

# VICTORIAN TRADING CARDS



Early Black & White Card

by Jeff Boyarsky

# BACKGROUND INFO

- Type of Ephemera
- Advertise Products & Services
- Late 1700's to 1910
- Popularized after the Civil War
- Golden Age – 1876 to Early 1900's

# TRADING CARD TYPES

- Two Types: Stock and Custom
- Stock Cards – Plain / Preprinted
- Custom Cards – More Elaborate
- Approx. 30 Trades Represented
- Die Cuts – Series Cards (Sets)

# STOCK CARDS



**“The Jerseys,”**

So very popular in the large engraving, furnish an exquisite subject for our Fourteenth Card. The handsome animals have been faithfully drawn and colored from Nature, while the evening scene, and the fair milkmaid gracefully leading her docile pets, will make the picture pleasing to all. Farmers, too, and their wives as well—having an eye for good stock—will scan with interest the likenesses of two cows of a breed so valuable that a bull has brought five thousand six hundred dollars, the celebrated cow, “Khedive’s Virginia,” five thousand one hundred and fifty dollars, and quite recently, at a sale of fifty-eight head, an average of one thousand two hundred dollars was realized for each one of the herd.

It may concern your comfort to remember that for all *Pulmonary Affections* DR. JAYNE’S EXPECTORANT is the surest remedy. When a bad *Cough* or *Cold* irritates and racks the Lungs, the EXPECTORANT, in small doses, speedily cures it. If troubled with a *Sore Throat*, or any *Bronchial Disorder*, the EXPECTORANT breaks up the inflammation and heals promptly the lining membrane of the throat. When *Asthma*, or *Difficulty of Breathing* is to be dealt with, the EXPECTORANT, in doses as directed, soon removes the contraction of the bronchial tubes and affords immediate relief. Should you be attacked with *Pleurisy* or *Acute Inflammation of the Lungs*, the EXPECTORANT can be always depended on,—if you will, at the same time, rub the parts affected with DR. JAYNE’S LINIMENT. The most distressing symptoms of *Consumption* are ameliorated by the EXPECTORANT, while for *Whooping-Cough*, it is a helpful remedy, shortening the duration and subduing the violence of the complaint.

**EVERY FAMILY NEEDS,** At times, a serviceable medicine for *Worms* in Children, or a useful Tonic for the General Debility of Children, or the *Dyspepsia* of Adults. DR. JAYNE’S TONIC VERMIFUGE supplies such a remedy; and besides being reliable and safe as a curative, is pleasant to the taste.

PRESENTED BY

D. SMITH & CO.,  
Greenburgh, Trumbull Co.,  
Ohio.

Stock Cards usually have a plain face with no Product information

# CUSTOM CARDS



1888.

JANUARY							APRIL							JULY							OCTOBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14	8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21	15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28	22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30	31	...	...	...	...	29	30	...	...	...	...	29	30	31	...	...	...	29	30	31	...	...	...	...		
FEBRUARY							MAY							AUGUST							NOVEMBER						
...	1	2	3	4	...	...	1	2	3	4	5	...	...	1	2	3	4	...	...	1	2	3	...	...	...	...	
5	6	7	8	9	10	11	6	7	8	9	10	11	12	5	6	7	8	9	10	11	4	5	6	7	8	9	10
12	13	14	15	16	17	18	13	14	15	16	17	18	19	12	13	14	15	16	17	18	11	12	13	14	15	16	17
19	20	21	22	23	24	25	20	21	22	23	24	25	26	19	20	21	22	23	24	25	18	19	20	21	22	23	24
26	27	28	29	...	...	...	27	28	29	30	31	...	26	27	28	29	30	31	...	25	26	27	28	29	30	...	
MARCH							JUNE							SEPTEMBER							DECEMBER						
...	1	2	3	...	...	...	...	1	2	...	...	...	...	1	2	...	...	...	...	1	2	...	...	...	...		
4	5	6	7	8	9	10	4	5	6	7	8	9	4	5	6	7	8	9	3	4	5	6	7	8			
11	12	13	14	15	16	17	11	12	13	14	15	16	10	11	12	13	14	15	9	10	11	12	13	14	15		
18	19	20	21	22	23	24	17	18	19	20	21	22	23	16	17	18	19	20	21	22	16	17	18	19	20	21	22
25	26	27	28	29	30	31	24	25	26	27	28	29	30	23	24	25	26	27	28	29	23	24	25	26	27	28	29
...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...		

**ADVICE TO MOTHERS.**  
Mrs. Winslow's Soothing Syrup should always be used for Children Teething. It Soothes the Child, Softens the Gums, Allays all Pain, Cures Wind Colic, and is the Best Remedy for Diarrhea.  
*Twenty-Five Cents a Bottle.*

**Rath für Mütter.**  
Mrs. Winslow's Soothing Syrup sollte stets beim Zahnen der Kinder gebraucht werden. Er beruhigt das Kind, macht das Zahnfleisch weich, entfernt alle Schmerzen, kurirt Windkoll und ist das beste Mittel gegen Durchfall.  
*Fünfundzwanzig Cents die Flasche.*

**CONSEIL POUR LES MÈRES.**  
Le Sirop Calmant de Madame Winslow devrait être toujours employé lors de la dentition des Enfants. Ce Sirop calme les enfants, enlève les douleurs, guérit les coliques, et est le meilleur remède pour la diarrhée.  
*vingt-cinq cents la bouteille.*

Custom Cards contain the Company and Product Names on the front

# CUSTOM CARDS



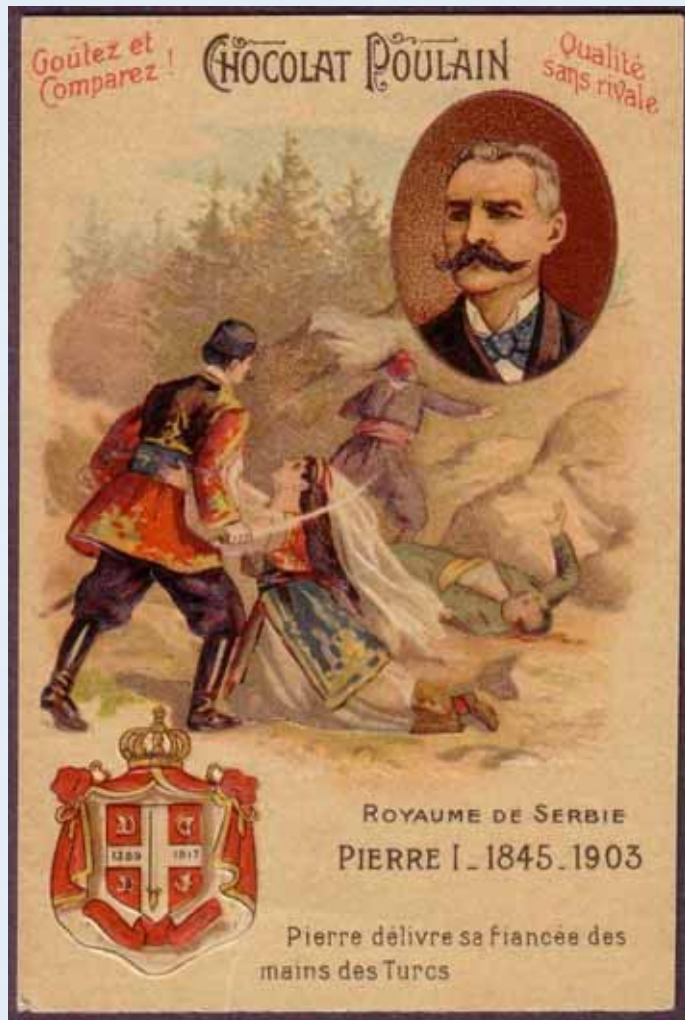
# DIE CUT CARDS



This die cut card can be folded into a box for display on a case.



# INTERNATIONAL CARDS





# SERIES CARDS – STOCK



# 1 in the series

**GRIND YOUR COFFEE AT HOME.** No. 1 **UNITED STATES.**

WE are a cosmopolitan land, and as such, have attempted to take from all nations their best, rejecting what our judgments could not approve, and usually improving what we have taken. So it is with base-ball, the truly national game. This is the highest development of which any form of playing with balls has thus far been found capable. It has taken something from football, from cricket, from hand-ball and evolved the most scientific game. In playing it well, every quality of the athlete comes into play. Yachting is another national sport and every sheet of navigable water is covered with the fairy sails of pleasure craft. Our country holds the World's supremacy in yachting.

The circus is pre-eminently an American institution, universally in favor with the young and one may say the old. The name of P. T. Barnum is more potent to the imagination and calls up more pleasure than almost any other that may be suggested.

Fishing counts its American devotees by the thousands.

Canoeing, a very popular sport of to-day is an inheritance from the aboriginal Indians who fashioned them of birch bark.

Cycling is a diversion that counts its devotees by the million. In 1819, a machine was invented derisively called a hobby-horse, but the feet of the propeller rested on the ground. With the advent of the "cycle" and "safety" a revolution in outings has been accomplished.

Amateur photography is a fad that has come in of recent years, but it has come to stay. The camera fiend is abroad in the land, and there's little of note that he does not capture.

Many other sports and pastimes engage our juvenile population, not the least of which is the celebration of the national holiday by the display of fireworks.

**ARBUCKLE BROS.,**  
NEW YORK CITY.

This is one of a series of Fifty (50) Cards giving a pictorial History of the Sports and Pastimes of all Nations.

Total of 50 cards

# SERIES CARDS – CUSTOM



Something must be done "Put it there!"

FIRST INTRODUCED, 1833

MERCHANT'S GARGLING OIL is the standard Liniment of the United States, and is good for Burns, Scalds, Rheumatism, Flesh Wounds, Sprains, Bruises, Lame Back, Hemorrhoids or Piles, Toothache, Sore Throat, Chilblains, Chapped Hands, and many other diseases incident to man and beast. Yellow Wrapper for

MERCHANT'S  
**WORM TABLETS.**

*A Certain and Safe Remedy for Worms  
in Children and Adults.*

PURELY VEGETABLE.

They are pleasant to the taste as any confectionery, and children take them readily as they are or pulverized and mixed with milk.

They are thorough in their work, and cause no pain.

They correct and cleanse the stomach.

They restore health and vigor, and make your children happy and cheerful.

And when you have them you may feel safe and know that your children will be cured.

Our reputation as manufacturers of the celebrated **Merchant's Gargling Oil** having been before the country since 1833, we do not deem it necessary to publish testimonials. None genuine without Merchant's Gargling Oil trade mark engraved on the revenue stamps of each box and "JOHN HODGE, Sec'y," on outside wrapper. Price, 25 cents.

Manufactured at Lockport, N. Y., by  
**Merchant's Gargling Oil Company,**  
**JOHN HODGE, Sec'y.**

Merchant's Gargling Oil Liniment  
FOR SALE BY  
W. H. OLMSTEAD,  
Dealer in General Merchandise,  
EAST FRANKLIN, VT.

THANK YOU !