

# Brass instruments and Victorian trade cards

Gavin Holman, January 2020



Prior to the advent of cigarette cards, and subsequent food product collectors' cards (e.g. tea, bubble gum), Victorian companies often included trade cards advertising their wares with various pictorial images. The introduction of colour lithography in the 1870s led to a golden age of such cards which lasted until the early 1900s when newspaper and magazine advertisements became more economical. A wide range of topics and images were featured on the cards, some of which were in the form of a series or group of similar items. Occasionally images were directly related to the products being offered, while others had no apparent connection whatsoever. Indeed, some were very strange and disturbing, to say the least, and certainly would not pass modern advertising standards!

A selection of those that featured brass instruments are shown below.

The companies featured on these cards are:

- Véritable Extrait de Viande Liebig - meat extract
- Sollers & Co. Fine Shoes (1877)
- La Fanfare de Salmi-les-Canards
- These were sometimes overprinted with the business name and details - in these cases the Société Cooperative (a shoe manufacturer) at 18 Avenue Clichy, Paris
  - Flugel - *Un bien bel instrument surtout au bal de la Fête*
  - French horn - *Un instrument qui donne bien du mal, pour le tenir surtout*
  - Tuba - *Si jeune et cependant doué d'une poitrine bien puissante*
  - Triangle - *Très fort sur son instrument et au jeu de billes*
  - Side drum - *Un futur grand prix du Conservatoire*
  - Bass drum - *Fair certainement plus de huit que de musique*
- J.A. Godfrey & Co., Bargain Clothiers, 46 Bank St.
- A La Belle Fermiere, Nouveautés, Rouen
- Imperial Tea Co., G.H. Coonrad & Co., 107 Dominick St., Rome, N.Y.
- Cluett & Sons, 265 River Street, Troy, N.Y. [Pianos and Organs]

- Ann Arbor Organ Works, D.F. Allmendinger, Store & Factory, cor. Washington and First Sts., Ann Arbor, Michigan
- Phil P. Keil, Dealer in First Class Pianos and Organs, McKeesport, PA
- Emerson Piano Co., 146A Tremont Street, Boston
- A.C. Yates & Co., Sixth & Chestnut Sts., Best Made Clothing in Philadelphia
- John A. Tolman Co's Katosa Coffee
- A La Tour St. Jacques
- C.L. Degen, Grocery and Bakery, Telephone no. 110, 228 West State St., Jacksonville, ILL.
- Au Fidèle Berger, 16 Boulevard Sebastopol, Paris
- Chocoat du Para, Paris
- Grant & Besse, Clothiers, Opp. Central Hotel, Westfield, Mass.
- Grant & Besse, Clothiers, Lane & Loomis's Block, Westfield, Mass.
- Mason & Hamlin, Unequalled Pianos and Organs
- Th. Richard, Blois [France], Chemise sur mesure, Spécialité de Blanc, Trousseaux, Layettes
- Dyer & Hughes, Organ, Foxcroft, Maine
- C.P. Friend & Co., Dry Goods Store, 40 Newark Ave., opp. City Hall, Jersey City
- Arthur Poindessous, Chaussures, La Rochelle
- A.C. Eppley, 123 North George Street, York, PA - popular furniture house
- Will F. Cheshire, Rockford's Extensive Music Dealer, 607 7th Street, Rockford, ILL.
- Emerson Piano Co., 174 Tremont Street, Boston, Mass.
- Julius A.J. Friedrich, 30 & 32 Canal St, Grand Rapids, Mich.
- Wm. Eastwood, Big Shoe Store, E. Main St., Osburn House Block and State St. No. 24

## References

- Anon – A Short History of Trade Cards - *Bulletin of the Business Historical Society – Volume 5 (3), April 1931, pp. 1-6*
- Berg, Maxine and Helen Clifford - Selling Consumption in the Eighteenth Century: Advertising and the Trade Card in Britain and France - *Cultural and Social History – Volume 4 (2), 2007, pp. 145-70*
- Broom, John – *A History of Cigarette and Trade Cards: the Magic Inside the Packet – Pen & Sword History, 2018. ISBN: 978-1526721747*
- Cheadle, Dave – *Victorian Trade Cards – Collector Books, 1996*
- Hubbard, Phillippa - Trade Cards in 18th-Century Consumer Culture: Circulation, and Exchange in Commercial and Collecting Spaces - *Material Culture Review – Volume 74, 2012*
- Jay, Robert – *The Trade Card in Nineteenth-Century America – University of Missouri Press, 1987*
- Sanguinette, Oscar & Sanguinette, Orlando – *History of Liebig Trade Cards – n.d.*
- Sen, Aditi - Why American trade cards of yore were hilarious advertising tools – *The Hindu – 16 February 2019*
- Wikipedia entry - [https://en.wikipedia.org/wiki/Trade\\_card](https://en.wikipedia.org/wiki/Trade_card)
- The Trade Card Place - <http://www.tradecards.com>



Here is a series of five French cards, with unknown attribution, together with a different version of the last in the series.



The following two are also without a commercial name on the face.





This collection of cards dates from the early 1880's and depicts members of "La Fanfare de Salmi-les-Canards". Some were overprinted with the business name and details - in this cases the Société Cooperative (a shoe manufacturer) at 18 Avenue Clichy, Paris.

- Flugel - *Un bien bel instrument surtout au bal de la Fête*
- French horn - *Un instrument qui donne bien du mal, pour le tenir surtout*
- Tuba - *Si jeune et cependant doué d'une poitrine bien puissante*
- Triangle - *Très fort sur son instrument et au jeu de billes*
- Side drum - *Un futur grand prix du Conservatoire*
- Bass drum - *Fair certainement plus de bruit que de musique*

Other examples were not overprinted by did have business details on the reverse, in one case that of the Caumartin clothing store in Paris.





AUX FABRIQUES DE GRENELLE  
 87, Rue du Commerce. 87  
 2, RUE LAKANAL, 2  
 (En face la Place du Commerce)

**CAUMARTIN**  
 Maison fondée en 1860

GRANDS MAGASINS  
 DE  
 NOUVEAUTÉS

Costumes et Confections  
 POUR DAMES & ENFANTS

VÊTEMENTS TOUT FAITS & SUR MESURE  
 POUR HOMMES ET ENFANTS

Le système de vendre tout à petit bénéfice et  
 entièrement de confiance est absolu dans la Maison

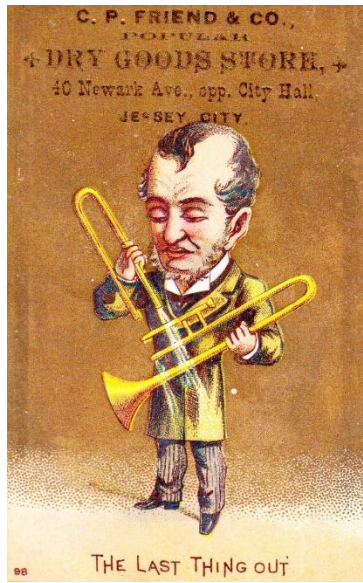
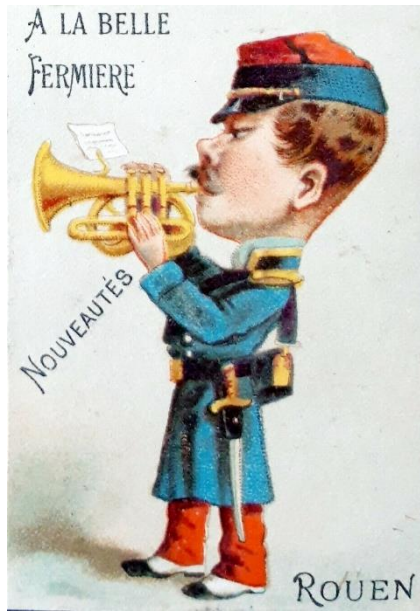


The next series of cards were used in various guises, sometimes with a “humorous” statement, accompanying the image, with or without the overprinted advertisement, other times without the statement. These included:

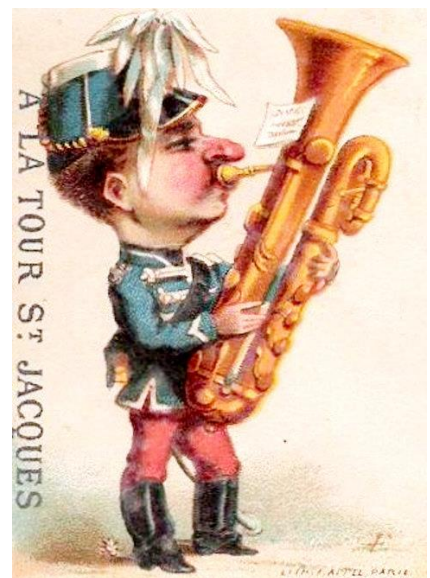
- Cornetist (1) – *“There’s millions in it”*
- Cornetist (2) – *“Oh George tell him to stop!”*
- Trombonist (1) – *“The last thing out”*
- Trombonist (2) – *“Little, but oh my!”*
- Trombonist (3) –
- Ophicleide player – *“Oh you little darling!”*
- Tuba player (1) – *“Wait till the clouds roll by”*
- Tuba player (2) – *“Oh come off!” & “When the horn-nts nest again”*
- Helicon player – *“In the gloaming”*
- Side drummer – *“Ready for action”*
- Bass drummer – *“It’s English you know”*
- Triangle player (1) – *“Have I caught your eye?”*
- Triangle player (2) – *“Open for an engagement”*
- Majorette – *“Not English you know”*
- Conductor – *“We lead but never follow”*
- Cellist – *“Darling, I am growing old”*
- Violinist – *“Ah there!”*
- Flautist – *“Oh! Jump on his neck!” & “When the robins nest again”*

They are presented here in the order above with the variants of each (overprinted or not), as available, collected together.





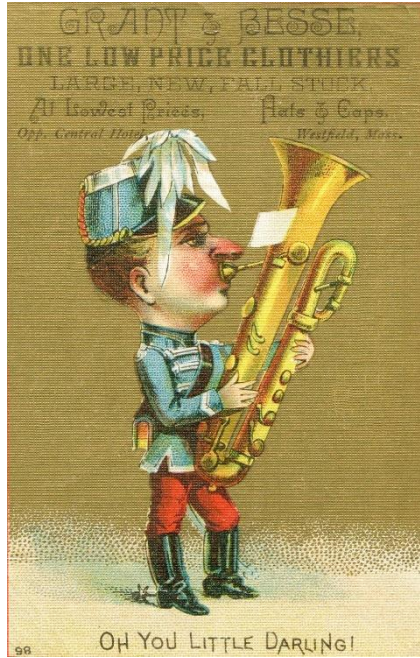








AU  
FIDÈLE BERGER  
16  
Boul. Sébastopol  
PARIS



GRANT & BESSE,  
ONE LOW PRICE CLOTHIERS  
LARGE, NEW, FINE STOCK  
At Lowest Prices, Hats & Caps.  
Opp. Central Hotel, Westfield, Mass.

OH YOU LITTLE DARLING!



OH YOU LITTLE DARLING!



CHOCOLAT DU PARA

CHOCOLAT DU PARA

	F.	C.
N° 10 Extra-fin . . .	1/2 k.	4 »
N° 8 Surfin . . .	—	3 »
N° 7 Fin vanille . . .	—	2 50
N° 6 Fin . . . . .	—	2 »

*Le Chocolat du Para est le chocolat par excellence; exclusivement composé des cacaos les plus fins et les plus toniques, il conserve indéfiniment son goût et son parfum.*

Lith. F. APPEL, Paris



MASON & HAMLIN,  
UNRIVALED  
PIANOS & ORGANS.

WAIT TILL THE CLOUDS ROLL BY



GRANT & BESSE,  
Leading One Price Clothiers,  
Reliable Goods! One Price! Square Dealing!  
IMMENSE FINE STOCK OF  
**CLOTHING AND HATS!**  
AT LOWEST PRICES ON EARTH.  
Lane & Loomis's Block, Westfield.  
(OVER.)

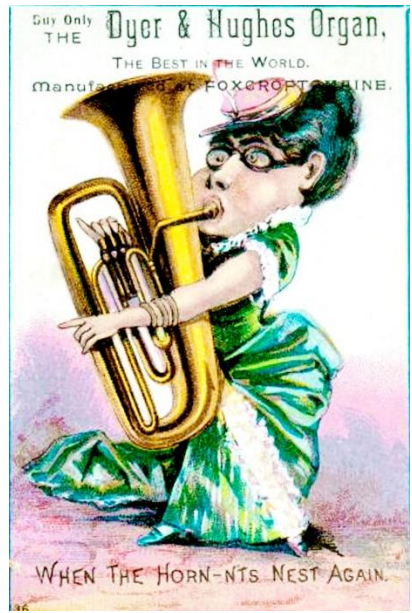
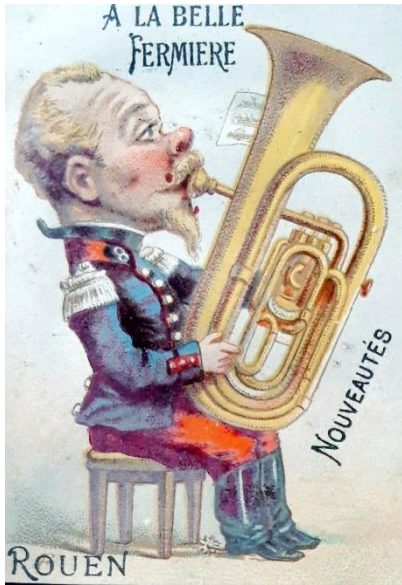
WAIT TILL THE CLOUDS ROLL BY



AU  
FIDÈLE BERGER  
16  
B. Sébastopol  
PARIS









Buy Only  
**THE Dyer & Hughes Organ.**  
 THE BEST IN THE WORLD.  
 Manufactured at FORT ROBERT, MAINE.

IN THE GLOAMING.

139 SOUTH ST. CLAIR ST.

IN THE GLOAMING.

**JULIUS A. J. FRIEDRICH,**  
 39 & 22 Canal St., GRAND RAPIDS, MICH.  
 SELLER  
 PIANOS, ORGANS, SHEET MUSIC AND MUSICAL MERCHANDISE  
 AT LOWEST PRICES.

IN THE GLOAMING.

IN THE GLOAMING.

**A. C. YATES & CO.**  
 SIXTH & CHESTNUT STS.  
**BEST MADE CLOTHING**  
 IN PHILADELPHIA

98 **READY FOR ACTION.**

*John A. Tolman Co's*  
 Katoosa Coffee

**READY FOR ACTION.**

**BIG SHOE STORE.**  
 E. Main St., Osburn House Block,  
 and State St. No. 24.  
 Fine Goods and Custom Work  
 a Specialty.  
**WM. EASTWOOD.**

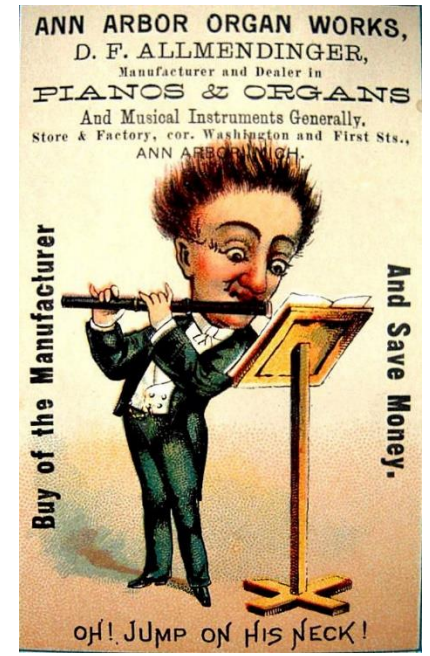
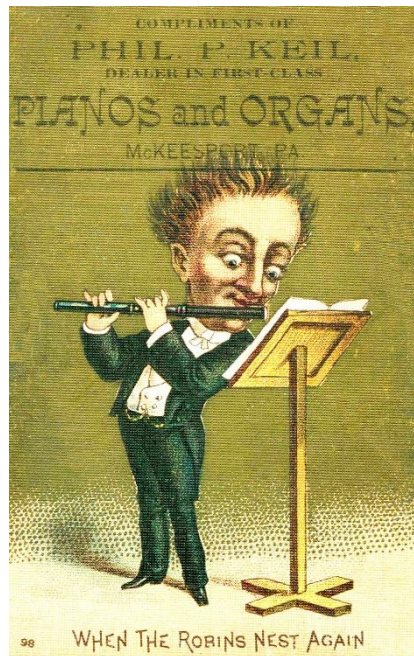
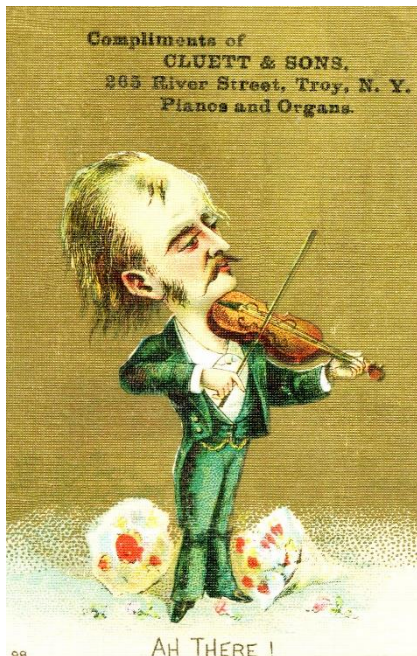
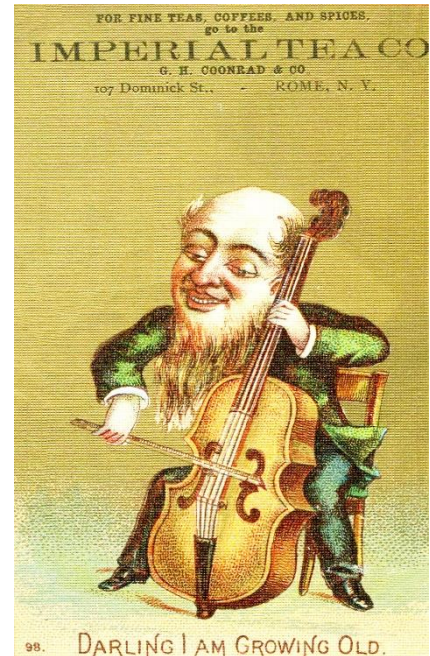
99 **"IT'S ENGLISH YOU KNOW."**

**HAVE I CAUGHT YOUR EYE?**

*John A. Tolman Co's*  
 Katoosa Coffee

**OPEN FOR AN ENGAGEMENT**





The next three trade cards relate to the Conn musical instrument factory in Elkhart, Indiana. One is fairly normal with images of a cornet and the factory building. The other two, however, feature two young children sat on potties on one side, with the advertisement for Conn on the other side of the card. What the link is between the two is difficult to understand. One does quote "A difficult passage", though even if you link that to a musical passage it is still about as clear as modern television perfume adverts!



FACTORY

CONN & DUPONT

CONNE ADD DUPONT

AMERICAN REGISTER CORNET

VALVE

USE THE RUBBER MOUTHPIECE

FOUR IN ONE.

ELKHART, INDIANA.



**G. G. CONN**  
 PATENTEE  
 AND MANUFACTURER OF THE ONLY CLEAR BORE

**THE BEST BAND- INSTRUMENTS**

IN THE WORLD

LARGEST AND ONLY COMPLETE FACTORY OF THE KIND IN AMERICA.

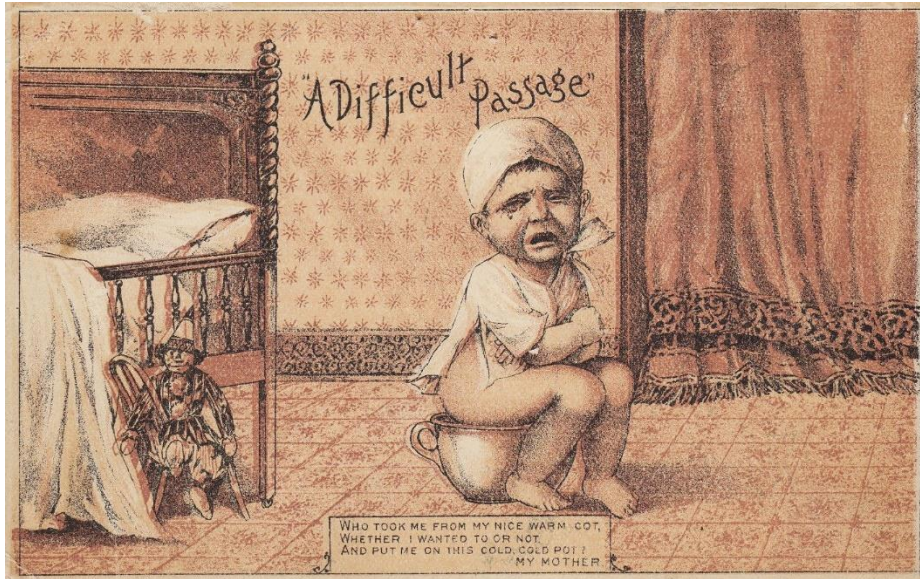
SEND FOR ILLUSTRATED PRICE LIST

**ELKHART, IND.**

H. GUGLER & SON, GEN'L LITHO, MILWAUKEE.

OVER.





The next group of cards feature some ensembles and duos, the first three relating to the Liebig meat extract factory, which sponsored a large range of these cards in the 1800's.









The next three feature cotton reels from cotton mills (J. & P. Coats, and Clarks)



This penultimate group of trade cards is a miscellaneous lot with various brass instruments







Finally, here is a selection of other trade cards without a “brassy” theme

