxing at bottom edge of supplement page. A VG example.

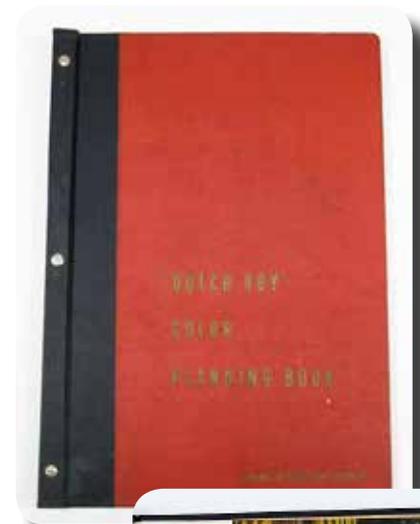
1st printing, ca 1965. The Dutch Boy Paint Company, originally founded in 1907 by the National Lead Company, used this album to advertise and promote their line of products in stores where paint products were sold. Beneath every bright and cheerful illustration are specifics on paint shades, tones, color schemes and texture blending, and details on decorating techniques for dream homes. American advertising had mastered the art of selling "lifestyle" by the 1960s and this album depicts suburban living at its finest moment. Illustrations are taken directly from articles in "Better Homes and Gardens" and "American Home". Many of the pictures are large enough to see fascinating period details of kitchenware, appliances, furniture, art, and decorative objects on sideboards and coffee tables. Most scenes are photographs but many illustrations are artists' renderings. The chatty text discusses ways to glamorize brick, update an old-fashioned white bathroom, use practical colors in areas such as "the lanai", decorate bedroom walls "to please youngsters", and create visually soothing tones in restful rooms. Exterior color is also promoted in artful ways. In many examples jauntily clad people are busy in their lovely homes cooking or arranging flowers, watching television or sitting neatly in their colonial armchairs surrounded by harmonized paint tones. The gracious life is clearly enhanced by the home color palettes depicted and explained in this practical guide.



*Includes a one page Color Gallery Supplement update of product information (bound in at front of album) and a two page guide: "Twelve Beautiful Ways to Finish Redwood" by the California Redwood Association, which shows close-up views of various paint stain, carpet, and curtain combinations.*

Rare trade catalogue from this well-known paint manufacturer. We find no copies listed on OCLC.

\$750.



## 8. VROOM VROOM!!!!

## - AUTOMOTIVE -



[Indian Motorcycles]. **SALESMAN'S ALBUM With 60 PHOTOGRAPHIC IMAGES OF INDIAN MOTORCYCLES.** Springfield, Mass: Ca late 1930s / early 1940s. Images: 6-3/4" x 9-3/8", with 3-4 line captions underneath. Photos mounted back to back with wire rod at top, in flip-frame, all housed in a zipper-closed full leather "Sales-Pac" display portfolio [13-3/4" x 12-1/4"], manufactured by The Heinn Company. Modest wear to the portfolio - VG+. Photographs - Nr Fine.

This item is a (presumed) company-issued production. No doubt targeted for either those who already owned an Indian Motorcycle franchise, or generated for traveling company reps, it allowed prospective buyers, such as police departments, to view the entire product line. We find no bibliographical record of another such album being offered, and believe the album to have been produced in limited numbers.

This visual offering begins with the Indian Thirty-Fifty, Model 540. The grouping of photos include the models and new features of each cycle available. Some have been airbrushed to delete the backgrounds and insure a faithful representation. These include the: Model 337-Standard Indian Y Chief; Model 637-Standard Sport Scout 45; Model 437-Sport Indian Four; Model 537-Indian Junior Scout; Model 237- Standard Indian Scout 45. Next are the photographs showing the special models for that year (with the above models being factory direct). They include; Indian Police Special Seventy-four; Police Special Indian Four; Indian Four (model 441 with "four-cylinder air-cooled in-line engine"); Indian Chief Seventy-four (Model 341); Standard Body Indian Dispatch Car; Large Body Indian Dispatch Car; Indian Thirty-fifty (Model 540); Indian Sport Scout 45 (Model 641); Indian Thirty-fifty (Model 541); Side Van Commercial Indian Motorcycle; Indian Police Car; Indian Dispatch Tow Model DT-27; Indian Dispatch Tow Model DT-33; Indian Dispatch Tow Model DT-29, etc. The DT models are all three-wheel vehicles for either police use or delivery companies. Many of the remainder of the photographs show Indian Motorcycles in use, with numerous pictures of various police departments that had adopted Indians for their use. Some of the police departments include Denver Police Department, Oklahoma Highway Patrol, Iowa Highway Patrol, Illinois State Highway Maintenance Police, New York City Police, Pennsylvania State Highway Patrol, Massachusetts State Police. In the mid-30s Indian was in fierce competition with Harley-Davidson to provide police departments across the county with motorcycles. Also included are various transformations of the Dispatch Models including a fine one of a fleet of the custom built DTs for the Biltmore Florist of Los Angeles. There is also an armored Indian with armored side car (with two police officers seated and machine guns jutting out the front), another full page photograph of a fleet or armored motorcycles in Peru, and one racing photograph and one rally photograph.

*To be continued....*

The “Indian Motorcycle Co.,” represented visually herein by a birds-eye view of their factory in Springfield, MA, was originally founded as the Hendee Manufacturing Company by George M. Hendee in 1897, manufacturing bicycles. Carl Oscar Hedstrom joined in 1900. Both Hendee & Hedstrom were former bicycle racers and manufacturers, and they teamed up to produce a motorcycle with a 1.75 bhp, single-cylinder engine; this was accomplished in Hendee’s home town of Springfield. The bike was successful and sales increased dramatically during the next decade. In 1901, a prototype and two production units of the diamond framed Indian Single were successfully designed, built & tested. The first Indian motorcycles, having chain drives and streamlined styling, were sold to the public in 1902. In 1903, Indian’s cofounder and chief engineer Oscar Hedstrom set the world motorcycle speed record (56 mph). The Scout and Chief V-twins, introduced in the early 1920s, became the Springfield firm’s most successful models. Designed by Charles B. Franklin, the middleweight Scout and larger Chief shared a 42-degree V-twin engine layout. Both models gained a reputation for strength and reliability. In 1930, Indian merged with Du Pont Motors. DuPont Motors founder E. Paul DuPont ceased production of duPont automobiles and concentrated the company’s resources on Indian. Models of that era had Indian’s famous head-dress logo on the gas tank. Indian’s huge Springfield factory was known as the Wigwam, and native American imagery was much used in advertising. In 1940, Indian sold nearly as many motorcycles as its major rival, Harley-Davidson. At the time, Indian represented the only true American-made heavyweight cruiser alternative to Harley-Davidson. [Wiki].

Indian’s most popular models were the Scout, made from 1920 to 1946, and the Chief, made from 1922 to 1953. Unfortunately, the company went bankrupt in 1953. Today, the vintage cycle enjoys much popularity amongst enthusiasts, with models from the era displayed herein being offered for 5-figure sums.

A fascinating and well-preserved original photograph album, which visually documents the late 30s / early 40s Indian Motorcycle company, & its impressive product line, as existed during the company’s heyday.

\$4,500.



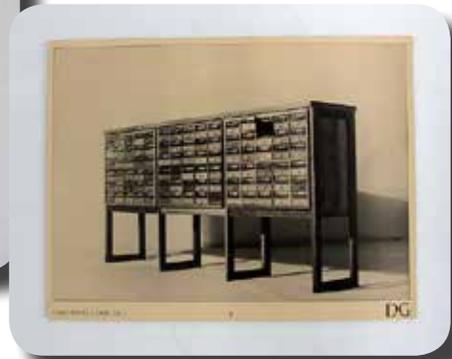
9. *Why didn't the thief burgle the library?*  
*...Because he was afraid the judge would*  
*give him a long sentence!*

## - DESIGN -

[Library Design Sample Envelope / Library History]. **DESIGN SAMPLE CATALOGUE For A PORTLAND LIBRARY DESIGN FURNITURE GROUP.** Portland, OR / San Francisco, CA: Norman & Stanich Architects / Hagen International Fabrics / Inn DG Group, (n. d.). Two loose fabric sample sheets, two photographic pamphlets, 28 loose stiff-stock sheets, 2 price lists, 1 photograph of library furniture & schematic of a study carrel. Many b/w photographic images throughout sheets. 11-1/2" x 9". All housed in a light brown publisher's folder, stamped in blind. "Design Group Incorporated" printed to spine of folder. Modest wear (rubbing and sunning) to publishers folder, Norman & Stanich stamp to front of folder. Age-toning to paper edges. In all, a VG set.

This folder is addressed to a: Mr. Harry Weitzer, Library Design Furniture Group, 4525 S. W. Lee Street / Portland, Oregon 97221. Written on this note is "Hood River, #56 Russet - Material Sample per your Request" - indicating that Mr. Weitzer should pay special attention to one of the 35 fabric samples [30 @ 1" x 1-1/2"; 4 @ 3" x 1/2"; 1 @ 2" x 4"] included in the folder.

\$150.



*Loose sheets include images and illustrations of designs for items such as: Reading Tables, Study Carrels, Atlas & Map Cases, Encyclopedia Cases, Benches/ Childrens Seating, Lecturns & Newspaper Cases. Price list included for all items as well as fabrics, though designed by different companies.*



## 11. *Don't be so thick - Buy this Buick!*

## - AUTOMOTIVE -



[Buick Dealer's Backlit Showroom Display Case]. **The TURBINE DRIVE BUICK... BUICK'S ALL-TIME BEST. Dealer's Backlit Showroom Display Case Complete with 33 Transparencies Displaying Interior & Exterior Design Choices and Three Upholstery Sample Catalogues.** Flint, MI / Greenwich, CT: General Motors Corp., Buick Motor Company / William Melish Harris Association Merchandising Displays, (1959). 33 clear plastic transparencies, three upholstery sample catalogues: 3 leaves (graduated thumb tabs) w/ 19 samples; 4 leaves (graduated thumb tabs) w/ 22 samples; 3 leaves (graduated thumb tabs) w/ 20 samples. 33 color illustrated transparencies and three upholstery sample catalogues with a total of 61 sample fabrics (includes vinyl upholstery, faux leather, and synthetic cloth interiors in a range of colors). Cabinet (at largest sections): 19-5/8" (L) x 11-3/4" (W) x 16-1/4" (H). Transparencies: Oblong format 9-5/8" (+ thumb tab) x 15-1/4" Large wooden backlit display cabinet with front-facing backlit window. Blonde finish to wood, with top-doored well behind housing the thick plastic overlays. Moderate wear to case (rubbing and minor scuffing to edges, light soiling). Transparencies lightly scuffed and scratched (clearly worn). Sample booklet leaves worn and warping. Overall, a VG example.



Presumed to be complete but we are unable to verify. Includes: wooden lighted display cabinet (electrical cord to rear and switch located inside top right side of cabinet), three upholstery interior sample catalogues in three and two ring binders inside drawer (titled: Invicta & Invicta Custom Interiors; Invicta & Invicta Convertible Interiors; Electra 225 Interiors), 33 transparencies (14 displaying "Solid Color" exterior, 14 displaying "Two-Tone" exterior, 4 of interiors of the: LeSabre, Invicta, Electra/ Electra 25 & the Chassis, 1 introductory transparency) to be switched to the front (inserted down underneath front glass) in order to illustrate the different exterior & interior colors available.

*To be continued...*

These high-tech lighted displays were developed by the General Motors sales office as an update of their showroom sales flip board displays used (mostly) in the 1950s. Harris Associates was a division of Plasikorp at the time, and were known for their modern and sleek merchandising displays (even patenting one for carpet stores) which used plastic, and plastic transparencies, along with sample books. Potential Buick customers could come into the dealership, and try out various color combinations for trim, car & upholstery, by overlaying the transparencies and seeing, lit up, exactly how their car would appear.

Buick designers were trying to boost sagging sales for their division, so they revised the 1960 models from the 1959 which had been the most outlandish fin-heavy models yet produced. The Buick Invicta and Electra models (both featured in this display) lowered the hoods, placed the headlights side-by-side, installed a front grill with concave vertical slats with the tri-shield Buick logo floating in the center. The tailfin tips were rounded off, and they even revived the famous front fender porthole ornaments from the 1940s and 50s. Buick entirely redesigned the dash with a longer speedometer, lights for coolant temperature, generator and oil, and even installed a new a Mirromagic instrument panel mounted facing up, but reflected on a mirror that could be adjusted. One of the most significant changes was a strictly horizontal chrome strip running from rear bumper to the front wheel opening allowing Buick purchasers to make much easier decisions on two-tone paint treatments -- all of which are displayed here in the lighted case. The color combinations illustrate Turquoise, Chalet Blue, Midnight Blue, Lucerne Green, Silver Mist, Gull Grey, Cordovan, Verde Green, Tampico & Titian Red, and others. In addition there are a number of samples showing the possible convertible top materials.

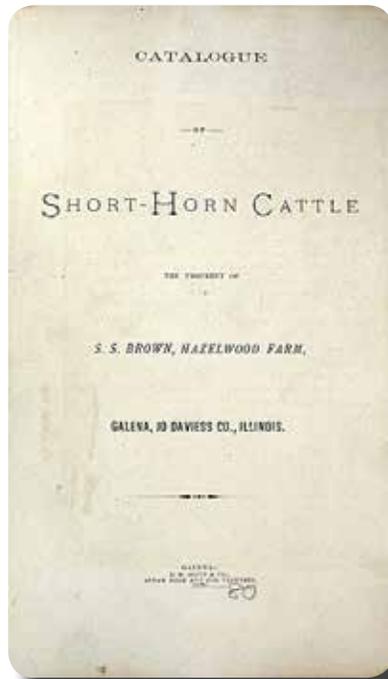
As dealers typically disposed of the previous years' showroom material, dealer showroom materials are quite scarce, and we can find no records of any similar surviving cabinet.

\$6500.



## 12. Vegetarians... You Might Want to Shield Your Eyes

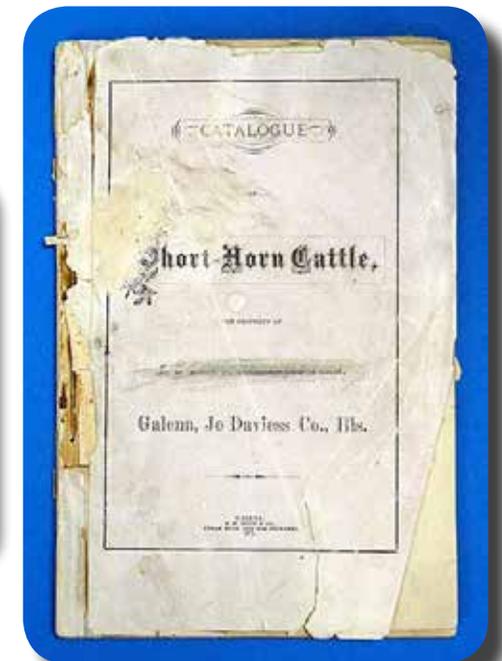
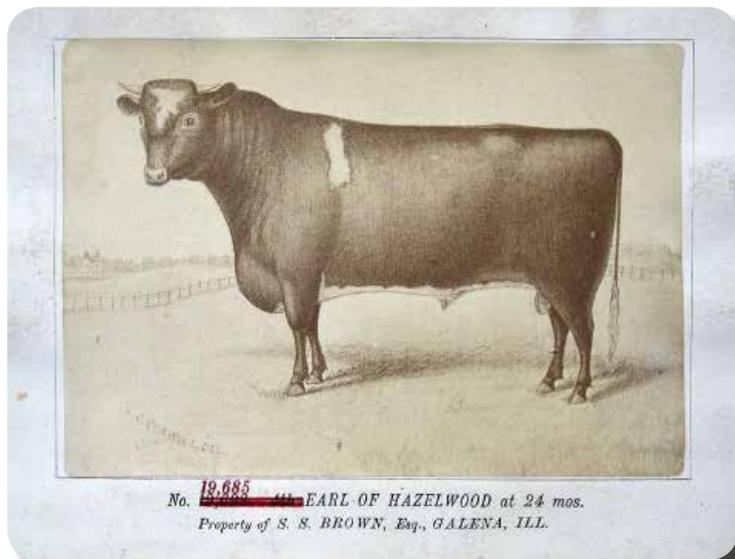
### - LIVESTOCK -



[Trade Catalogue]. **CATALOGUE OF SHORT - HORN CATTLE, The Property of S. S. Brown, Hazelwood Farm, Galena, Jo Daviess Co., Illinois.** Galena: D. W. Scott & Co., Steam Book and Job Printers, 1876. 39, [1 (begins section on Bulls)], 40 - 47, [1 (blank)] pp. 5 inserted plates, with tipped-in images of divers cattle, "L. C. Corwine, Del". 8vo. 8-15/16" x 5-7/8". Printed pale violet coated paper wrappers [with printed date of 1877]. Wrappers chipped & soiled, with lower corner lacking from front wrapper. Front wrapper also with the line after "The Property of" scratched-out. A Good copy of a rare livestock catalogue.

Later issue of this edition, with date hand-canceled, in pencil, to 1880.

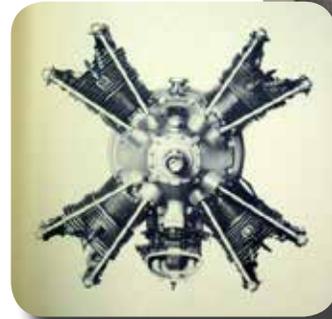
\$475.



## - AVIATION -

### 13. "If we have such speed today, what can it be tomorrow?"

[Aviation Trade Catalogue]. Braun, A. E. - Former Owner. **FAIRCHILD AVIATION CORPORATION. New York.** [cover title]. [Farmingdale], New York: Fairchild Aviation Corporation, (n. d.). Unpaginated. Illustrated with 37 b/w photographic images, most 8-1/8" x 6-1/2", to leaf recto, with printed caption opposite. 11-1/4" x 8-1/4". Flexible black vinyl notebook with gold lettering to front cover [including A E Braun imprinted in cover center]. Very Good.

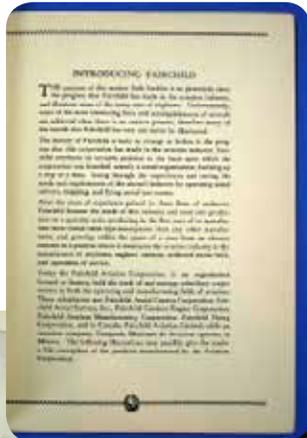
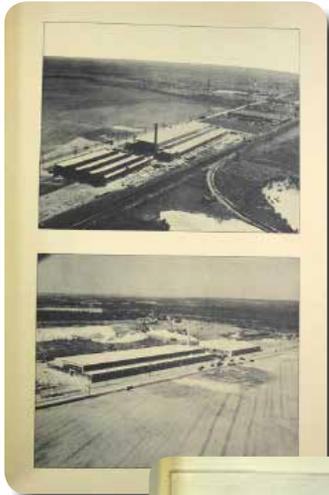


1st printing, ca 1928. A photographic survey of the Fairchild Aviation Corporation, and its divers products, including the Fairchild Aerial Camera, "the first product of the Corporation."

"The history of Fairchild is truly as strange as fiction in the progress that this corporation has made in the aviation industry. Fairchild attributes its enviable position to the basis upon which the corporation was founded, namely a sound organization, building up a step at a time. Going through the experiences and noting the needs and requirements of the aircraft industry by operating aerial surveys, mapping nad flying aerial taxi routes."

OCLC records one institutional holding: Carnegie Library of Pittsburgh.

\$750.



## 14. Jewelry... And Other Gilded Sh\*t

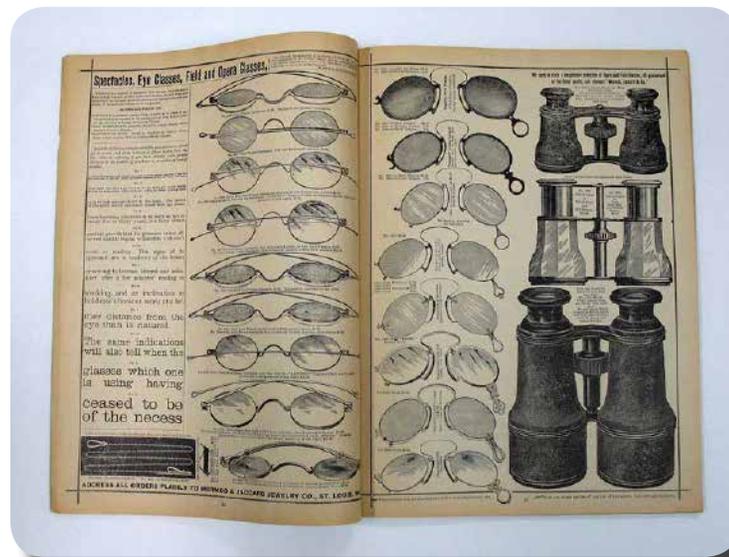
## - FANCY GOODS -



[Jewelry Trade Catalogue]. **NEW ILLUSTRATED CATALOGUE OF The MERMOD & JACCARD JEWELRY CO. The Grandest Jewelry Establishment in the World. Corner Broadway & Locust St. Saint Louis, Mo.** St. Louis, Mo: Press of C. B. Woodward Co., (n. d.). 96 pp. Profusely illustrated with cuts. Folio. 13-1/2" x 10-1/8". Original printed light blue paper wrappers. Large wood engraved image of the firm's building to front wrapper (signed "Wittenberg & Sorber"). Now housed in an archival mylar sleeve. Modest extremity wear to wrappers. A bit of age-toning to paper. A solid VG copy.

Ca 1880s. Not in Romaine. Interestingly, this trade catalogue only has a few pages dedicated to jewelry, it's famed holding. As seen in these images, they offer an eclectic mix of items - from eyeglasses to pottery, statues, card holders, chandeliers, clocks and fountain pens.

OCLC records just one holding.



\$125.

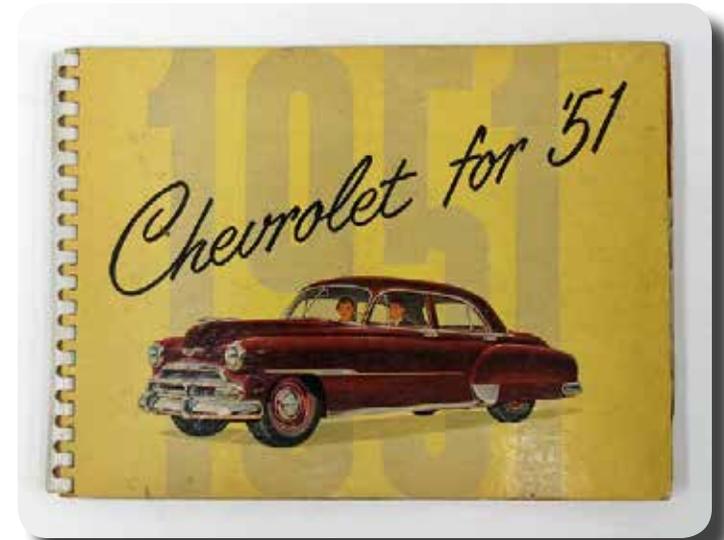


## 15. Men...

*Didn't you hear me the first time? Drool can ruin your keyboard!*

[Chevrolet Dealer's Showroom Sample Catalogue]. **CHEVROLET For '51.** Detroit: General Motors Corporation, Chevrolet Motor Division, (1951). 78 pp. Tabbed fore-edge, identifying the divers sections, e.g., 'Chassis', 'Comfort Features', 'Brakes' & 'Engine'. Over 100 illustrations, many in color; a 4-sheet Body-section transparency overlay, a 5-sheet engine part transparency overlay section & a 7-sheet Powerglide Transmission transparency overlay section. Oblong format: 9" x 11-3/4". Yellow stiff card stock covers, spiral bound. Minor soiling and rubbing to binder, binder and paper slightly age-toned. Wear and soiling to textblock and graduated thumb-tabs. Binder's glue transference to p. 42, along gutter. A VG example.

## - AUTOMOTIVE -



1st printing. This the very rare complete Dealer's showroom sample catalogue for the 1951 Chevrolet passenger car line. This catalogue includes complete information on the Bel Air, Styleline, the Fleetline, along with the different body styles [& options] available, from 2-Door Sedan to 'Special Business Coupe' to 'Sedan Delivery'.

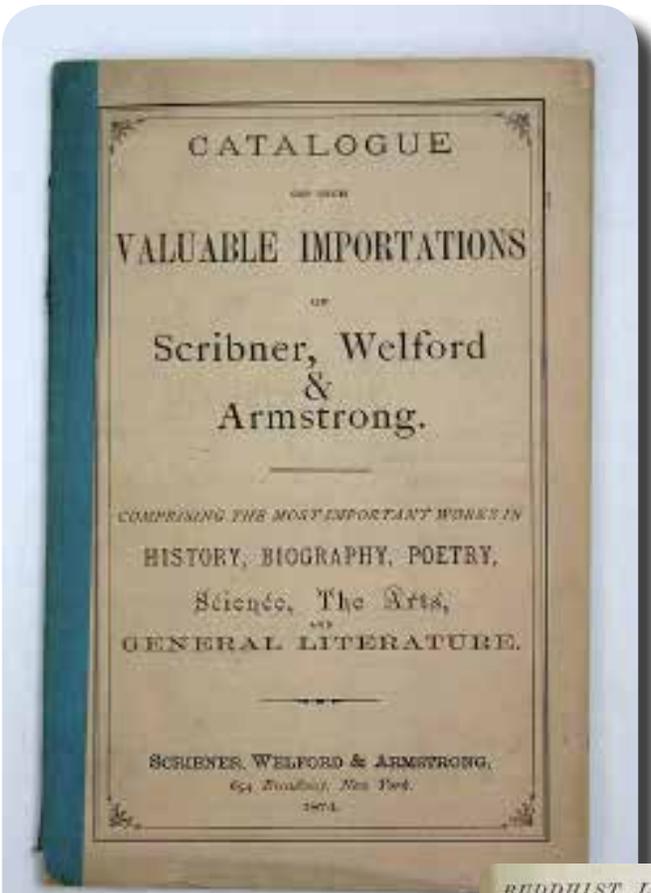


\$825.

16.

SCRIBNER, WELFORD & ARMSTRONG'S  
CATALOGUE.  
*\* \* The books are all bound in cloth except where otherwise specified.*

- BOOKSELLING -



[Trade Catalogue]. **CATALOGUE OF The VALUABLE IMPORTATIONS OF SCRIBNER, WELFORD & ARMSTRONG. Comprising the Most Important Works in History, Biography, Poetry, Science, the Arts, and General Literature.** New York: Scribner, Welford & Armstrong, 1874. vi, 82 pp. 8vo. 9-1/2" x 6-1/4". Printed self-wrappers. Later blue paper respining. General wear & soiling, with hole to final leaf [acting rear wrapper] affecting some text, though not the overall sense thereof. Horizontal closed tear to 29/30 [no loss]. An Abt VG copy.

1st printing thus. Not in Romaine [no S-W-A catalogues listed]. Rare trade catalogue from this short-lived New York firm. In the late 1850s, Charles Scribner bought out Bangs importation business, which, under the direction of new partner Charles Welford, "developed it into one of the largest businesses of its kind in the country." ... Armstrong "was taken in as a partner in 1864." ... The firm here named was formed in 1872, after the death of Charles Scribner, who was succeeded by his son. The firm only existed with this appellation until 1878, when Armstrong retired, and the firm became the now well-known, 'Charles Scribner's Sons'. [Tebbel, v. 2, p. 317-318].

A  
CLASSIFIED INDEX  
TO  
SCRIBNER, WELFORD & ARMSTRONG'S  
CATALOGUE OF IMPORTATIONS.

**ANATOMY.**  
Baldwin—Lieber—Hawkins—Merrill—Quinn—Toll.

**ANECDOTES.**  
Chandler—Lacey—Owen—Hamer—Harris—Hessy—Tink—Windsor.

Co—Dickens—Dissell—Estlin—Ellis—Emerson—Evans—Gibson—Goslin—Goldsmith—Hale—Haller—Hansford—James—Keight—Ledy—Lassalle—Lewis—Lockhart—Lodge—Mason—Harris—Mead—Miles—Morley—Napoleon—Ogilby—Pausanius—Pope—Phillips—Pope—Rassett—R.

**BUDDHIST LITERATURE.**

**I. ALABASTER.** The Wheel of the Law. Buddhism illustrated from Siamese Sources by the Modern Buddhist, a Life of Buddha, and an Account of the Parabat. By Henry Alabaster, Esq. 8vo. Cloth... \$7 00

**II. —** The Modern Buddhist; being the Views of a Siamese Minister of State on his own and other Religions; translated, with Remarks, by Henry Alabaster. One vol. 12mo. .... 1 75

**III. BEAL.** A Catalogue of Buddhist Scriptures, from the Chinese. By S. Beal. B.A. 8vo. Cloth ..... 7 50

**IV. BOYD.** Nagananda; or the Joy of the Snake-World. A Buddhist Drama in Five Acts. Translated into English Prose, with Explanatory Notes, from the Sanskrit of Sri-Harsha Deva. By Palmer Boyd, B.A. Crown 8vo. .... 2 25

OCLC only records a later 1877 edition [in just 2 copies: AAS & Harvard].

\$275.

17. So a guy running to catch a train yells, “Can I take this train to Philadelphia?!?!” The conductor looks confused and replies, “...*You can't take this train anywhere, imbecile, it belongs to the railroad!*”

[Railroad Trade Catalogue]. Hodgman, George P[erry. 1868 - 1898] - Former Owner. **BALDWIN LOCOMOTIVE WORKS. Illustrated Catalogue of Locomotives. Burnham, Parry, Williams & Co., Philadelphia.** Philadelphia: J. B. Lippincott & Co., 1881. 101, [3 (blank)] pp. Text within rectangular red-rule border. Advert last page, listing specialized locomotive catalogues. Illustrated with wood engraved frontis depicting the 'Baldwin Locomotive Works' factory, 18 photographic reproductions of divers Baldwin locomotives & 7 schematic drawings of locomotives. 8vo: 7-7/8" x 5-1/2". Brown publisher's cloth binding with gilt stamping. Grey coated-paper eps.

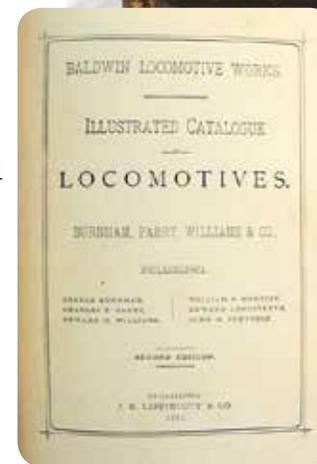
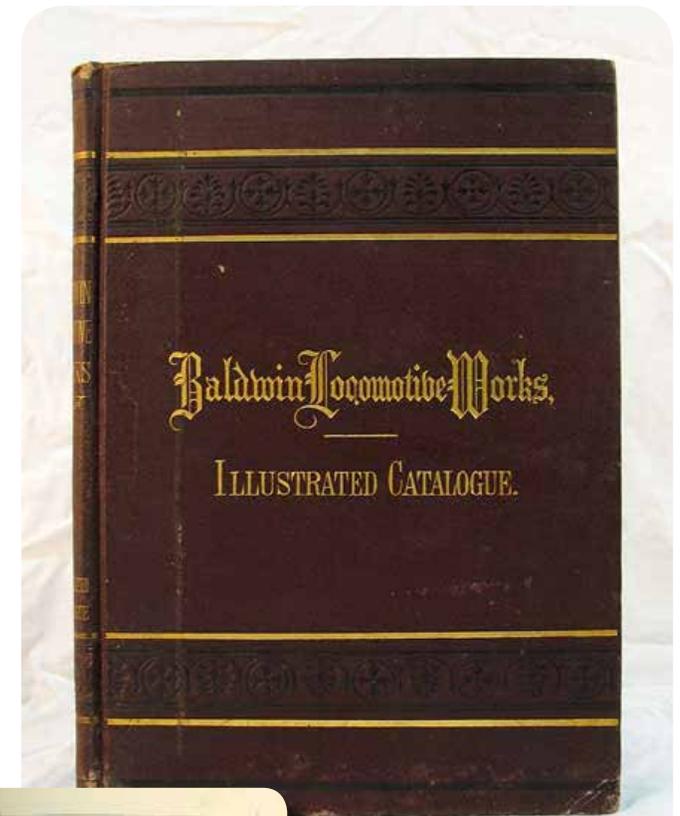
2nd edition thus. Association copy. Not in Romaine. A less-costly version of the more elaborate 1881 catalogues, which sported albumen prints of the divers locomotives, vice the photo-lithographic images used herein.

This copy with ownership signature of George P. Hodgman, son of S. A. Hodgman of Wilmington, DE, who received a Master Mechanics Association scholarship to Stevens Institute of Technology. After his graduation in 1895, Hodgman went to work for Baldwin Locomotive Works. While accompanying locomotives to Columbia, S.A., in Panama, he contracted the fever, and died shortly thereafter. Modest shelfwear. Prior ownership signatures [3]. Page 49/50 leaf with two small adhesive attachment points to following plates, resulting in tears. Withal, a VG copy.



\$450.

## - LOCOMOTIVE -



## 18. Let's Reap More from What We Sew

## - TEXTILES -



[Textile Sample Display Cases]. **PACIFIC MILLS. Cotton. Wool. Set of Two Wooden Display Cases.** Lawrence, Massachusetts: Pacific Mills, (n. d.). Cotton: 11-3/4" x 16" x 1-1/4". Wool [with lid]: 13" x 17-1/4". Wool [w/o lid]: 12-1/4" x 16-1/4" x 1-3/4". Dark wood cases with gold PACIFIC MILLS decals to front [& wool lid]. Left side with 3 brass wood screws [for glass removal & adjusting of contents]. Minor wear, rubs & scratches to cases. Glass appears to be 20th C. Very Good Plus.



In 1853, Pacific Mills incorporated in Lawrence, Massachusetts with capital of \$1 million. The original mills & print works were built by the Essex Company, remodeled in 1882, and frequently expanded during the many years of its existence. In the late 19th C., the firm was considered one of the foremost corporations in the world. Abbot Lawrence, the city's namesake, was the first company president. The firm started as a producer of women's dress goods in wool & cotton, and included a print house & dye works. By the mid-1890s, the mills were producing many divers cloth fabrics, including calicos, lawns, & shirtings, with over 200,000 spindles in operation.

This lot consists of 2 late 19th C. Pacific Mills dark wood sample cases with clear glass top, one for Wool, one for Cotton, each showing the 3 stages of production: the raw fiber product, intermediate stage processing & final cloth sample. Wool with 14 printed gold labels; Cotton with 16 printed cloth labels.

An uncommon late 19th C. surviving artifact documenting the processes of the very important US textile industry.

\$1450.

## 19. When Hallmark Fails You...

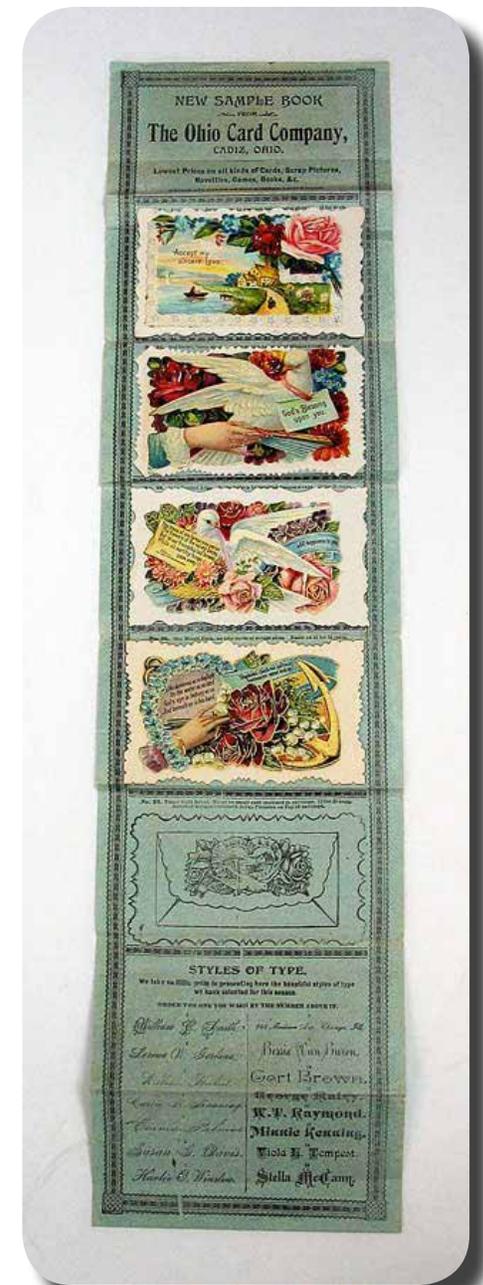
[Trade Catalogue]. **NEW SAMPLE BOOK From The OHIO CARD COMPANY, Cadiz, Ohio.** [Cadiz]: Ohio Card Company, (n. d.). One broadsheet of blue paper, printed with black ink, folded 7x, accordeon style. Affixed in the first 4 'style' spaces are actual chromolithographed die-cut cards. 8 wood engravings of divers card styles. Ornamental typographical border. Sheet, unfolded: 21" x 5-1/8". Printed self wrappers. Modest wear. A VG example of this ephemeral salesman's sample item.

1st printing thus, ca 1880s / 90s. "Lowest Prices on all kinds of Cards, Scrap Pictures, Novelties, Games, Books, &c." This card sample brochure also displays different "Styles of Type" to be used on your personalized cards (displayed at bottom), as well as an illustration of the stylized "Fancy Gold Bevel" envelope for your cards to be placed in. The rear of this brochure shows other illustrations labeled: "Below we show pictures of some of our prettiest Cards, on all of which the name desired will be printed underneath the Scrap Pictures. The Scrap Pictures hiding the name on each pack are of many and varied designs with different mottoes on each. They are in many beautiful and rich colors, and are so many times prettier than these pictures represent them to be, that they can not fail to please."

\$145.

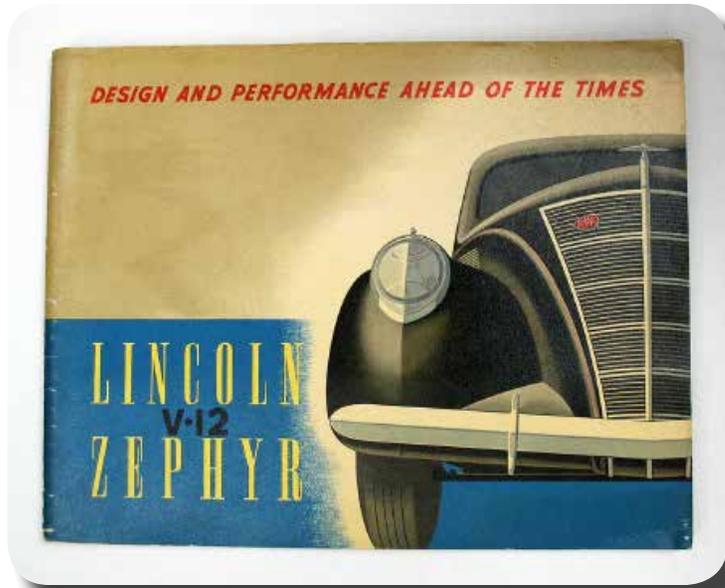


- PRINTING -



20. "It's LIKE a Lincoln Continental, only you could fit at least like... three or four bodies in that trunk. Wait, are you going to be using this!?"

## - AUTOMOTIVE -

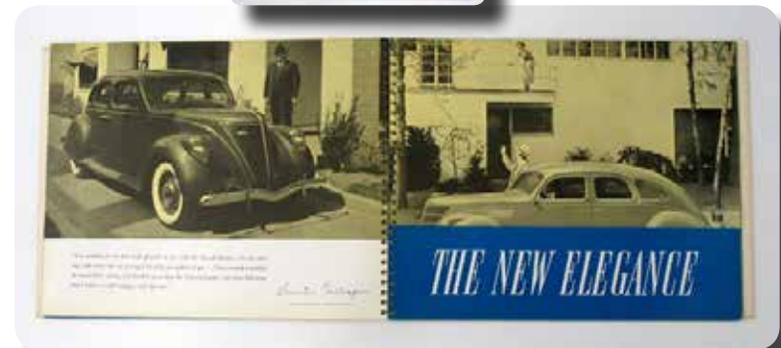


[Chevrolet Dealer's Showroom Sample Catalogue]. **LINCOLN ZEPHYR V-12. Design and Performance Ahead of the Times.** [Cover title]. Detroit: Lincoln Motor Company, 1936. Unpaginated, though 54 pages, with 7 blue-paper 'blurb' inserts. Over 65 color-tinted photo plates, many color illustrations based on the dealer's posters, numerous blueprints, many colour cutaway models. Oblong format: 9-5/8" x 12-1/4". Spiral bound color-illustrated card-stock paper covers, with front cover having a beautiful art deco color lithograph image of the car's front grill, tear-drop headlights. Average wear. A VG copy.

1st printing. The 1937 Ford Lincoln-Zephyr model was introduced in December, 1936. The Lincoln-Zephyr was a line of marque luxury cars intended by the Ford Motor Company to compete with the Cadillac LaSalle. The line was conceived by Edsel Ford and designed by Eugene Turenne Gregorie & John Tjaarda, who based their Sterkenburg designs on airplanes of the time, with beautiful low raked windscreens, integrated fenders, and streamlined aerodynamic design. These included the Coupe, Coupe-Sedan, Town-Limousine, and Sedan. These cars came equipped with the V12 engine developed from Ford's Flathead V-8, generated 85 horsepower, and could reach nearly 80 m.p.h. The 1937 was the first year Ford built coachwork with all steel construction, with the cars featuring a more rounded & smooth look, the front grill was V-shaped, and faired-in headlights were provided as a stock feature. Many of the photos in this catalogue display the stylish cars in front of 1930s art deco homes, streamliner trains, aircraft, and more. (Also offered from Tavistock Books: *Lincoln Zephyr V-12 "The Modern Twelve at Medium Price"* - Inventory #39903).

We find no copies of this catalogue recorded on OCLC. Rare.

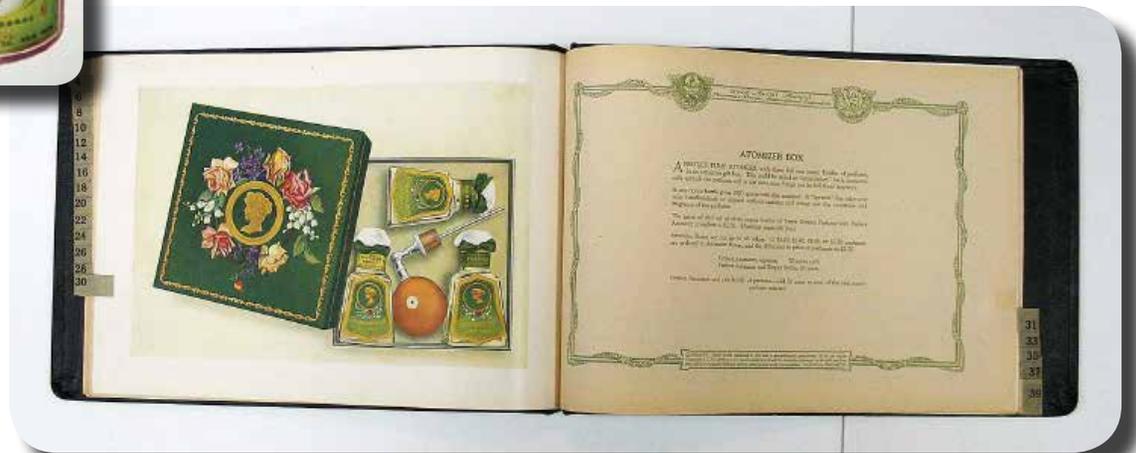
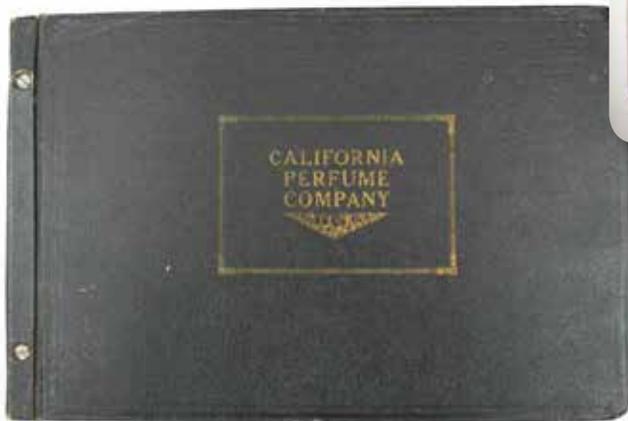
\$595.



21. *Smell Like the Gods, Spend Money Like an American (If you Please)*

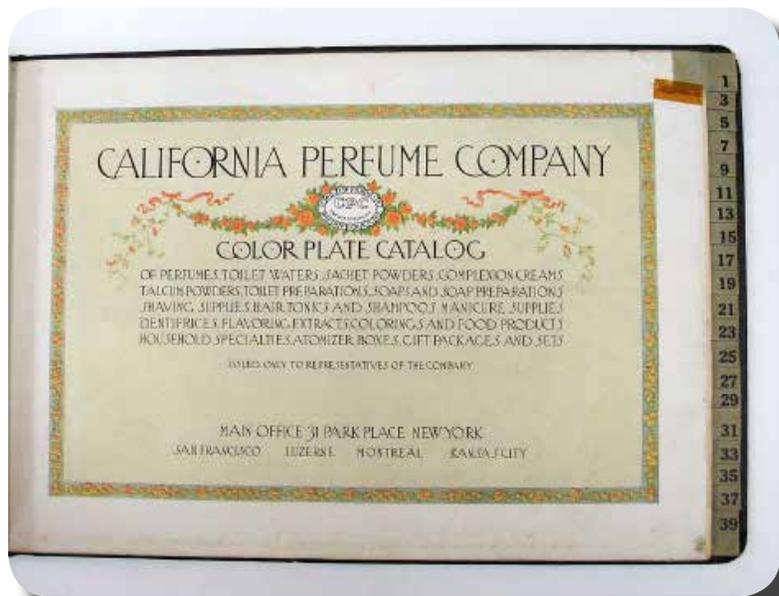
**- PERFUME -**

[Trade Catalogue]. CALIFORNIA PERFUME COMPANY. Color Plate Catalogue of Perfumes, Toilet Waters, Sachet Powders, Complexion Creams, Talcum Powders, Toilet Preparations, Soaps and Soap Preparations, Shaving Supplies, Hair Tonics and Shampoos, Manicure Supplies, Dentifrices, Flavoring Extracts, Colorings and Food Products, Household Specialties, Atomizer Boxes, Gift Packages and Sets. Issued Only to Representatives of the Company. New York / San Francisco / Luzerne / Montreal / Kansas City: California Perfume Company, Press of Thos. B. Brooks, N.Y. (n. d.). 19 leaves of product descriptive text, with prices, found between the illustrative plates, buff paper, printed in green. Color-illustrated lithograph title, 20 colour plates [printed both sides], with linen numbered thumb tabs at fore-edges as issued. With 3 additional plates from the earlier 1915 CPC catalogue bound-in, along with folding brochure for American Ideal Gift assortment. Oblong format: 10-1/2" x 15-7/8". Original black pebbled cloth, gilt lettering & gilt border in first binding variant consistent w/ 1915-1919 printing, screw-back post binder. Minor rubbing, soiling & edgewear, with occasional creasing to fore-edges. Old tape repair to #1 tab; similar tape-repaired edges to 3rd bound-in 1915 leaf. Occasional penciled or penned price emendation on printed text leaves. Withal, a Very Good copy.



*To be continued...*

Ca 1919. Early edition of this beautifully illustrated trade catalogue, which was premiered by the famed California Perfume Company -- predecessor to Avon -- at the 1915 Panama-Pacific Exposition. These large colour plate catalogues for their salesmen met with huge success, even though they were very expensive. The gorgeous plates illustrated beautiful art nouveau inspired bottles, packages, and advertising for perfumes, soaps, shampoos, cold creams, talcum powders, tooth paste, gift sets, and more. For the first few years, they were released with the screw-back post binders, allowing product pages to be removed, or added if needed, so the salesmen did not have to buy another catalogue just to replace a few products. Originally released with 40 colour plates in 1915/1916, the plates only illustrated the separate products, and the price lists were provided in California Perfume Company small supplement catalogues. However, by 1919, the smaller catalogues had been discontinued, and salesmen with these large color plate catalogues inserted in-between leaves with product information. From 1920 to 1923, the number of color plates was reduced to 36, with the explanatory leaves providing continuous pagination, however, the screw-back binders were eliminated, so that salesmen were required to buy new catalogues.



\$845.



22. *“The only throne I want to see her sittin’ on is the one I have to clean every mornin’!”*

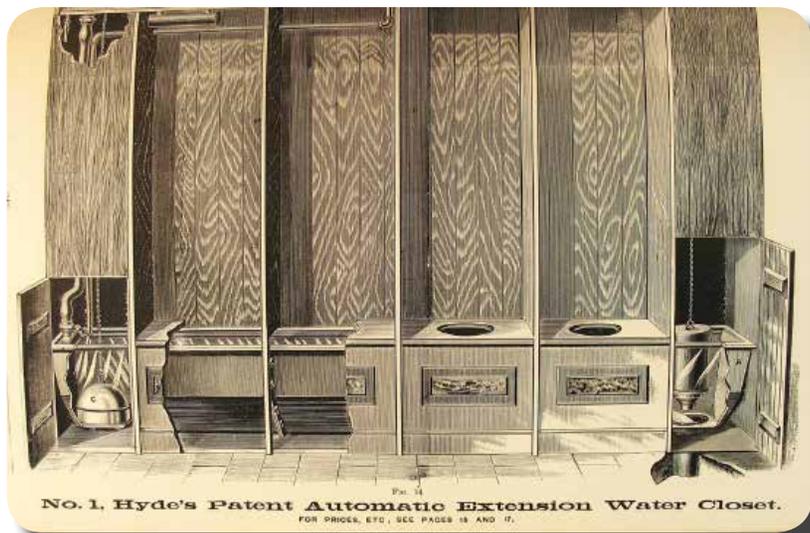
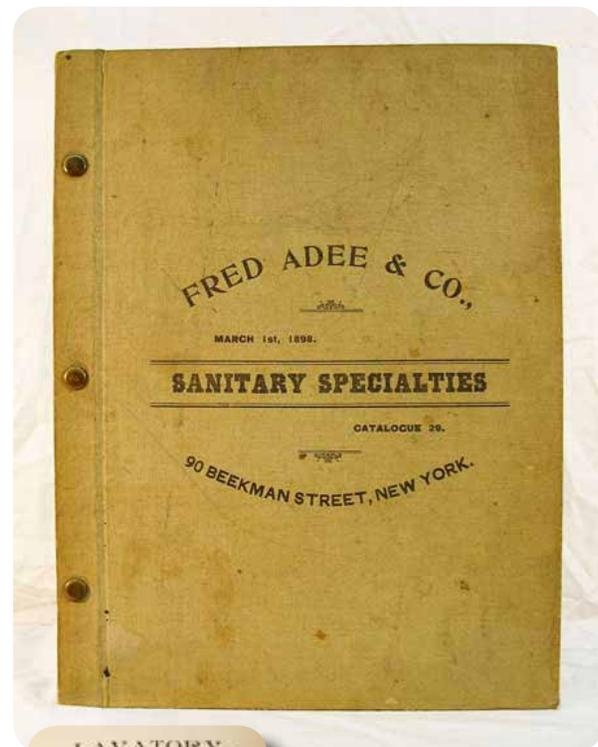
(Name that Movie, Ladies!)

- PLUMBING -

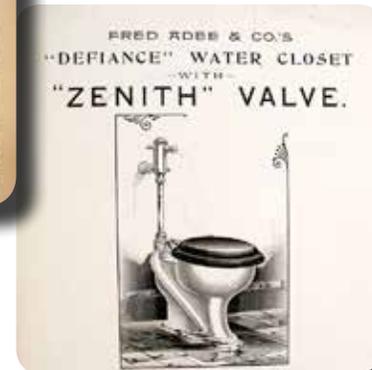
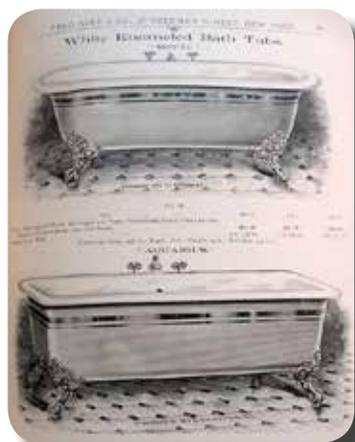
[Plumbing Fixture Trade Catalogue]. **FRED ADEE & CO., SANITARY SPECIALTIES. Catalogue No. 29. March 1st, 1898.** New York: 1898. [8], 73, [1 (blank)] pp. P. 73 an index. Illustrated. 12-1/2” x 9-3/8”. Linen cloth 3-hole binder, with printed title lettering to front cover. Some wear & soiling to binder. A VG copy.

Not in Romaine, though see p. 267 for 2 catalogues by this firm [1878 & 1894]. As stated in P&M Magazine in July of 1994, “By the turn of the century water closet innovations were occurring on a nearly daily basis. The U.S. Patent Office received applications for 350 new water closet designs between 1900 and 1932. Two of the first granted in the new decade were to Charles Neff and Robert Frame. These New Englanders were the first to produce a siphonic wash-down closet that would become the norm in this country in later years. Problems with the bowl design in Neff and Frame’s unit were fixed 10 years later by Fred Adee. He redesigned the bowl, eliminating the messy overflows that sometimes occurred, and in doing so gave birth to production of the siphonic closet in America.”

Fairly uncommon trade catalogue in this specialty- OCLC lists only one holding of Adee’s catalogues, that of the 1894 editon.

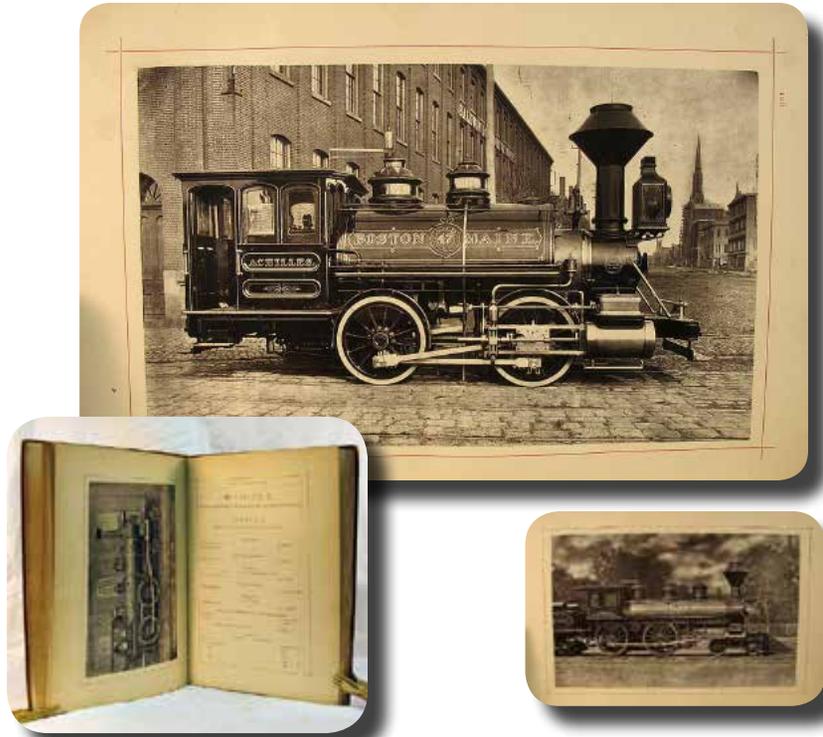


\$375.



23. *And here's to the largest American producer  
of Steam Locomotives!*  
*(That sounded way more exciting in my head.)*

**- LOCOMOTIVE -**



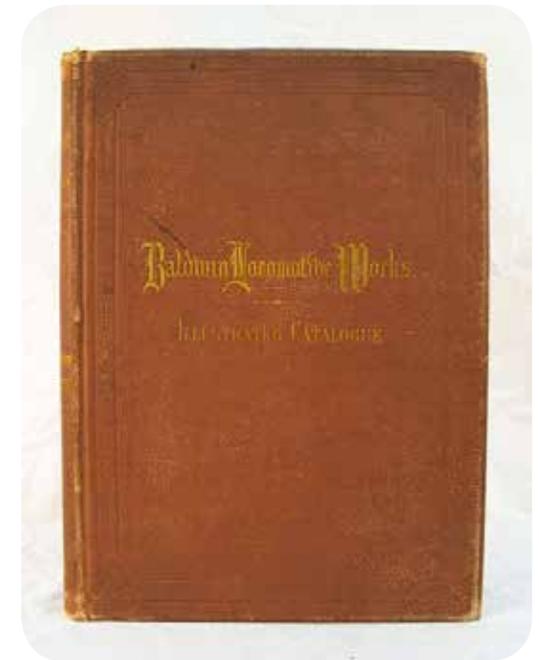
[Railroad Trade Catalogue]. Baird, Matthew. Burnham, George. Parry, Charles T. Williams, Edward H. Henszey, William P. Longstreth, Edward. **BALDWIN LOCOMOTIVE WORKS. Illustrated Catalogue of Locomotives.** M. Baird & Co., Philadelphia. Philadelphia: Press of J. B. Lippincott & Co., (n. d.). 134 pp. T.p. printed in red & black. Text within rectangular red-rule border. Illustrated with wood engraved frontis depicting the 'Baldwin Locomotive Works' factory, 11 intratextual cuts & 16 pasted-in photographs of divers Baldwin locomotives. 4to: 11" x 7-5/8". Original publisher's pebbled terra-cotta cloth binding with gilt stamped lettering to spine & front board. Beveled edges.

1st edition (Romaine, p. 301). Ca 1871 - 72. Overall VG (slightly shaken/some shelfwear).

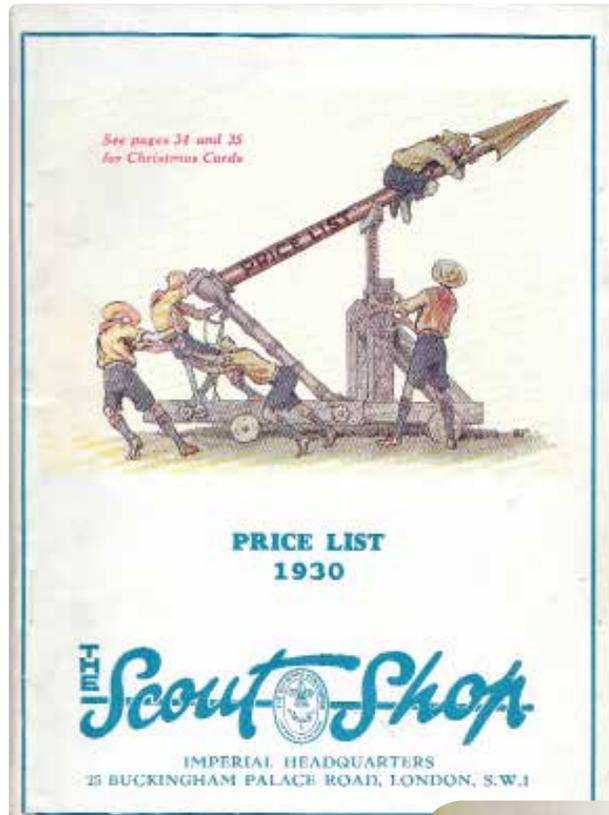
\$2,000.

The Baldwin Locomotive Works, an American builder of railroad locomotives, was originally located in Philadelphia, then in 1906 relocated to nearby Eddystone, Pennsylvania. The company was the largest US producer of custom, made-to-order steam locomotives. Founded in the early 1830s by Matthais Baldwin, the firm finally stopped producing locomotives in 1956, ceasing business in 1972, having produced over 70,000 engines, the vast majority powered by steam. This is one of the firm's first photographically illustrated catalogues, a lavish production, issued in the early 1870s as the Baldwin overtook Rogers as the premier locomotive manufacturer in the United States. Herein will be found 16 original albumen photographs of their divers products, including road locomotives for passenger or freight services, freight or pushing engines, switching engines with separate tenders and narrow-gauge freight locomotives.

While not a particularly rare trade catalogue, it's importance & desirability lies in documenting the ascent to prominence of this significant US heavy equipment manufacturer, as well as being an early trade catalogue illustrated with actual photographs.



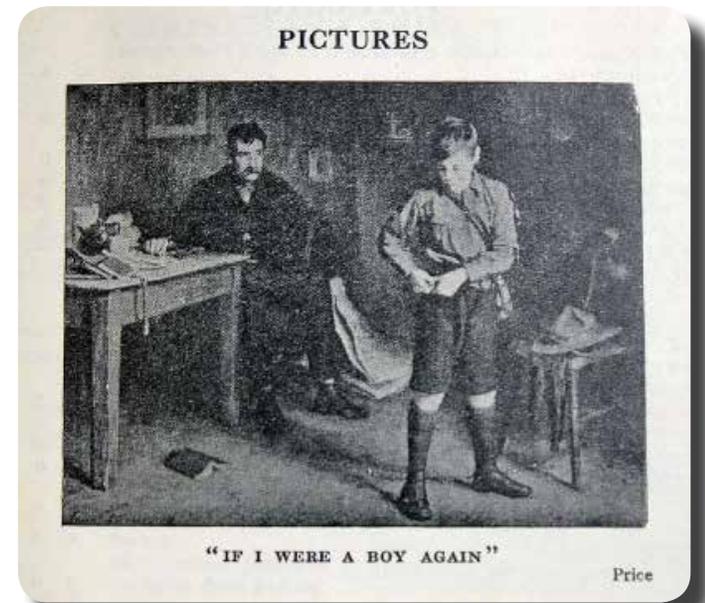
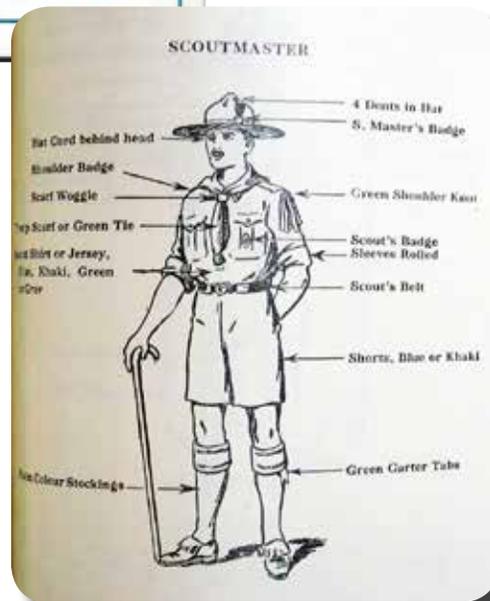
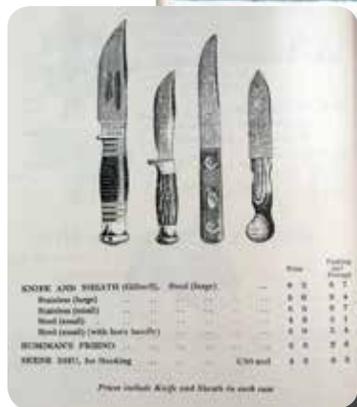
24. *If I were a boy,  
I'd want one of these knives.*



[Dry Goods Catalogue]. **The SCOUT SHOP. Price List 1930.** London: The Boy Scouts Association, 1935. 79, [1] pp. Preliminary order form intact & unused. Illustrated. 8vo. 8-1/2" x Color printed paper wrappers. Average wear, with a bit of spine paper loss at ends. A VG copy.

1st printing thus. Booklet lists all manner of items, including but not limited to: wagons, musical instruments (of which there is... one), knives (of which there are eleven - hip hip hooray for priorities!), flags, tents, statues, uniforms, shields (definitely necessary when camping in the woods - wolves absolutely hate shields, don't ya know?), badges, lanyards, medals, and items used for "rovering" (I don't want to know what that entails).

\$35.



(Yes, I chose this picture because it is creepy.)

25. *And you thought Pile Driving was just a dirty phrase... No? Maybe that was just me.*

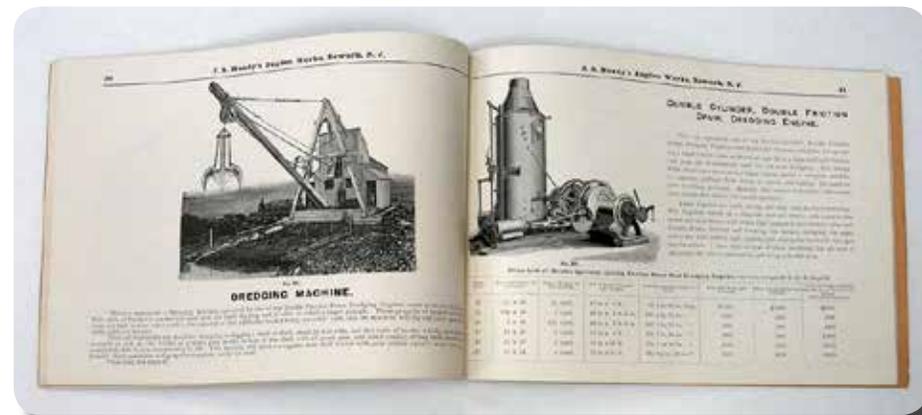
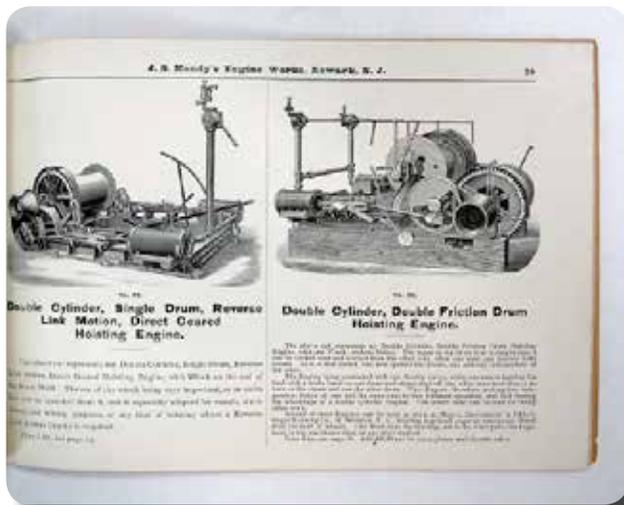
[Trade Catalogue]. **J. S. MUNDY. Manufacturers of High Class HOISTING, BRIDGE ERECTING, PILE DRIVING, LOGGING, MINING, QUARRY, And MUD DREDGING ENGINES, STEAM BOILERS, &c.** Newark, New Jersey: Wm. A. Baker, Printer. 1894. 72 pages. Illustrated with cuts, generally 1-2 per page. Oblong format: 7-1/2" x 11". Original publisher's printed buff paper wrappers. Printed to the rear wrapper: "Destroy All Previous Copies." Spine paper renewed. A VG+ copy.

1st printing of this edition. Not in Romaine. This machinery firm was founded in 1870, and remained in business well into the next century, being acquired by Lidgerwood Manufacturing in 1947.

Somewhat rare trade catalogue from this venerable firm ... OCLC shows just two 19th C. holdings for this company, one each for 1892 & 1894\* [both at the Hagley Museum]. \* 2 OCLC entries for the same 1894 holding.

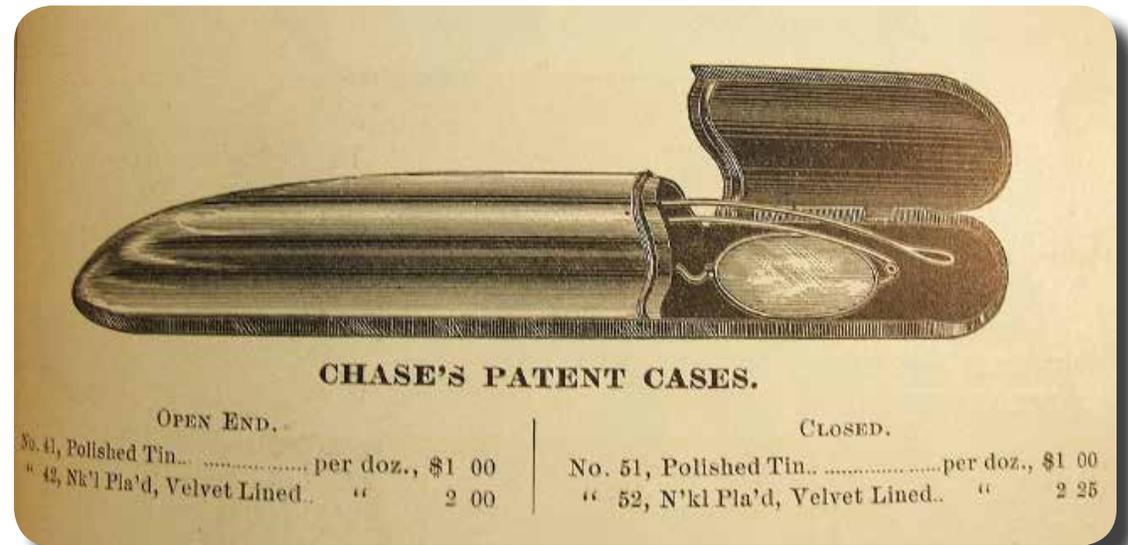
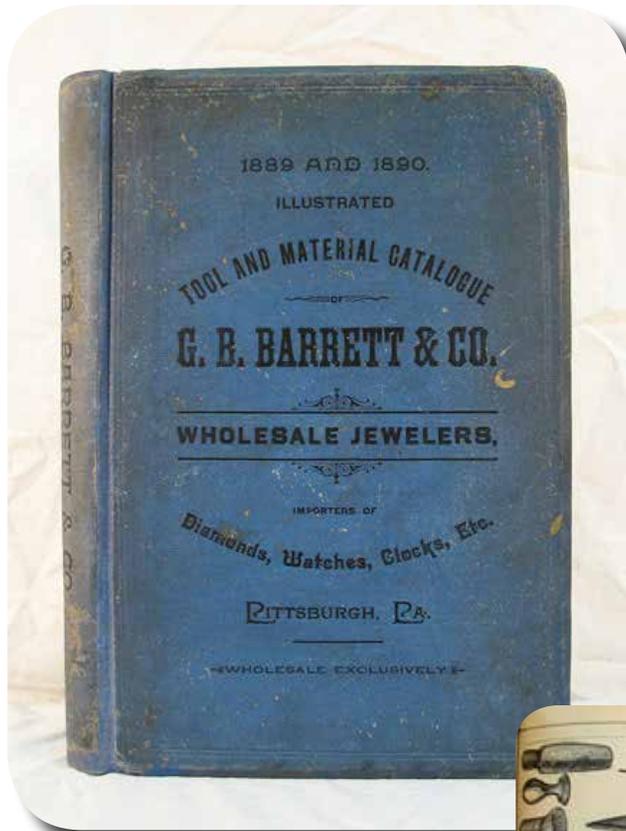
\$495.

**- MACHINERY -**

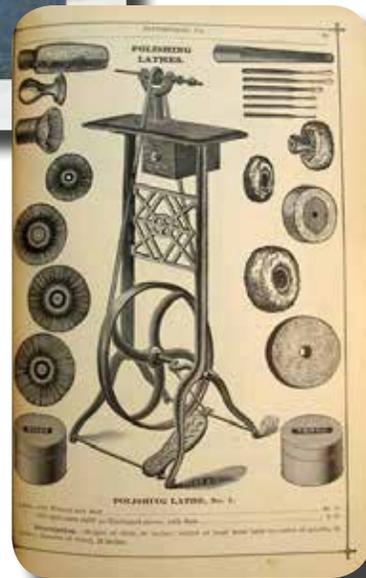


26. Customer: "This clock seems to run very well."  
 Watchmaker: "Of course it runs well... it only takes  
 40 minutes to run a whole hour!"

## - FANCY GOODS -



[Trade Catalogue]. **G. B. BARRETT & CO. WHOLESALE JEWELERS** And IMPORTERS Of DIAMONDS. Watches, Jewelry, Clocks, Bronzes and Fancy Goods, Silver and Plated Ware, Etc. American Movements, Gold and Silver Cases, and Watchmaker's Materials, a Specialty. Pittsburgh, PA. [1889]. 390 pp. Illustrated. 8vo. Blue cloth binding with black stamped lettering. Beveled edges. Volume professionally recased. VG.



Not in Romaine. This dealer's catalogue contains a myriad of jewelers items (it is, unfortunately, not full of jewelry illustrations). There are screws, tools (from oil cans to sharp pliers for bending precious metals), polishers, cases, screw plates, bright lamps (to avoid squinting), and, of course, their claim to fame - wheels, bridges, faces, and other various watch parts.

\$295.

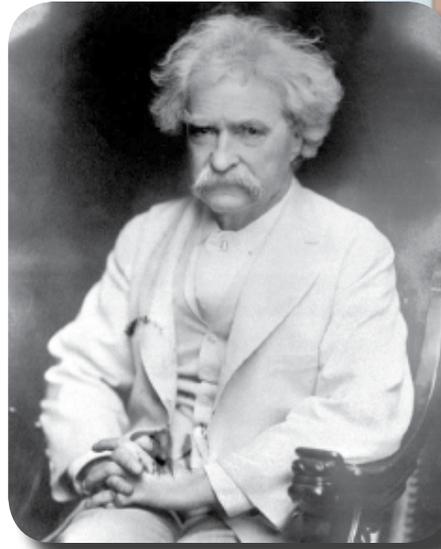
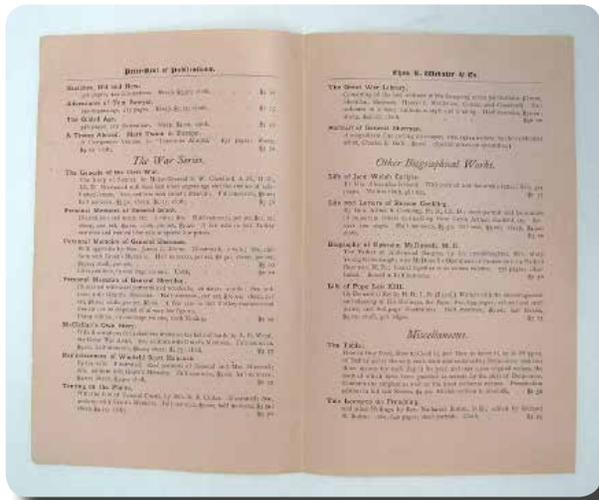
27. "A person who won't read has no advantage over one who can't read."

-Mark Twain

[Publisher Trade Circular]. Twain, Mark - Subject. **PRICE - LIST Of PUBLICATIONS Issued by CHAS. L. WEBSTER & CO. Fall, 1891.** Mark Twain Books. [New York]: Chas. L. Webster, 1891. 4 pp. 9-5/8" x 6-1/16". Printed pink paper self-wrappers. Modest wear & soiling. Bit of age-toning to the extremities. A VG+ item.

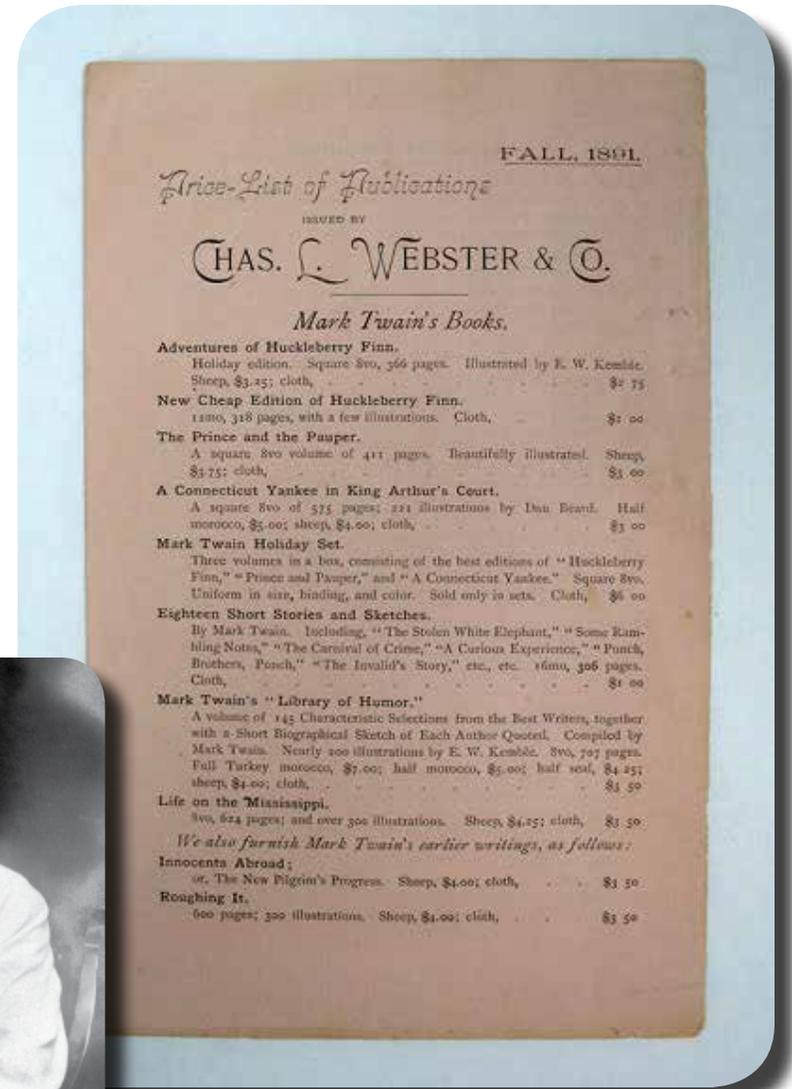
1st printing. Charles Luther Webster served as Mark Twain's business manager and even the head of Twain's publishing company (Chas. L. Webster & Co. - name for the employee) from 1881 until 1888, when Twain decided Webster was incompetent and unable to run Twain's business. The author removed him from all his positions, but kept the name for his publishing company. It is a strange situation that a friendship so close that Webster married Twain's niece, Annie Moffett, disintegrated into Twain's famous quote about Webster in his autobiography, as "one of the most assful persons I have ever met - perhaps the most assful." Twain is also recorded in a letter to his brother Orion that he never hated anyone as much as he hated Webster.

\$125.



In case anyone was confused: no, we are not selling Mark Twain, or this picture of Mark Twain. Unfortunately.

- LITERATURE -



28. "Though you may never have to take off or land abruptly, you like to know your ship can do it!"

## - AVIATION -

[Aviation Trade Catalogue]. **The WACO "225"**. Troy, Ohio: The Waco Aircraft Company, (1930). 15, [1] pp. Illustrated from photographs (15 images). Oblong 8vo: 5-1/2" x 8-3/8". Printed paper wrappers, stapled. Some general wear & soiling to wrappers. Date stamped with "1931". String hole along spine. A VG+ copy.

"All we hope to do in this booklet is to give you the high spots in the remarkable performance these ships have demonstrated in the past few months. No printed words can quite express that performance on paper. You must experience it for yourself... Repeating Waco's victory in the National Air tour of 1928... and *more* than doubling Waco's *margin* of victory that year... a stock Waco '225' Straight-Wing won the 1929 Tour, and its mate placed second."



The catalogue features both the Straight-Wing, and Tapered-Wing versions of Waco's "225" open cockpit bi-plane, so designated because it's powered by the Wright J-6 7-cylinder, 225 HP "Whirlwind" motor.

\$250.



4 - 4/10 SECONDS TO TAKE OFF  
3 - 4/10 SECONDS TO DEAD STOP

# - COMMUNICATION -

## 29. "Common Talking Systems"

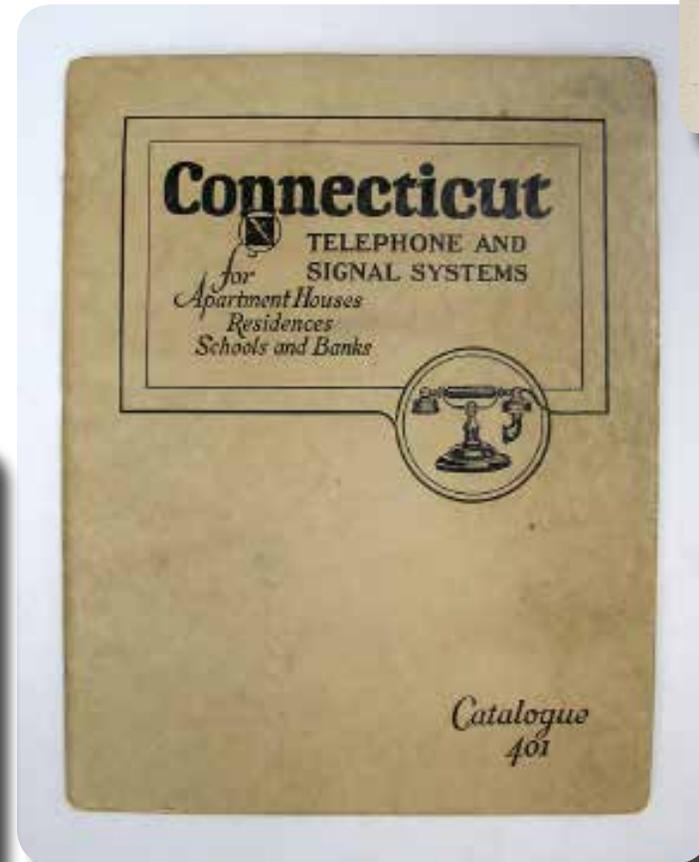
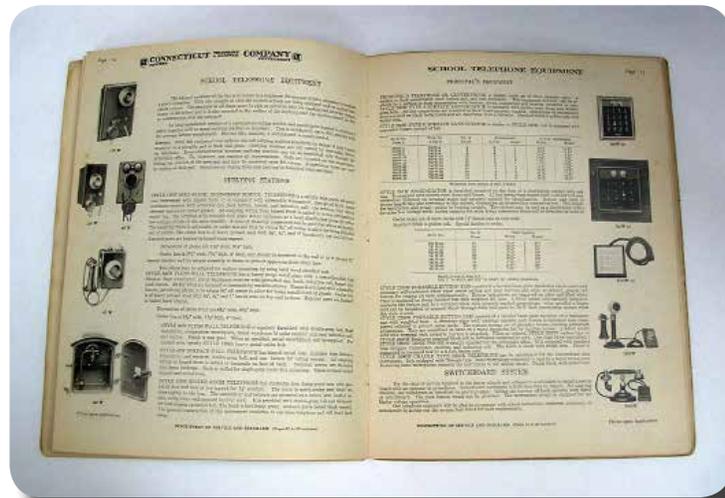
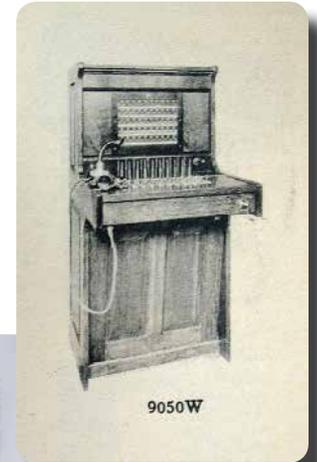
[Telephone Trade Catalogue]. **CONNECTICUT TELEPHONE AND SIGNAL SYSTEMS for Apartment Houses Residences Schools and Banks. Catalogue 401.** Meriden, Conn.: Meriden Gravure Co., (n. d.). 30, [2] pp. Laid-in, a bifolium with revised pp 3-5 & 21. Printer imprint last page. Tables, schematics & photographic images of equipment adorn practically every page. Two images of the Connecticut Telephone & Electric Company plants found on p. 31. 11" x 8-1/2". Printed beige card covers, stapled. Light wear & soiling to covers, one gathering detached. Small smudge to lower right of back cover. A VG copy.

1st printing. Systems offered herein include candlestick telephones, wall phones, intercoms, switchboards etc. Installation diagrams included.

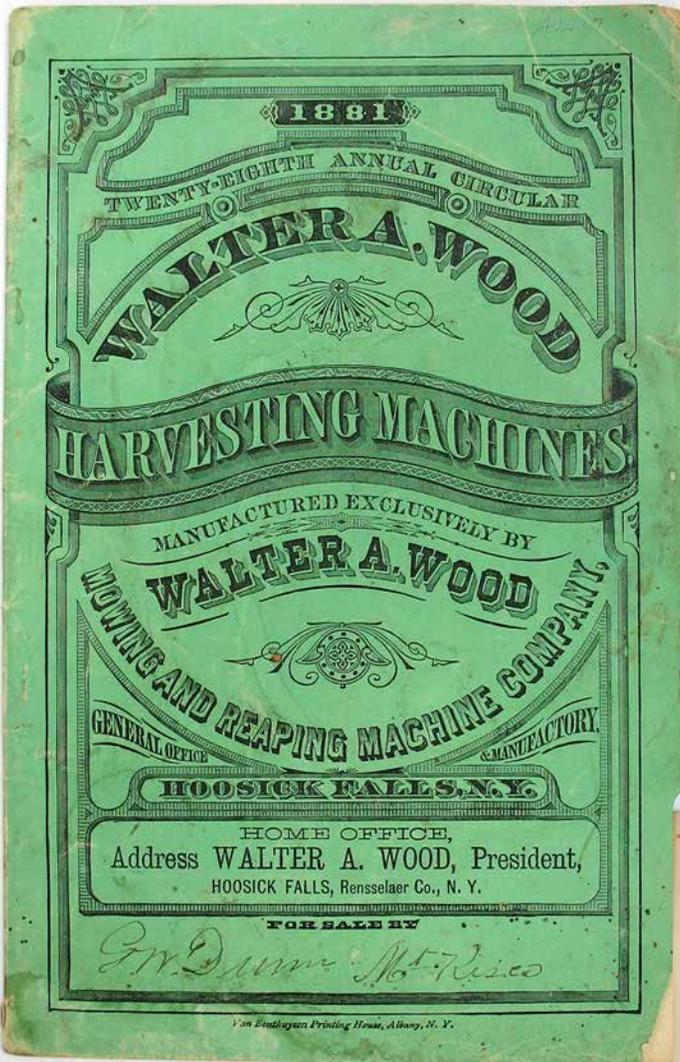
A useful primary source for early 20th C. telephone equipment.

Not found on OCLC. Rare.

\$245.



### 30. Here Comes the Reaper

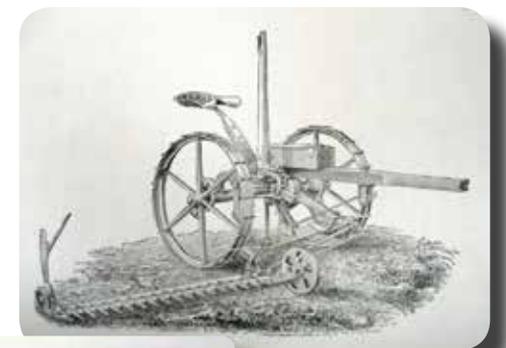
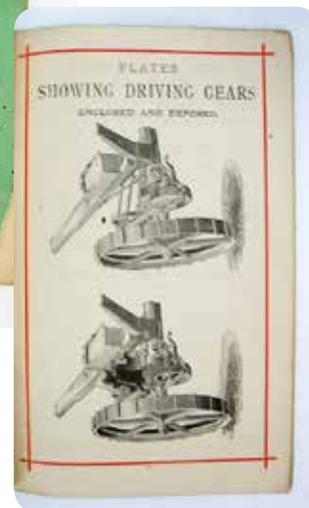


## - MACHINERY -

[Trade Catalogue]. **WALTER A. WOOD HARVESTING MACHINES. Twenty-Eighth Annual Circular. 1881.** Albany, N.Y.: Van Benthuysen Printing House, 1881. 32 pp. Illustrated. 8vo. Printed green wrappers, stapled. General wear & soiling, textblock detaching at rusting staples. Agent ink signature to bottom of front wrapper. Occasional previous owner's pencil annotations. A VG copy.

Cf. Romaine, p. 19, for other catalogues issued by this Hoosick Falls, NY manufacturer. "Within the past few years the demand for Scythes, Sickles, and Sections has increased so rapidly that a number of factories have been started for the sole purpose of supplying these articles for the different machines in the market."

\$95.

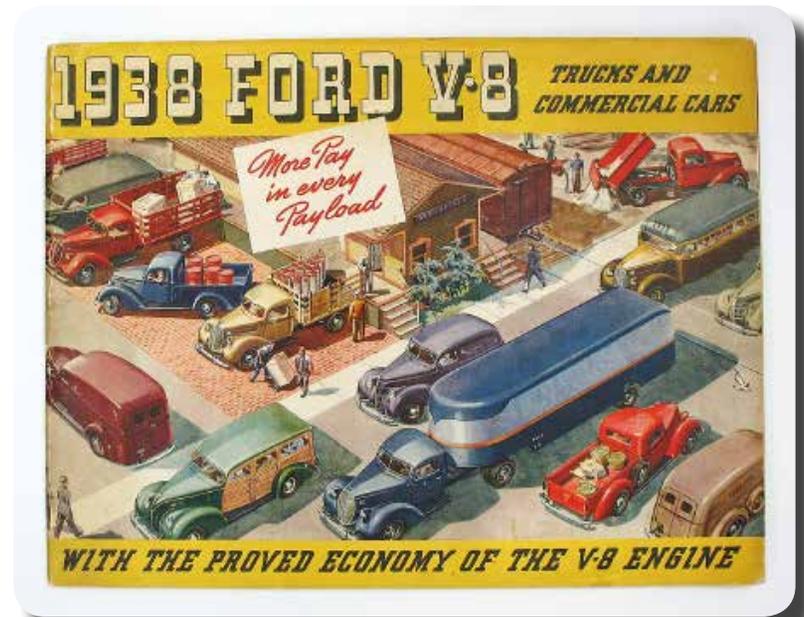


### 31. "More Pay in Every Payload"

[Ford Dealer's Sample Catalogue for Trucks and Commercial Automobiles]. **1938 FORD V-8 TRUCKS And COMMERCIAL CARS WITH THE PROVED ECONOMY Of The V-8 ENGINE. 1938 Brings Widest Range of Hauling and Delivery Units in Ford History.** [Detroit, MI]: (Ford Motor Company), (1938). 40 pp. Many intratextual and full page color illustrations. Oblong format: 10-1/8" x 13-3/8". Bright color illustrated wrappers, stapled. Some rubbing and shelfwear, creasing near to spine. A VG example.



## - AUTOMOTIVE -



1st edition. A large dealer's/ salesman catalogue for Ford Trucks and Commercial Vehicles just before the start of World War II. These include a 122-inch wheelbase 1-ton panel van, a flat bed and express flat bed with stakes, a 134-inch wheel base dump truck, a 157-inch state flat bed, a 112-inch sedan delivery, and the beautiful 112-inch woody station wagon. 1938 was the first year that Ford completely redesigned the truck sheet metal to include one piece top opening hoods, and the truck beds were entirely redesigned and strengthened as well.

No institutional holdings located on OCLC. Rare.

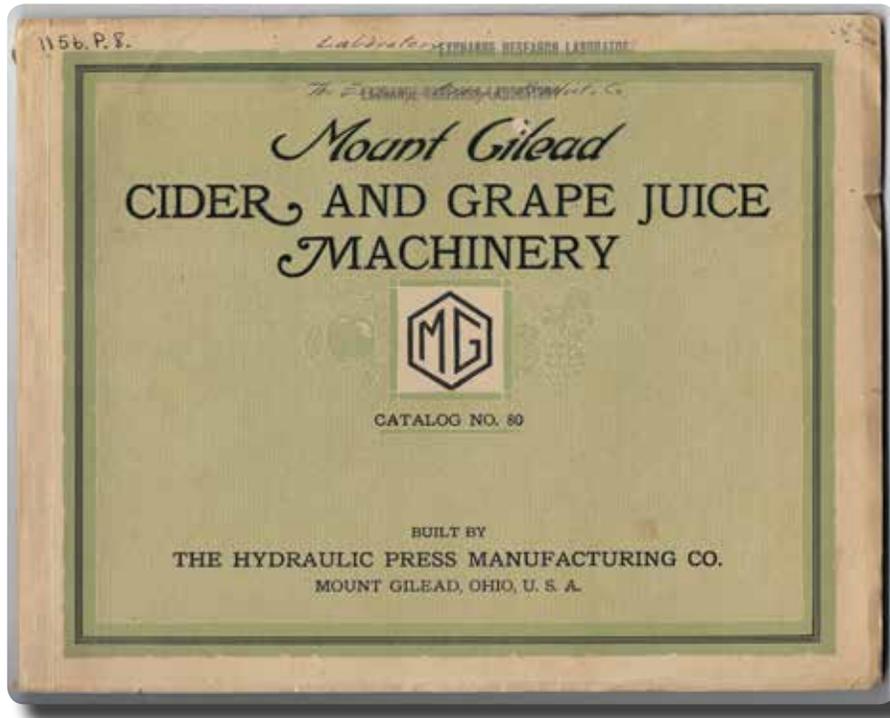
\$650.

32. Sellers of grapes are always raisin awareness.

## - MACHINERY -

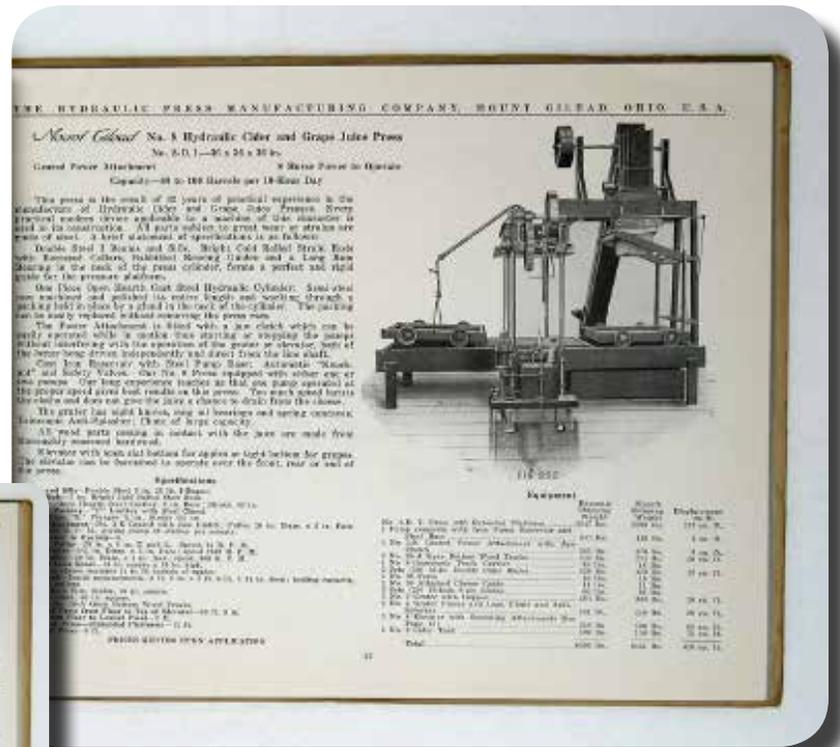
[Trade Catalogue]. **MOUNT GILEAD CIDER And GRAPE JUICE MACHINERY Catalog No. 80.** [Wrapper title]. Mount Gilead, Ohio: The Hydraulic Press Manufacturing Co., 1919. 95, [1 (blank)] pp. Illustrated throughout. Oblong format: 8" x 10-1/8". Printed paper wrappers, yapp edges.

1st printing. General wear. Prior owner [Exchange Research Library] name & stamp to top of front wrapper. Very Good.



“Maximum service and satisfaction from your equipment is dependent upon correct design, carefully selected materials, skilled workmanship, intimate knowledge of the requirements of the business, adherence to rigid standards of quality, and adequate facilities for production.”

\$125.



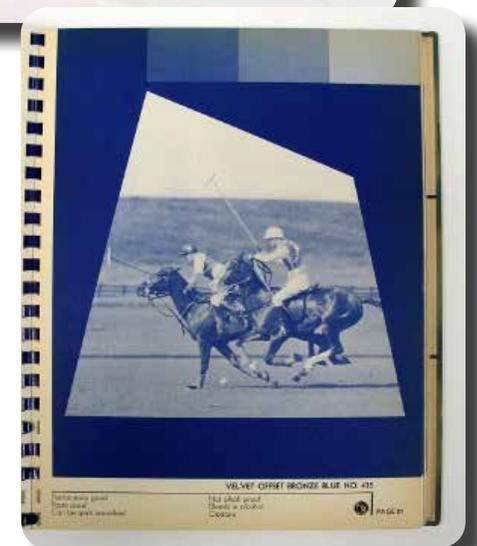
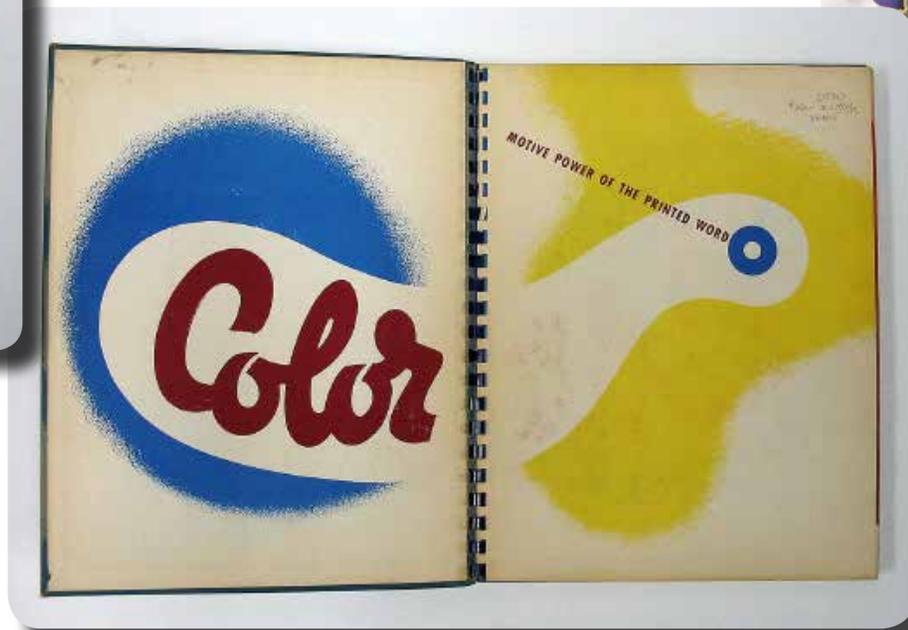
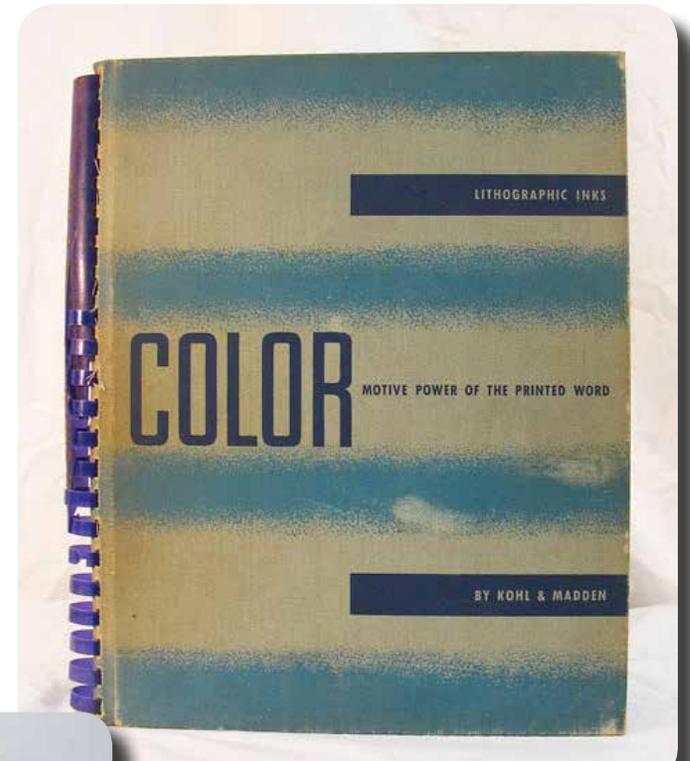
## - PRINTING -

### 33. *Crazy for Colors*

[Manufacturer's Sample Book]. **COLOR. Motive Power of the Printed Word. A Complete Sample Book of the Lithographic Inks Manufactured by Kohl & Madden Printing Ink Company.** Chicago / New York City: Kohl & Madden Printing Ink Company, (1936). 150+ pp. Leaf recto with a photographic style image as an example of an available color ink. 11-1/8" x 8-3/4". Blue plastic spiral-bound binding with lithographed cloth covered boards. General wear to board extrimities. Plastic spiral comb lacking lower portion of covering. First leaf beginning to detach. A VG copy.

1st printing.

\$250.



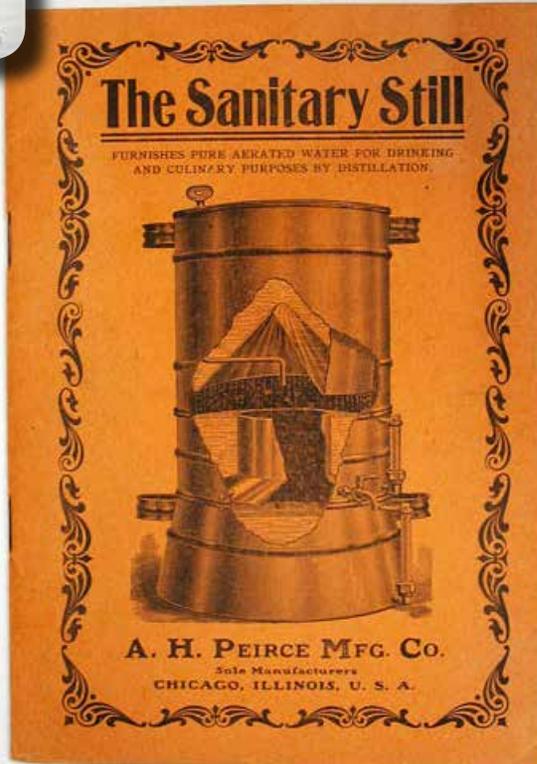
### 34. Di-still my Beating Heart

## - SANITATION / DISTILLATION -



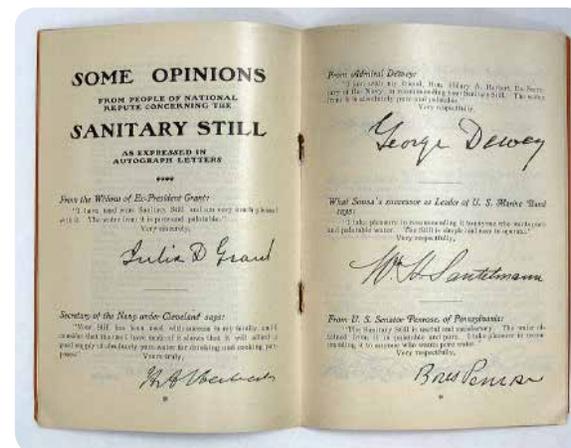
[Trade Catalogue]. **The SANITARY STILL. Furnishes Pure, Aerated Water for Drinking and Culinary Purposes by Distillation.** Chicago, Ill.: A. H. Peirce Mfg. Co., (n. d.). 56 pp. Illustrated with 6 cuts of divers models, as well as facsimile signatures [testimonials]. 8vo. 7-3/8" x 5-3/16". Printed orange paper wrappers, stapled. Modest wear. A VG+ copy of this uncommon piece.

Ca. 1904 [dated from the testimonials]. No copies on OCLC, though 2 holdings are recorded of a 1901 edition. First half of the booklet given to product descriptions, the latter half to product testimonials.



“Pure water is the most essential requisite for the health that enters into the system. Ninety per cent of our food is water. Impure food is shunned like poison, yet millions of citizens are drinking impure water, taking into their systems water from wells, cisterns, lakes and rivers... Science has just begun to inform us that typhoid fever, dysentery, cholera and other kindred diseases can be propagated only by drinking water infected with the discharges of some previous case. At Plymouth, PA, 130 human beings died from drinking water infected with the excreta of a single patient. There are annually in the United States 32,000 deaths and over 275,000 cases of typhoid fever directly attributable to the use of impure water... Distilled water is the only water absolutely pure.”

\$75.



“THAT MINERAL WATER IS BEST WHICH HAS THE LEAST MINERAL IN IT.”

35. "With an iron will, we will try to solder on,"  
so saith the Welder, and so say I.

## - MACHINERY -

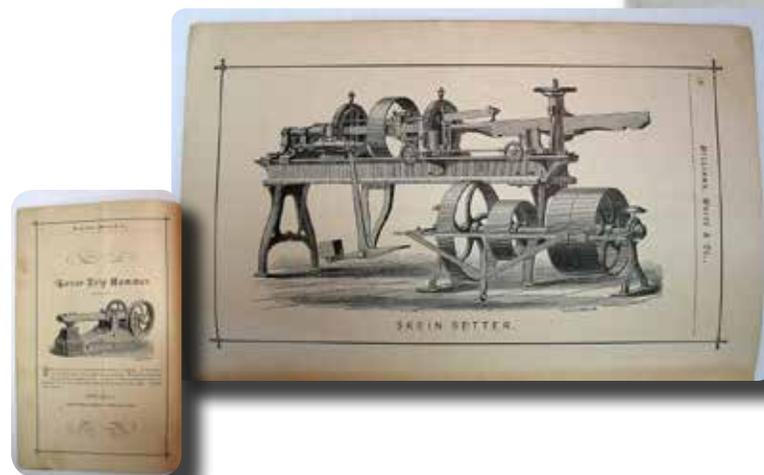
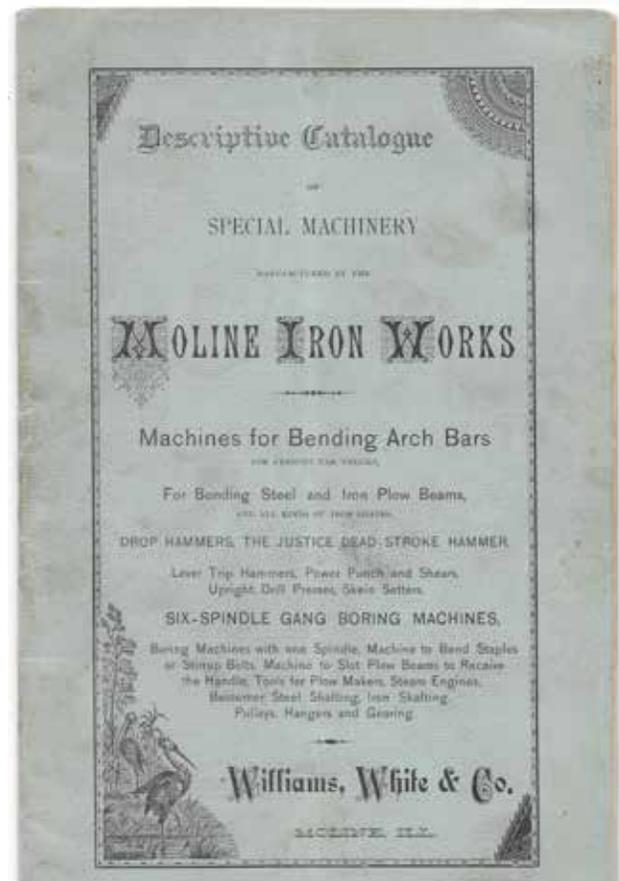
[Trade Catalogue]. **DESCRIPTIVE CATALOGUE OF SPECIAL MACHINERY MANUFACTURED BY THE MOLINE IRON WORKS. Williams, White & Co. Moline, Ill.** Moline, Illinois: Kennedy, Steam Job Printer, Deere's Block, Main Street. 1882. 24 pp. Illustrated with cuts. 8vo. 9-1/8" x 5-7/8". Printed blue paper wrappers. Soiling to wrappers. A VG+ copy.

1st printing. Not found on OCLC, nor in Romaine. This catalogue offers such items as "machines for bending arch bars", "drop hammers", "Power Punch and Shears", "Upright Drill Presses", "Skein Setters" & "Six-Spindle Gang Boring Machines."

"We have adopted the plan of lifting the Hammer with a crank, for it takes less power than any other method, as none is wasted in friction or by slipping. The hammer is lifted with a slow motion to start, gradually increasing till it is half way up, when it decreases till the highest point is reached... That the lifting is done with less strain than by any other plan is a self-evident proposition."

Rare.

\$235.



## 36. Renaissance Men

## - MISCELLANEOUS -

### Depilatories.

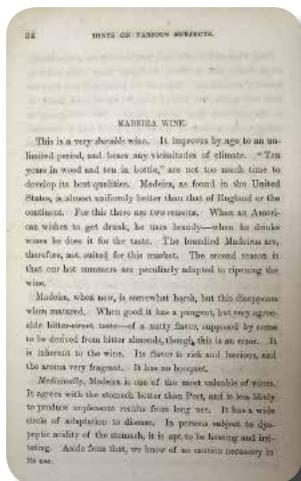
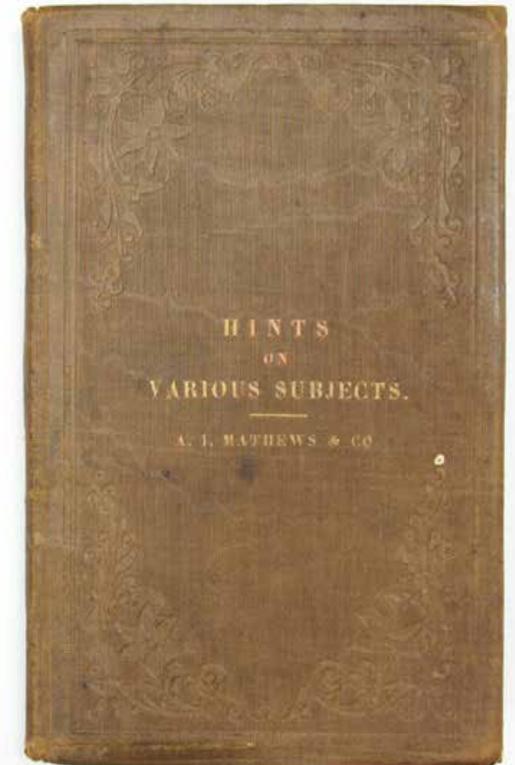
These are the first in order. The unnatural growth of the downy hair frequently disfigures the temples and eyebrows of either sex, and not unfrequently the lips or cheeks of the ladies. Growing out of its natural position, it is as much a deformity as a tumor or any other unnatural growth, and is as much a subject for medical treatment. It should be borne in mind, however, that a low forehead is not a disease; and the desire to appear intellectual is not to be fulfilled by the use of depilatories. Used within the boundaries of the true long hair, they not unfrequently produce most laughable effects.

*(I just love when people tell me that my eyebrows look like a tumor.)*

[Trade Catalogue]. **HINTS On VARIOUS SUBJECTS Connected With Our Business.** By A. I. Mathews & Co., Druggists and Pharmaciens, 220 Main St., Buffalo. Buffalo: Steam Press of Thomas & Lathrops, 1856. xi, [12] - 151, [3 (blank)] pp. 12mo. 7-3/8" x 4-1/2". Original publisher's flexible brown cloth binding with gilt stamped title lettering to front cover, with perimeter design stamped in blind. Bright yellow eps. Binder's ticket to rear paste-down [L. Danforth / Binder / 230 Main Street / Buffalo]. Slight lean. Front hinge paper starting in bottom 1", with front paste-down beginning to lift at lower corner. Withal, a solid VG copy.

1st edition. Not in Romaine. A cornucopia of subjects addressed herein, including Wines, Liquors & Spirits; Perfumery; Hair & Skin Preparations; Toilet Soaps; Glassware, Brushes & Sponges; Spices & Divers types of Waters; Flavoring Extracts, Foods & Confectioneries; Articles for the Sick Room & Domestic Remedies; and Household Articles. The text concludes with a opinion piece on Why the firm Does Not Sell patent medicines ["Patent medicines are all humbugs together."].

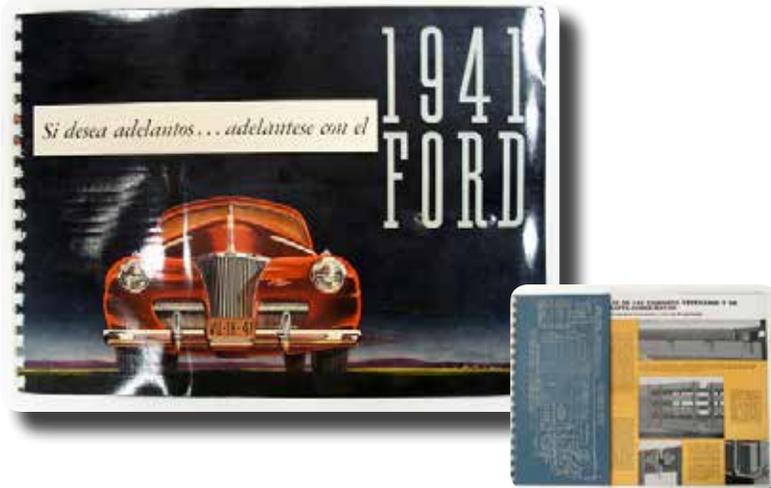
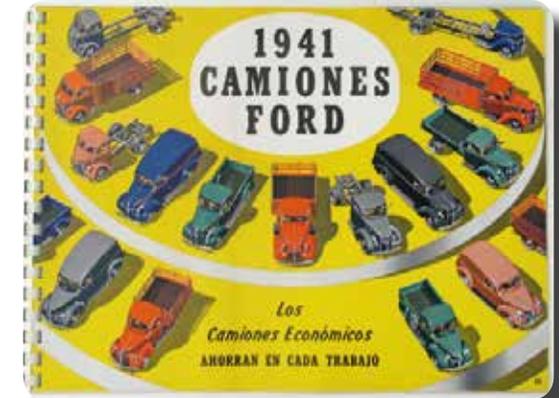
\$275.



37. *I'm really sick of coming up with witty titles for this stuff.*

## - AUTOMOTIVE / FOREIGN LANGUAGE-

[Spanish: Ford Dealer's Showroom Sample Catalogue]. **SI DESEA ADELANTOS... ADELANTESE CON EL 1941 FORD.** [If you Want to Get Ahead... Get Ahead with the 1941 Ford - Cover Title]. [Dearborn, MI]: (Ford Motor Company), (October, 1940). 102, [4 ("Indice General" - Index)] pp. Many color illustrations throughout. Oblong format: 9" x 12-5/8". Stiff black color illustrated covers (night scene cover illustration of the Ford Super Deluxe grill, comb-bound with white plastic. Two graduated thumb tabs. Still housed in light blue publisher's envelope, with white string closure and b/w illustration to upper lefthand corner. Light rubbing and shelf-wear to covers (slight warping). Envelope worn and rubbed, some small tears. A VG+ catalogue in an About VG envelope.



1st edition (presumed). This an exceedingly scarce dealership showroom catalogue in Spanish for the 1941 Ford passenger models and trucks which were introduced in October of 1940. These models included the Special, the De Luxe and Super De Luxe sedans, convertible, cabriolet, Woody Station Wagon, and Coupes, and others. These cars came equipped with the new 226 cubic inch L-head straight-6, and rated at 90 horsepower. The 221 cubic inch V8 remained the standard for the De Luxe and Super De Luxe models. Ford thoroughly updated their models for the 1941 model year, with wide bodies that nearly covered the running boards. The front and rear fenders came in several pieces instead of just one, and were now more integrated into the body, and pushed the headlights up and out over the front wheels. Of interest, is that this Spanish-market catalogue also integrates the 1941 truck and heavy truck models on the eve of World War II. Those include the 1-ton stake truck, commercial panel trucks and vans, cab-over heavy trucks, and the Heavy Duty Stake among others.

No institutional holdings located on OCLC. Rare.

\$475.



38. ...*Seriously sick and tired.*

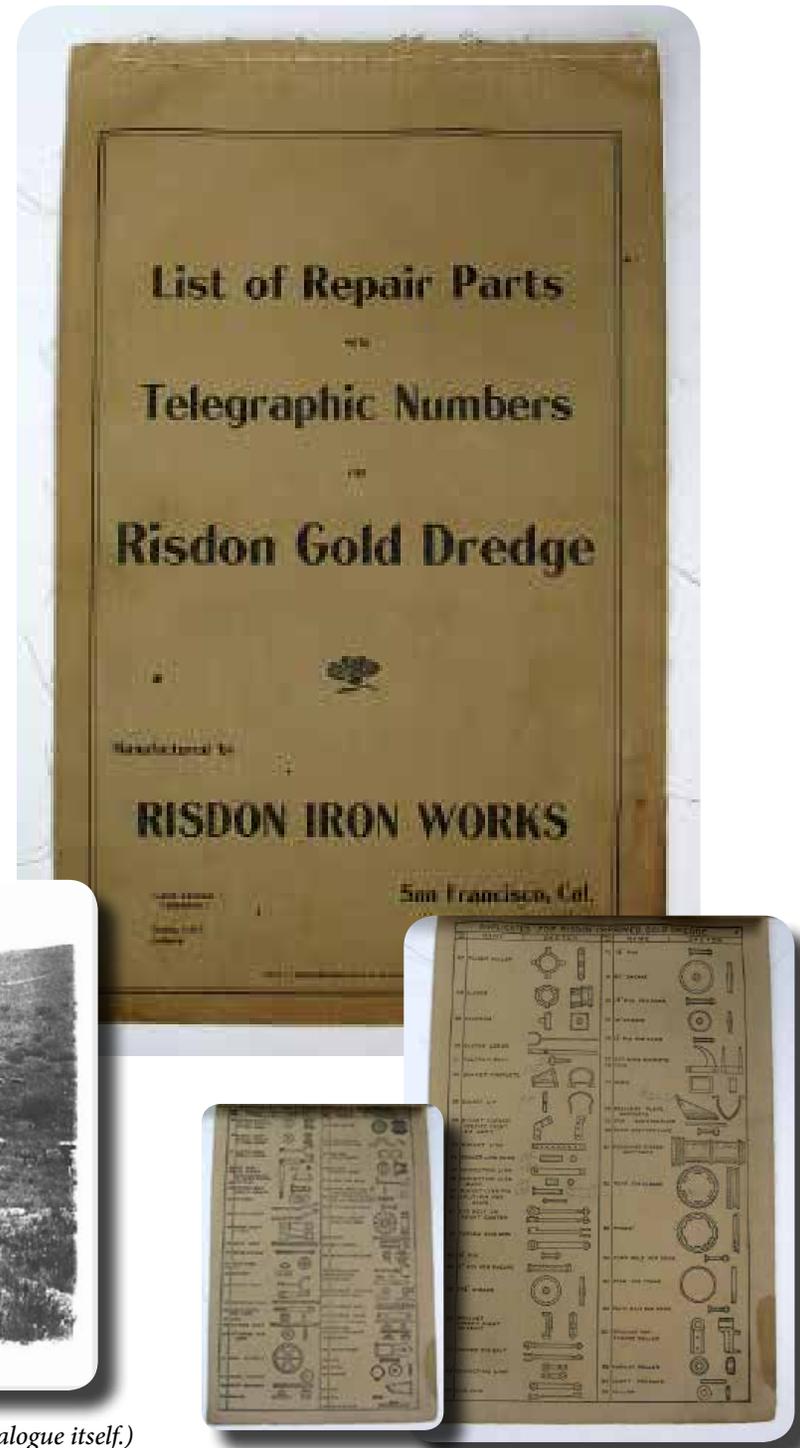
[Mining Trade Catalogue]. **LIST OF REPAIR PARTS With TELEGRAPHIC NUMBERS For RISDON GOLD DREDGE. Manufactured by Risdon Iron Works. San Francisco, Cal.** [San Francisco]: Done at Printing Shop of E. D. Taylor Company, (n d.). Printed on buff-colored linen, 7 leaves. Dredge parts illustrated with drawings. 10-3/4" x 6-3/8". Printed wrappers, oriented vertically, with sewing at top. General wear & soiling. Minor edge fraying. A VG copy of this rare San Francisco trade catalogue.

1st printing (presumed), ca late 19th C. "Greatest Dredge Ever Built: George L. Hurst of San Francisco, mechanical engineer for the Risdon Iron Works, who has designed many of the largest dredges now in use on the upper Yukon. He says that the substitution of steel for wooden hulls, manganese steel for castiron, and other changes, giving greater strength at less cost, will give an additional impetus to gold dredging in the Yukon country." (San Francisco Call, Volume 100, Number 179, 26 November 1906). OCLC records one holding institution: CA State Library.

\$375.



(Image taken from U. of Washington Libraries, not included in Trade Catalogue itself.)



39. *These boats can float (Hopefully)*

- MARITIME -

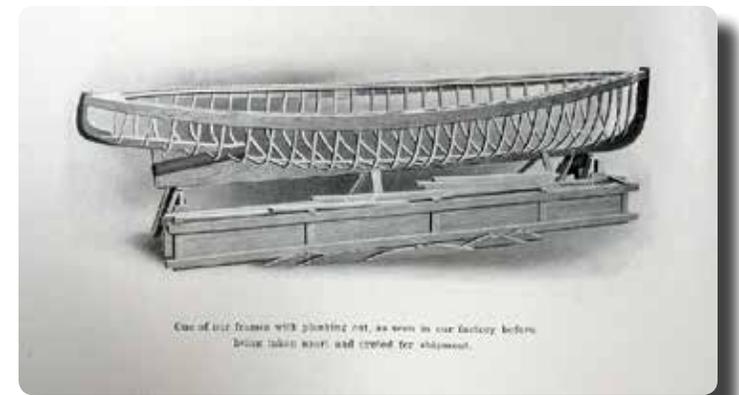
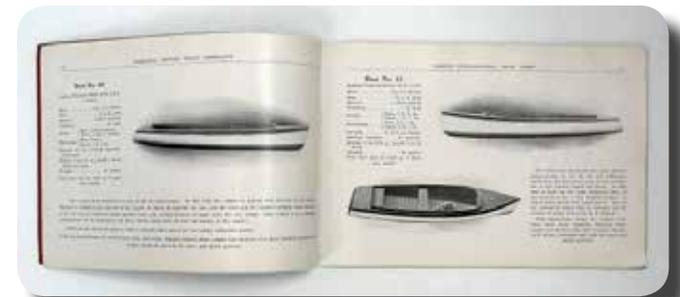


[Maritime Trade Catalogue]. **NIAGARA MOTOR BOAT CO. Manufacturers of the Knock-Down Frames and Patterns. Catalog No. 16.** North Tonawanda, New York: (n. d.). 47, [1] pp. Printed on glossy stock. Customer testimonials last 10 pages. Price list laid-in. Profusely illustrated in b&w. Oblong format: 6" x 9". Deep red paper wrappers printed in green & black, stapled. Modest wear. A VG+ copy.

Ca 1911. Rare early trade catalogue from this premier manufacturer of wooden boats.

We find no copies recorded on OCLC.

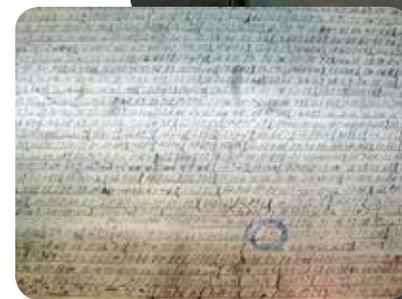
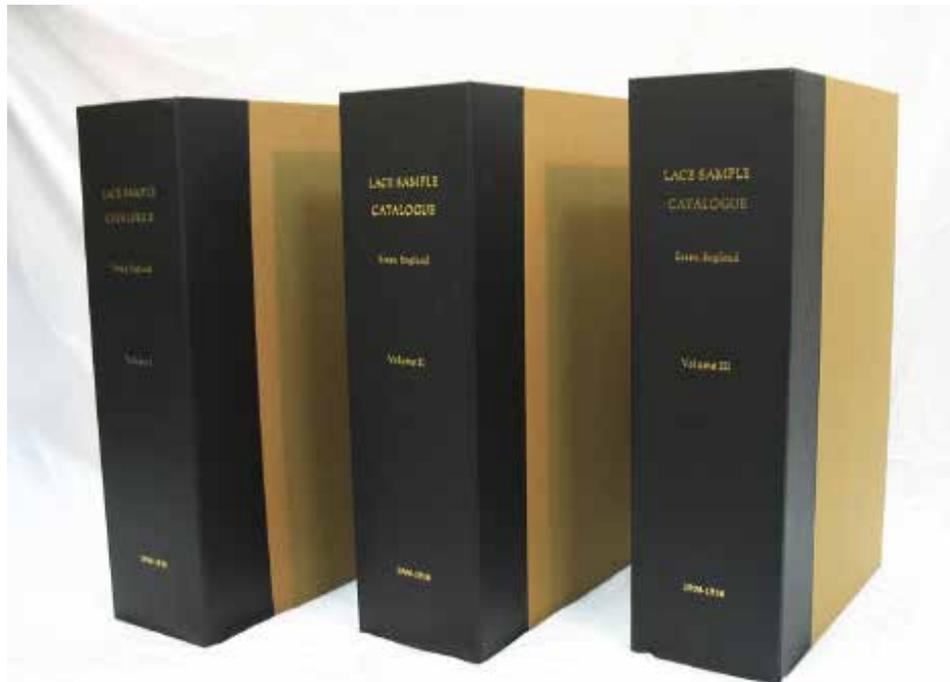
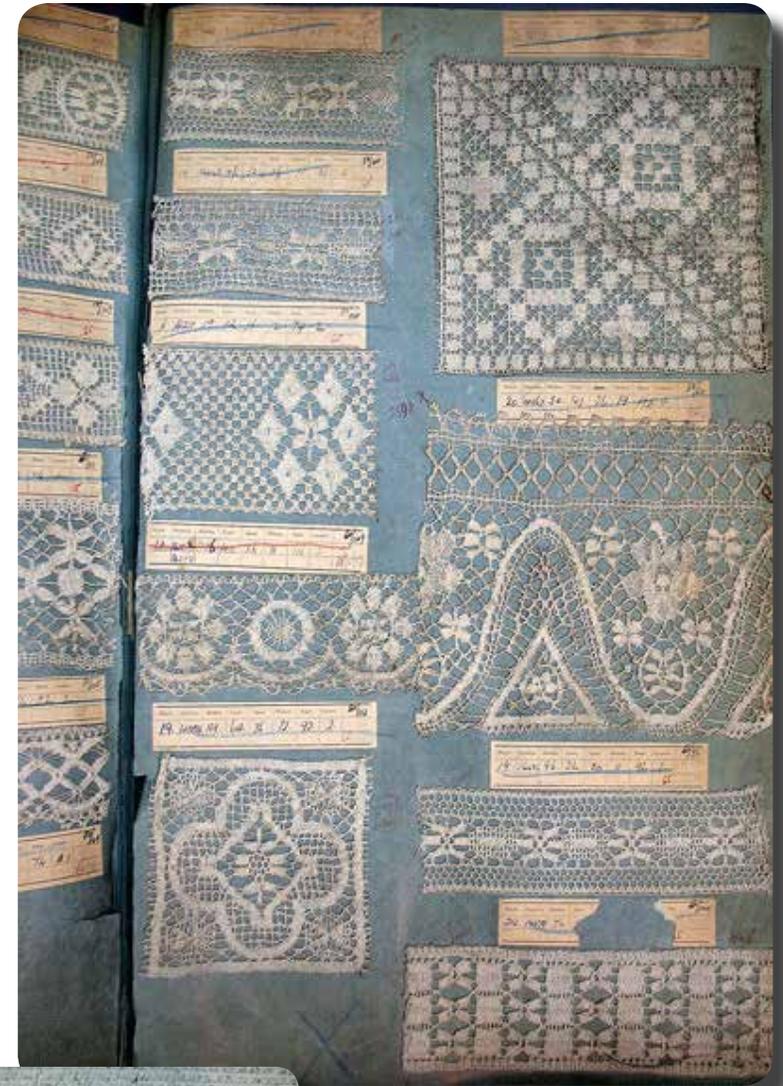
\$325.



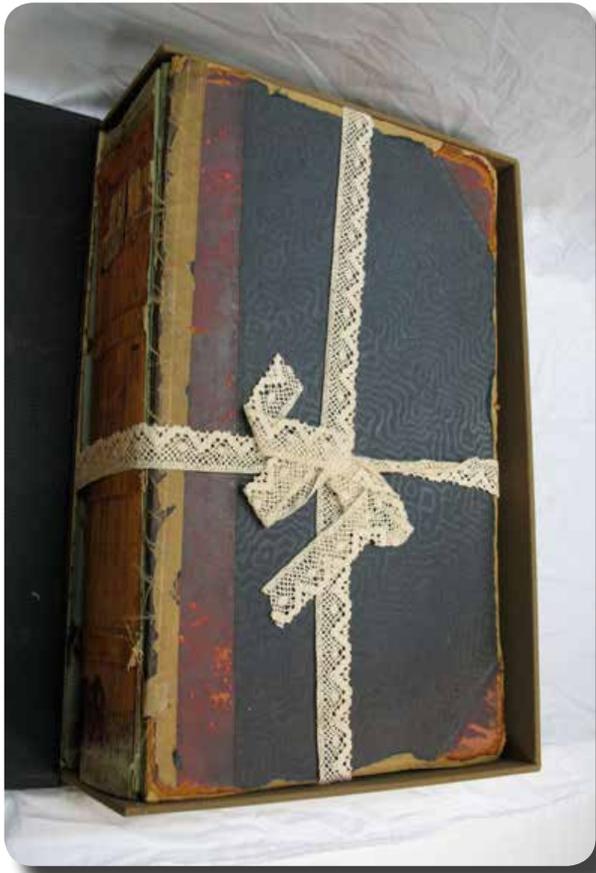
## 40. *Stuff Your Face Full of Lace and Win This Race!*

- TEXTILES -

[Sample Book]. **EDWARDIAN And JAZZ AGE ENGLISH FACTORY LACE SAMPLE BOOKS.** Essex, England: 1908 - 1938. 3 volumes: 102, 92, 57 ll. Volumes filled with ~ 3355 tipped-in lace samples, lace borders, some in pink, some black samples, a few multi-coloured, a few pencil designs for the looms, all with paper labels indicating lot number, date, productions runs, and loom notes (many w/ red markings indicating that they were pulled, or their patterns destroyed), ranging in size from 2 inches square to samples 8 inches wide by 36 inches long, and folded onto the leaf. Elephant folio. 24-1/2" x 16" x 6-1/2". Period half-calf over black ribbed cloth sample books produced by Hassall & Lucking, tightback binding w/ spine glued directly onto sewing and signatures. Set now preserved in custom quarter-leather clamshell cases. Spine leather mostly perished. Extensive annotations & markings on endpapers of two of the volumes. Remnants of paper labels on spines, chipping & wear, scuffing, old tape reinforcements to spine of one, signatures split from stubs in centers due to the extreme weight of the samples and paper. Cases - Nr Fine. Bindings - Good. Samples - generally Very Good, if not better.



*To be  
Continued...*



This catalogue records the lavish products of British lace manufacture in the famed region of East Devon, with extensive annotations to when product lines were destroyed, however the notes clearly show that many of these designs remained popular up until the late 1950s, with some samples having red marks being noted as finally having their weaving patterns, and product lines destroyed after the coronation of Queen Elizabeth.

This breathtaking set of Edwardian & Jazz Age lace factory sample catalogues offers an invaluable and vast tactile resource for the types, styles, weights, and design of machine-made lace during the first 4 decades of the 20th century. The lace samples themselves made from cotton, cotton blends, wool, wool & art silk, and silk are primarily white, with some samples in black, pink, a few with pink highlights, flesh tone, as well as a few multi-colored. Included are samples of Chantilly, Cluny, Craquele Net, Baby Irish, Duchesse lace, Filet, Honiton, Limerick, Macrame, Maltese, Mechlin, Metal Lace, Nottingham, Princess Lace, Tatting, Torchon, and many others. These catalogues were preserved by an English family whose ancestors had produced machine-made and hand-made lace near Essex, and East Devon for decades, bringing them with them when they immigrated to the United States in the late 1950s. The range & breadth of samples is quite astonishing, and show the style developments from Edwardian through World War I, and the explosion of interest in the 1920s.

Lace during the Edwardian period was used in borders, couture blouses, applied on jackets, coats, hats, gloves, offering the quintessential Gibson girl look that all fine couture houses, as well as homemakers wished to emulate. If you were a wealthy Edwardian society hostess, your clothes contained cascades and layers of lace emphasizing the low bustline, delicate sleeves, and high lace fabric collars were a requirement, except for eveningwear, where lace was worn on exceptionally low sweetheart, square, and round decollete necklines to show off their stunning jewelry. Lace was very popular during the Jazz Age, especially



for applications on bridal gowns, lace panels inset into slinky satin garments, or simply Chantilly lace evening dresses. In addition, these samples here include lace borders for table runners, curtains, and numerous other home-decorating applications.

\$9,000.

*Thank you very much for  
your consideration!*

*Tavistock Books*