TRADE CATALOGUES and the American Home
Introduction

Explore domesticity, daily life, consumerism and technology in America between 1850-1950.

Overview

This digital collection presents a wealth of highly visual trade catalogues, cards and marketing ephemera, tracing the rise of the ‘American dream’ and evolution of commerce throughout the nineteenth and twentieth centuries.

The content is sourced from three of the pre-eminent collections of trade literature in America: the Lawrence B Romaine Collection at UC Santa Barbara, founded by a leading expert in the field; the Hagley Museum and Library for the study of business and technology in America; and the Winterthur Library for the study of American decorative arts and material culture.

Users can delve into catalogues from big-name department stores such as Sears, Roebuck & Co., explore the history of popular brands including Ford, General Motors, Heinz and Colgate, and examine advertisements illuminating all aspects of domestic life, fashion, mass production, leisure and the role of women in the home.

A truly interdisciplinary resource presenting a treasure trove of primary source material for the study of social history, the history of business and marketing, gender, technology and consumerism.

‘Trade catalogues enable students and scholars to research the social and cultural histories of style, race, class, gender, and imperialism.’

Daniel Horowitz
Mary Huggins Gamble Foundation Chair and Professor Emeritus of American History
Smith College
The materials featured in *Trade Catalogues and the American Home* cover a wide array of industries, allowing research across a range of areas relating to domesticity, consumerism and personal goods:

**Industries**
- Advertising
- Animal and Agriculture
- Automotive
- Bicycles, Carriages and Wagons
- Clothing and Accessories
- Construction and Real Estate
- Cosmetics and Personal Products
- Crockery, Glassware and Utensils
- Department Store and Mail Order Catalogues

**Material Types**
- Catalogues
- Leaflets
- Trade Cards
- Price Lists
- Order Forms
- Correspondence
- Samples and Ephemera
- Manuals and ‘How to’ Guides
- Sales Documents

**Source Archives**
- University of California, Santa Barbara
- Winterthur Library
- Hagley Museum and Library
Trade Catalogues and the American Home provides digital access to thousands of highly illustrated, printed documents used to advertise domestic products and services to American consumers from 1850 to 1950.

**Highlights**

- Catalogues from iconic retailers such as Sears, Roebuck & Co., Bloomingdale’s, Montgomery Ward, Aldens, Charles William Stores and Spiegel.
- Features a vast array of brands such as General Electric, Dodge, Johnson & Johnson, Kodak, Hotpoint, Remington and Spalding.
- Documents reflecting one hundred years of changing commercial tastes and consumer trends, attitudes towards race, the family and domestic sphere, and advancements in technology.
- A variety of industries and products represented in the form of trade catalogues, fabric samples, sales packs for travelling salesmen, mail order forms, price lists and more.
- A highly visual record of fashion and clothing, bicycles, home furnishings and furniture, food, household appliances, cosmetics, home remedies and health, sports and leisure.

**Editorial Board**

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