



# An Introduction To Victorian Trade Cards

**Siddappa N.Byrareddy**

## An Introduction To Victorian Trade Cards:

**150 Years of Eastern Oregon History** Joseph H. Labadie, 2017-01-25 This book is a real story about an ordinary family from Albia Iowa who in 1862 crossed the Oregon Trail and settled in the lower Powder River Valley in what today is Baker City Oregon Within two years family members were part of a thriving dry goods and mercantile business in the gold mining town of Mormon Basin selling rubber boots shovels and liquor to both American and Chinese miners By the late 1860s the easy gold had been panned and sluiced out so the miners moved on to chase bigger dreams in newer places So too did some of the family members they sold their business interests and with a saddlebag full of gold rode north to Umatilla County Oregon where in 1871 they started a ranch and cattle business Portions of James Shumway's Couse Creek Ranch near Milton Freewater are still owned by descendants it is an Oregon State Centennial Ranch This book uses old photographs letters

documents business journals personal diaries and contemporary research to recount 150 years of Barton Shumway family history in eastern Oregon It is a story told through the lives of some of the real people who survived it *Advertising and Popular Culture* Sammy Richard Danna, 1992 Subliminal perception debunked senior citizen advertising comes of age Mona Lisa goes commercial and male ad image changes are questioned These and a host of other insightful informative essays comprise this volume Numerous advertising and marketing scholars united to bring the reader some of their most instructive stimulating and entertaining works Advertising today more than ever is a field filled with change challenge and controversy For about a decade the Popular Culture Association's Advertising Area has proved to be a forum for a variety of topics that highlight advertising's impact on culture and society This volume stems from a proposal to collect into a book some of the papers presented at PCA Conferences in the Advertising Area from 1985 1989 Authors represent a variety of interests and research areas While original plans did not call for any specific topic divisions in this volume the articles do present variety though somewhat loosely categorized In general these categories fall under the broad umbrella of popular culture studies Besides the familiar historical and critical presentations articles of controversy and interest are included such as the one on subliminal advertising Some of these articles attempt to debunk previously written pieces and serve as a stepping stone to much further discussion All in all you will find something to amuse amaze inform and stimulate in this volume of advertising variety and versatility

**BOOK JACKET Souvenirs from the Diamond Jubilee of Queen Victoria** Richard and Susan Wales, 2012-12-13 A flavour of this book This small disk is called Carmichael's Amulet and it commemorates the Diamond Jubilee of Queen Victoria by the dates 1837 and 1897 These are the dates of her 60 years reign To the right can be seen a mould that is carved from wood It seems to have been professionally made in a large block that is well finished and furnished with a hook for hanging up The mould may have produced butter pats or terrines for a Victorian celebration As well as the Diamond Jubilee dates it commemorates the Record Reign that Queen Victoria had achieved in 1896 after being monarch for longer than George III These images were taken by the authors as this book was being written and so they do not appear in

the text which summarises an enormous variety of Diamond Jubilee souvenirs Inside you will find a unique view of Victoriana that was made to celebrate one event at the height of the powers of the British Empire The souvenirs will give you a glimpse into Victorian creative ingenuity as well as the thinking and beliefs of people in 1897 **Victorian Material Culture** Boris Jardine,Josh Nall,2022-07-14 From chatelaines to whale blubber ice making machines to stained glass this six volume collection will be of interest to the scholar student or general reader alike anyone who has an urge to learn more about Victorian things The set brings together a range of primary sources on Victorian material culture and discusses the most significant developments in material history from across the nineteenth century The collection will demonstrate the significance of objects in the everyday lives of the Victorians and addresses important questions about how we classify and categorise nineteenth century things This second volume Science and Medicine will examine objects from the most significant to the most obscure that played a part in nineteenth century scientific developments [The Paper and Printing Trades Journal](#) ,1889 **Victorian Trade Cards** Dave Cheadle,1996 This gorgeous book presents more than 700 cards in full color and includes fascinating insights pricing tips card identification and values for over 2 000 cards It augments an enormous collection numbering over 15 000 cards [Choice](#) ,1971 **Victorian Imagery and Design: The Essential Reference** Carol Belanger Grafton,2016-01-14 Richly detailed compendium offers glimpses of social history as reflected by historical periodicals trade catalogs architectural graphics William Morris patterns Crystal Palace exhibits and many other sources Includes color and black and white images detailed bibliographies and artist biographies [Victorian Trade Cards](#) , Heather Caldwell presents information about collecting Victorian Trade Cards During the 19th century shoppers were given colorful trade cards with their purchases The cards were used as an advertisement for companies but individuals began to collect the cards which were considered important because lithography had only recently been introduced **Goods for Sale** Chaim M. Rosenberg,2007 With fierce competition new methods were needed to sell the goods Massachusetts made products were extensively displayed at the 1876 Centennial Exhibition in Philadelphia and at the 1893 World's Columbian Exhibition in Chicago as well as at shows in Europe Attractive trade cards were widely distributed to introduce these goods to customers across the United States and abroad [Fashioning the Victorians](#) ,2018-05-17 Offering a unique anthology of primary texts this sourcebook opens a window on the writing that shaped and mirrored Victorian fashion taking us from corsets to crinolines dandies to decadent New Women A user friendly collection that provides a solid grounding in the fashion history of the nineteenth century it brings together for the first time sources that trace the evolution of dress and the social cultural and political discourses that influenced it Featuring seminal writings by authors and commentators such as Oscar Wilde Thorstein Veblen and Sarah Stickney Ellis plus satirical cartoons illustrations and fashion plates from key sources such as Punch magazine it combines primary texts and illustrations with accessible explanatory notes to offer a wide ranging overview of the period for both students and researchers Each section opens with an introduction that examines the

major trends in Victorian clothing and the material economic scientific and cultural forces driving those trends situating the texts in the pressing social anxieties and pleasures of the time Exploring both menswear and womenswear and key topics such as corsetry dress reform and mourning Mitchell extends her analysis into interdisciplinary fields including gender studies and literature and guides the reader with a timeline glossary and further readings Preserving Your Paper Collectibles Demaris C. Smith,1989 Here is a comprehensive guide for anyone who wants to protect the paper collectibles he or she has accumulated explaining all the criteria that make certain paper items valuable and the steps needed to preserve them Photos *The Bookseller and the Stationery Trades' Journal* ,1891 Official organ of the book trade of the United Kingdom The Publishers Weekly ,1884 **The Trade Card in Nineteenth-century America** Robert Jay,1987 **The Inland Printer** ,1886 *Spectacles and the Victorians* Gemma Almond-Brown,2023-09-05 This is the first full length study of spectacles in the Victorian period It examines how the Victorians shaped our understanding of functional visual capacity and the concept of 20/20 vision Demonstrating how this unique assistive device can connect the histories of medicine technology and disability it charts how technology has influenced our understanding of sensory perception both through the diagnostic methods used to measure visual impairment and the utility of spectacles to ameliorate its effects Taking a material culture approach the book assesses how the design of spectacles thwarted ophthalmologists attempts to medicalise their distribution and use as well as creating a mainstream marketable device on the high street Bookseller and the Stationery Trades' Journal ,1890 The Ironmonger ,1896 **Publishers' circular and booksellers' record** ,1892

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