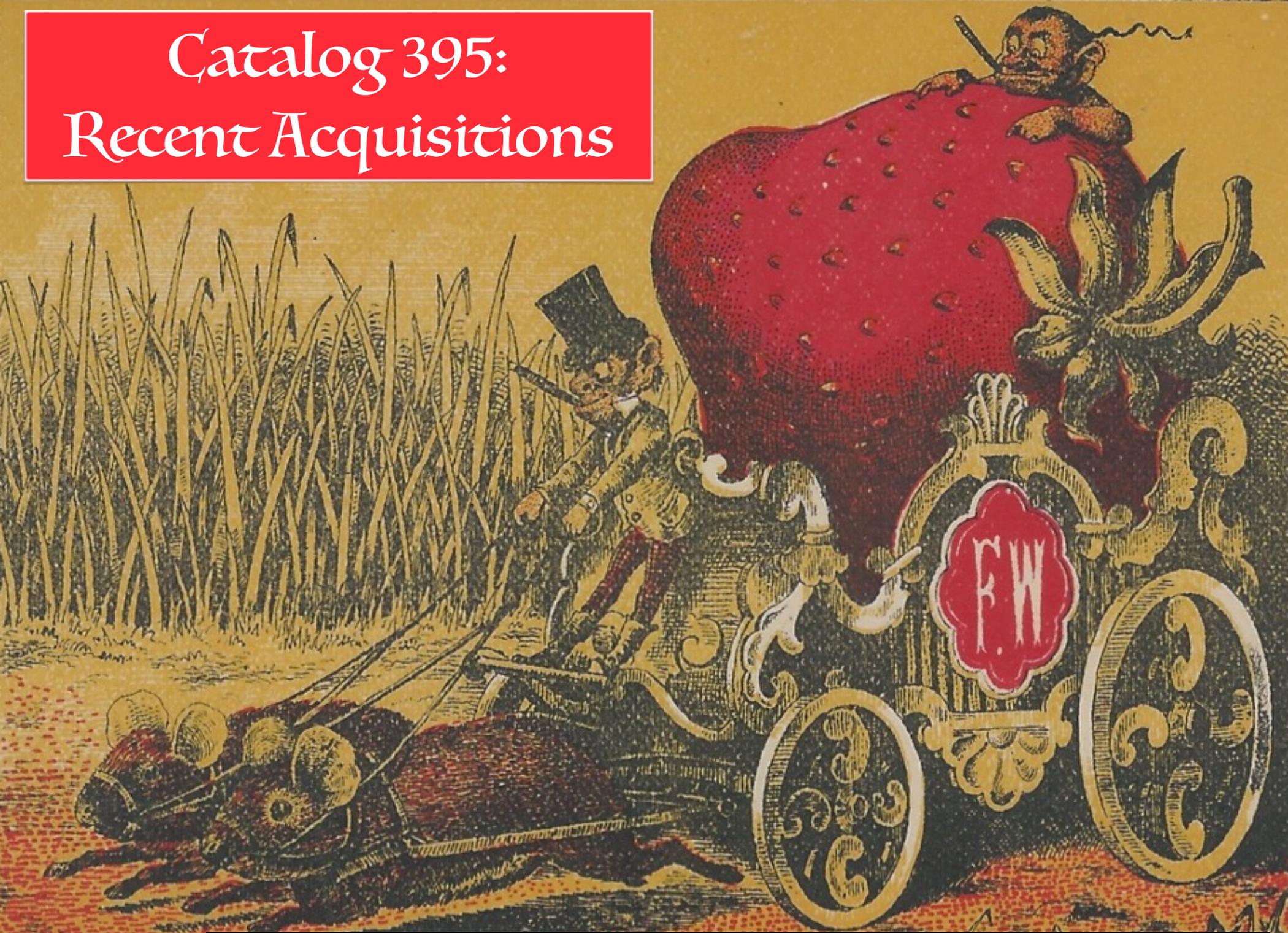


Catalog 395:  
Recent Acquisitions



JOSLIN HALL RARE BOOKS, EPHEMERA & PHOTOGRAPHS

# JOSLIN HALL RARE BOOKS, EPHEMERA, & PHOTOGRAPHS

Post Office Box 49  
Hatfield, Mass 01038

telephone: (413) 247-5080  
e-mail: [office@joslinhall.com](mailto:office@joslinhall.com)  
website: [www.joslinhall.com](http://www.joslinhall.com)

Member- Antiquarian Booksellers Association of America;  
International League of Antiquarian Booksellers;  
Southern New England Antiquarian Booksellers;  
Ephemera Society of America

Email reservations are highly recommended.  
Standard courtesies are extended to institutions and dealers. Postage charges are  
additional.

All items may be returned within ten days of receipt.  
Checks, Visa, Mastercard & Paypal accepted.

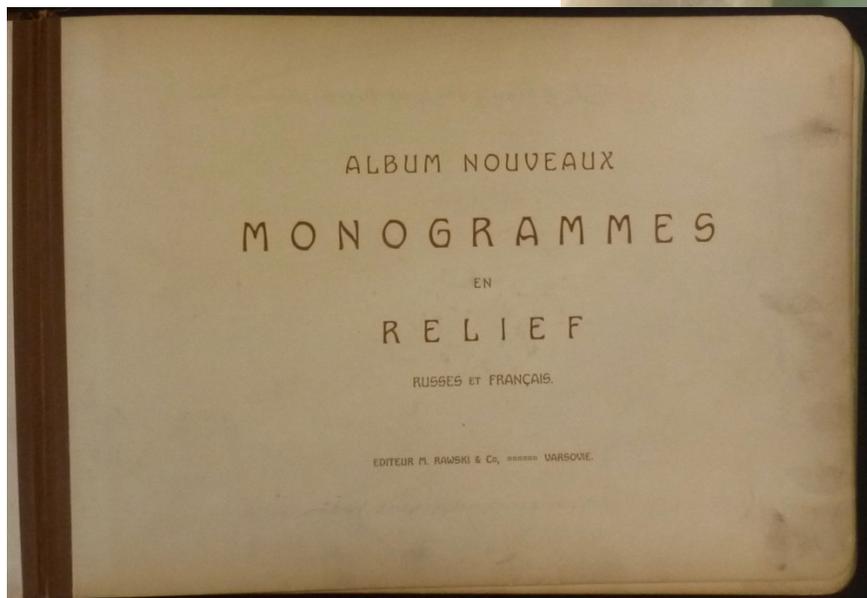
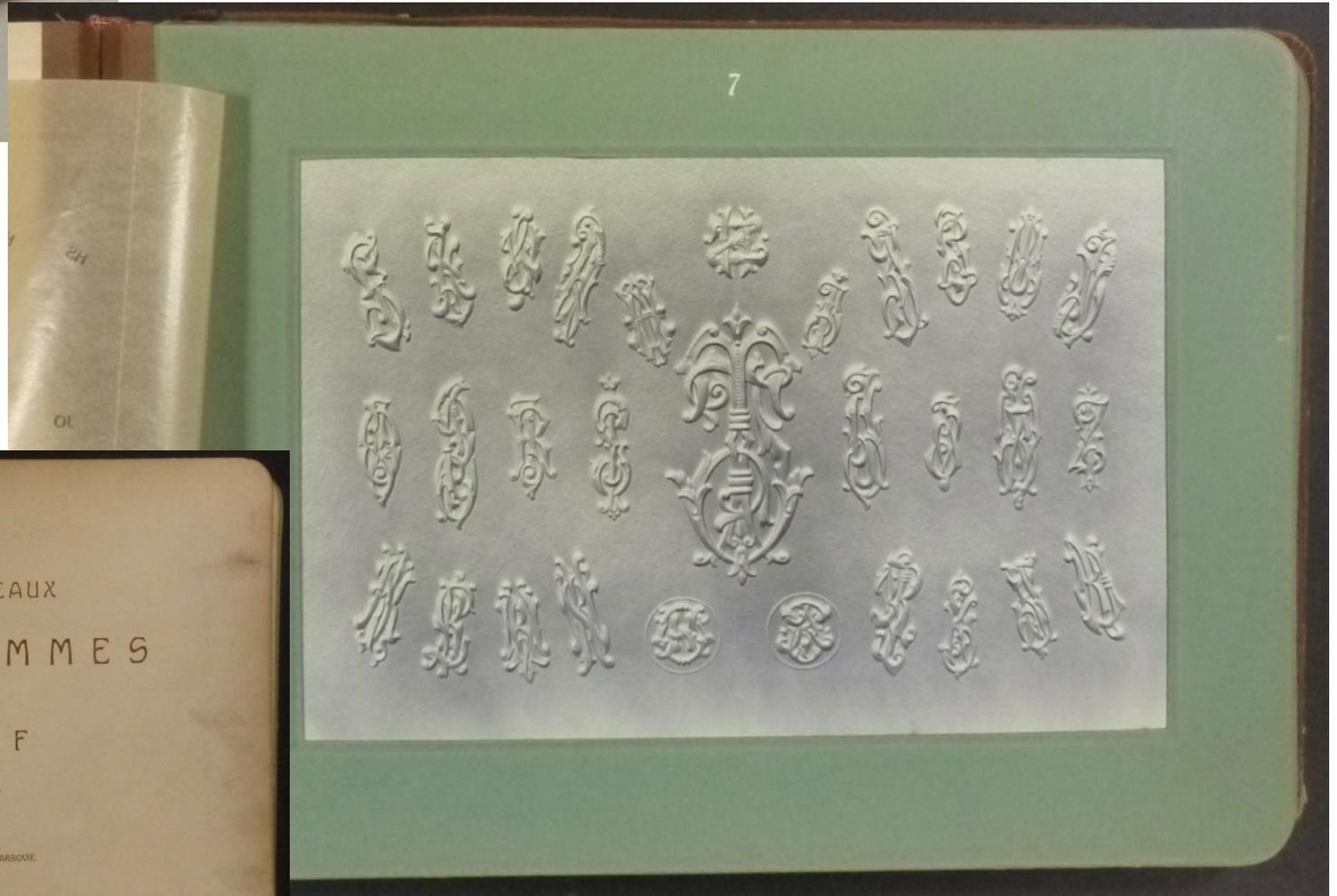
Join us on Facebook & Twitter !





1. [Artistic Monograms] **Album Nouveaux Monogrammes en Relief - Russes et Français. \$850**

Published by M. Rawski & Co. in Warsaw in 1911. An impressive collection of Art Nouveau monograms for silversmiths and other manufactures. The monogram plates are embossed with the designs themselves raised. Hardcover. 14"x10.5". 212 pages of text plus 21 embossed plates on heavy cards, with printed tissue guards. Bound in beveled, impressed cloth with steel posts; spine with an old paper tape repair, binding split internally at plate 20. Some wear and soil. [46809]



## 2. [Beef] **Eight Armour Luncheon Beef Dog-Cat-Parrot Cards on a String.** \$85

An amusing c.1890s set of 8 illustrated cards promoting Armour Luncheon Beef, featuring a multi-part tale of a dog, a cat, and a parrot who eggs the two on to bicker, but ends up taking his amusement too far. Eight strung cards. 3.25"x4.5". Some wear and light soil. [46751]





3. [Belgium] 19th C. Belgian Master Carpenter & Contractor Polychrome Trade Card. \$275

An incredibly handsome trade card for F. Steyaert - "Maitre Charpentier et Entrepreneur - de Travaux publics" of Gard, Belgium. If there's any classical iconography he hasn't worked in there, it's by accident. Polychrome card on clay-coated stock. 5.25"x7.25". Minor soil, light wear. [46602]

4. [Bicycles] **1900s New York Bicycles for Sale, Hire & Cycling Lessons Cabinet Card. \$350**

A nice view of the busy 'B and Z' shop- bicycles for sale, hire, repair, & lessons. Printed by The Royal Photo View Company of New York City, "Photos of merchandise a specialty". Cabinet card. 12"x10" [mount], 8"x6" [image]. Mount with some light soil & wear. [46510]



5. [Birchbark] **Seven Edward Merrill American Folk Art Birchbark Vignette Cards. \$450**

Edward W. Merrill (New Hampshire, 1841-1910) created pictures and vignettes using cutout birchbark against a black background. These seven small vignettes include an interesting assortment of sayings amusingly illustrated by frogs, donkeys, and people. Seven cards. About 2.5"x3.75". Some minor wear and scuffing. [46759]





6. [Bird Kids] **Two Victorian Bird Children Trade Cards. \$35**

Two amusing and attractive Victorian trade cards, one for chocolate, the other unmarked, featuring Bird Children against gold backgrounds. Two cards. 2.75"x4.5". Minor soil, light wear. One card removed from an album with paste-adhesion spots on the back. [46752]

7. [Bird Kids] **Three Victorian Bird Children Trade Cards. \$40**

Three amusing Victorian trade cards, one for a clothier, one for a biscuit maker, the other unmarked, featuring Bird Children. Attractive yet disturbing in that uniquely Victorian way. Three cards. 2.5"x4". Minor soil, light wear. One card removed from an album with paste-adhesion spots on the back. [46753]



8. [Bishop] **19th Century English Bishop's Lawn Black & Gold Embossed Label.** \$50

A very handsome and striking label. Such labels were often used for textiles, but there is no space for a yard/price to be written, so the use of this label remains uncertain. Label. About 3"x3". Some light wear and minor soil; creases, with small pinholes. [46838]



9. [Christmas] **English Police Bobby & Snowball Ruffian Diecut Christmas Card.** \$50

An attractive and somewhat rude c.1900 Christmas card featuring a British policeman holding out his hand and a heartless grinning ruffian about to put a snowball in it- the accompanying verse hopes that service people holding out their hands for Christmas tips not be surprised and disappointed. The card features an elaborate diecut scheme of Bobby helmets and truncheons around the border. Card. About 4"x5.5". Minor soil, light wear. [46755]



10. [Cigarettes] 19th Century New Jersey Cigarette Maker Chromo Advertising Mock-Up. \$250

A very dramatic chromo advertising mock-up for Drawing Room Cigarettes by P. Lorillard & Co. of Jersey City, New Jersey. Single sheet. 8"x9". Some soil and wear. [46757]

11. [Dresden] **19th Century Dresden Embossed Foil Label with Mythological Design. \$45**

A handsome embossed foil label, known to collectors as a “Dresden” for the city in Germany that became synonymous with their manufacture in the 18th and 19th centuries, and continues to make them today. It’s not clear exactly what this was used for, though the linen trade is always a safe-ish guess. Linen trade labels usually have a space at the bottom marked for “yds.” and this does not, though it does have the word “Registered”, which suggests this was English. The design is much more boisterous than usual, featuring a spear-carrying Amazon on a horse being attacked by some sort of monster. Embossed foil label. About 4”x3.5”. Minor soil, some wear,



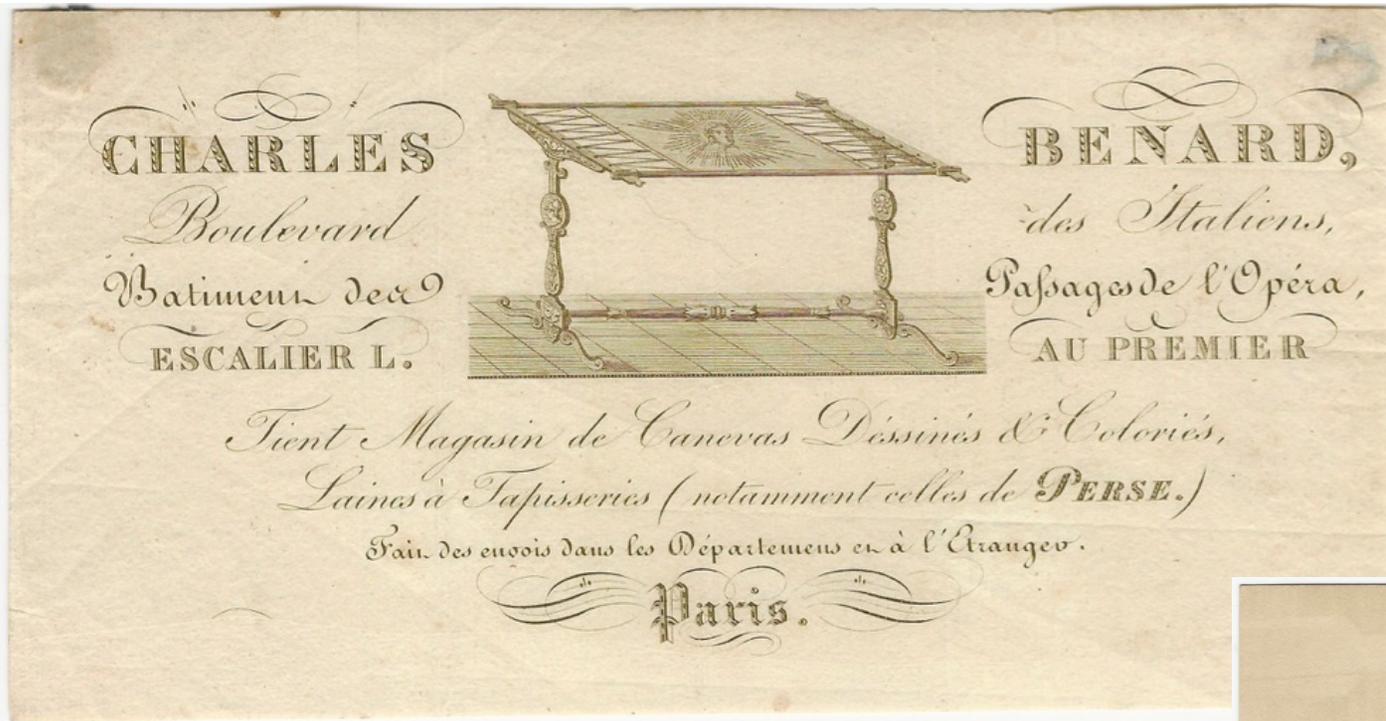
12. [Eagle] **19th Century Blue & Gold American Eagle Label. \$40**

A handsome embossed label with the American eagle in gold on a blue ground. Such labels were often used for textiles, but there is no space for a yard/price to be written, so the use of this label remains uncertain. Label. About 3”x3.5”. Some light wear and minor soil.

13. [Earthquake] **Four Original Photographs of 1906 San Francisco Earthquake Damage with Notes. \$450**

An interesting set of four images of a brick store and surrounding buildings destroyed by the 1906 San Francisco earthquake and fire. One handwritten note simply says -"What's left of our store!", and there isn't much. Two other images frame the same area, with several new-appearing signs, and a note that "Our ads created a great sensation as they were the first!". The fourth image shows a frame structure being raised on the site by carpenters, with the note, "Our temporary structure in course of creation -now finished". All stamped "S.D. Packscher Photographer" of San Francisco on the backs. Four silver gelatin prints. 8"x6". Light soil, some wear including edgewear and chips, short cracks. [46712]





14. [Furniture] **Early 19th Century French Tapestry & Textile Frame Makers Illustrated Trade Card. \$250**

A handsome illustrated ticket for "Charles Benard - Boulevard des Italiens - Batimens des Passages des l'Opera - Escalier L. au Premier - Tient Magasin de Canevas & Colories, Laines a' Tapisseries (notamment celles de Perse). Fais des envois dans les Departemens en a l'Etranges". Single sheet. 7.5"x3.75". Minor soil, light wear. [46601]

15. [Lutes] **1900s San Francisco Lute Players in Fancy Costumes Silver Gelatin Photo. \$85**

The instrument on the right is a lute, anyway, the one to our left looks vaguely Renaissancian, as do the costumes. 1900s San Francisco was evidently a happenin' place to be. Photo. 6"x8". Minor soil. [46511]





16. [Maryland] **1860s French Maryland Liberty with American Flags Card. \$50**

An attractive and dramatic woodcut scene. Card. 3"x4.25". Minor soil, light wear. [46754]

17. [Michigan Artists] **1950s Oxbow Summer School of Painting Saugatuck, Michigan Artists Drinking Snapshot. \$45**

A mixed group of rather relaxed artists gathers in outside the women's loo at Oxbow School of Art, a distinguished institution in Saugatuck, Michigan, founded in 1910 by Walter Marshall Clute and Frederick F. Fursman. Snapshot. 3.25"x4.5". Minor soil, light wear. [46661]

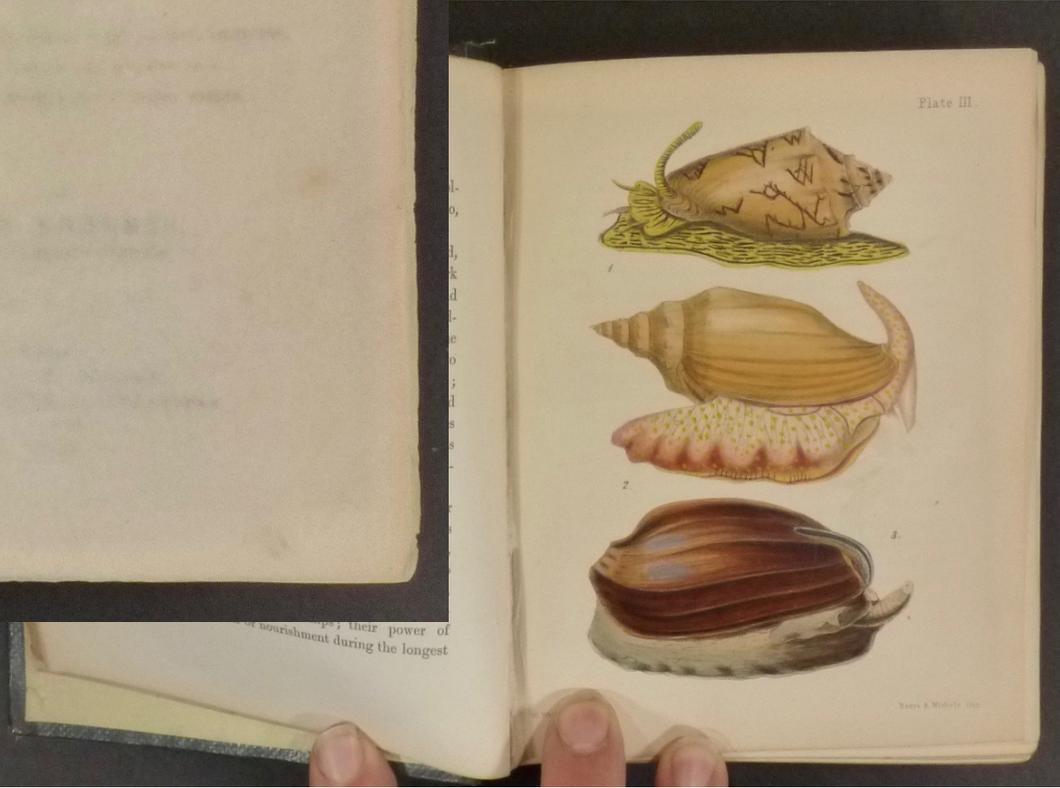
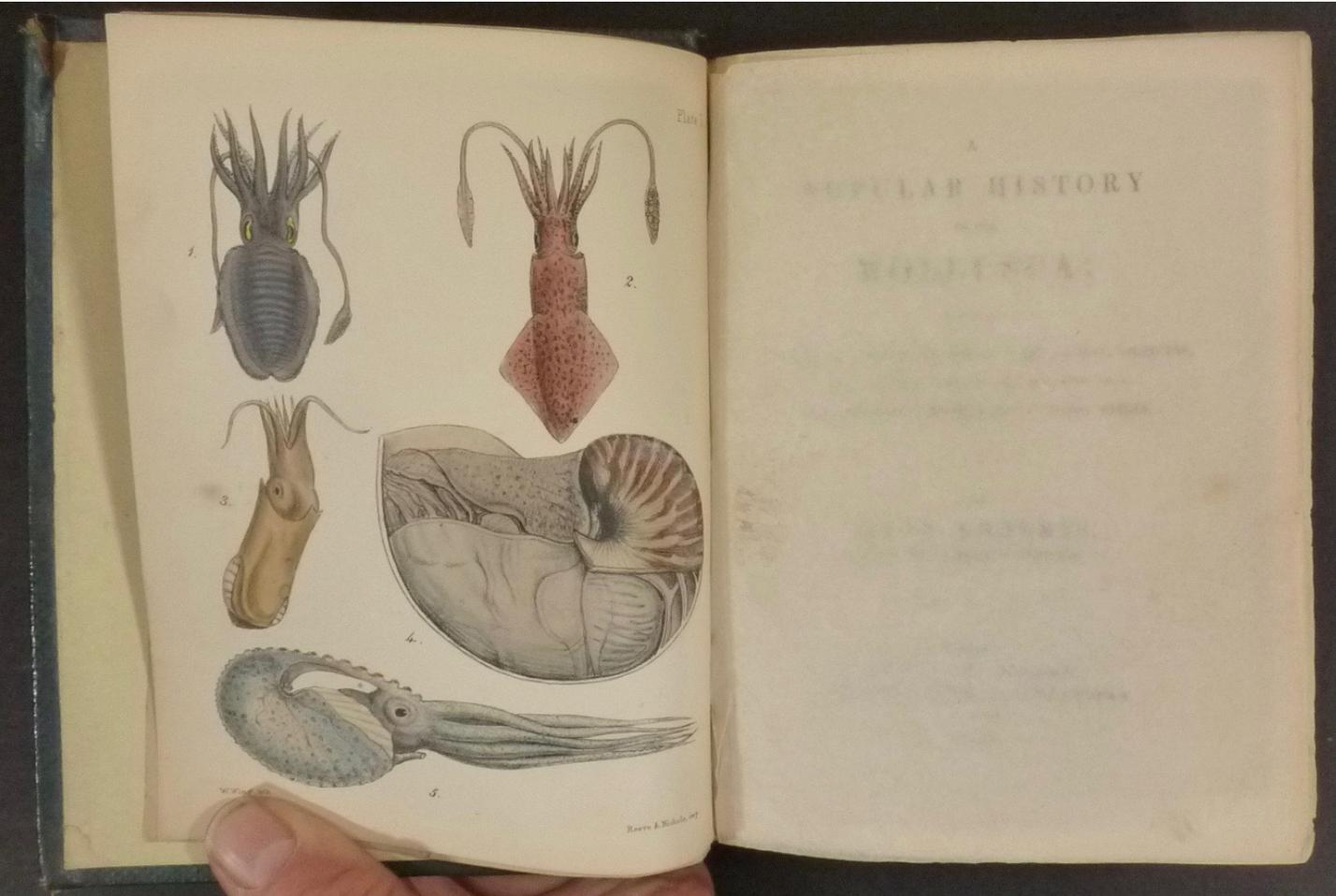
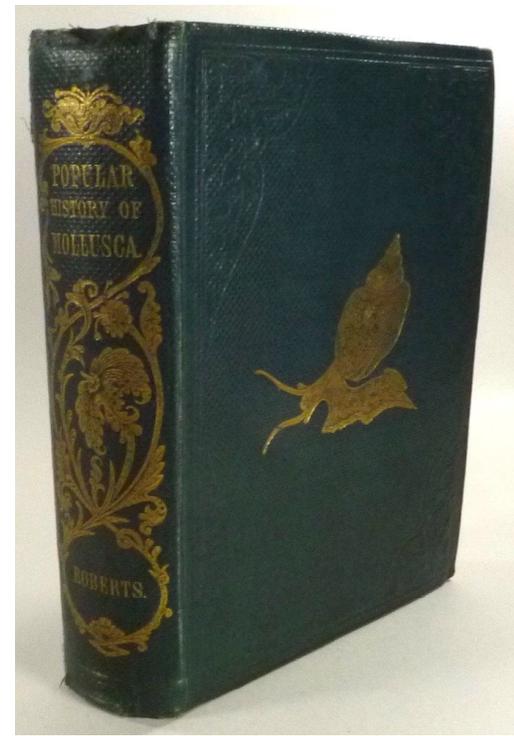


18. [Providence] **19th Century American Silver & Black Embossed Eagle Label. \$65**

A very handsome and striking label. Such labels were often used for textiles, but there is no space for a yard/price to be written, so the use of this label remains uncertain. At the base of the plinth there is some semi-legible lettering which seems to say "Wi(?)rry's Co. - Providence". Label. About 3.5"x4". Some light wear and minor soil, right edge unevenly cut. [46839]

19. [Shells] Roberts, Mary. **A Popular History of the Mollusca. Published in London by Reeve and Benham in 1851. \$200**

“Comprising a familiar account of their classification, instincts, and habits, and of the growth and distinguishing characters of their shells”. Illustrated with 16 lovely colored plates. Mary Roberts [1788-1864] was a prolific natural history author and editor. Publisher’s embossed green cloth with a gilt-impressed snail on the cover and elaborate spine decorations. 5.25”x6.5. ix+ 396 pages, plus 18 hand-colored plates. Covers with minor wear and light soil. Contents with a little scattered foxing. [46749]



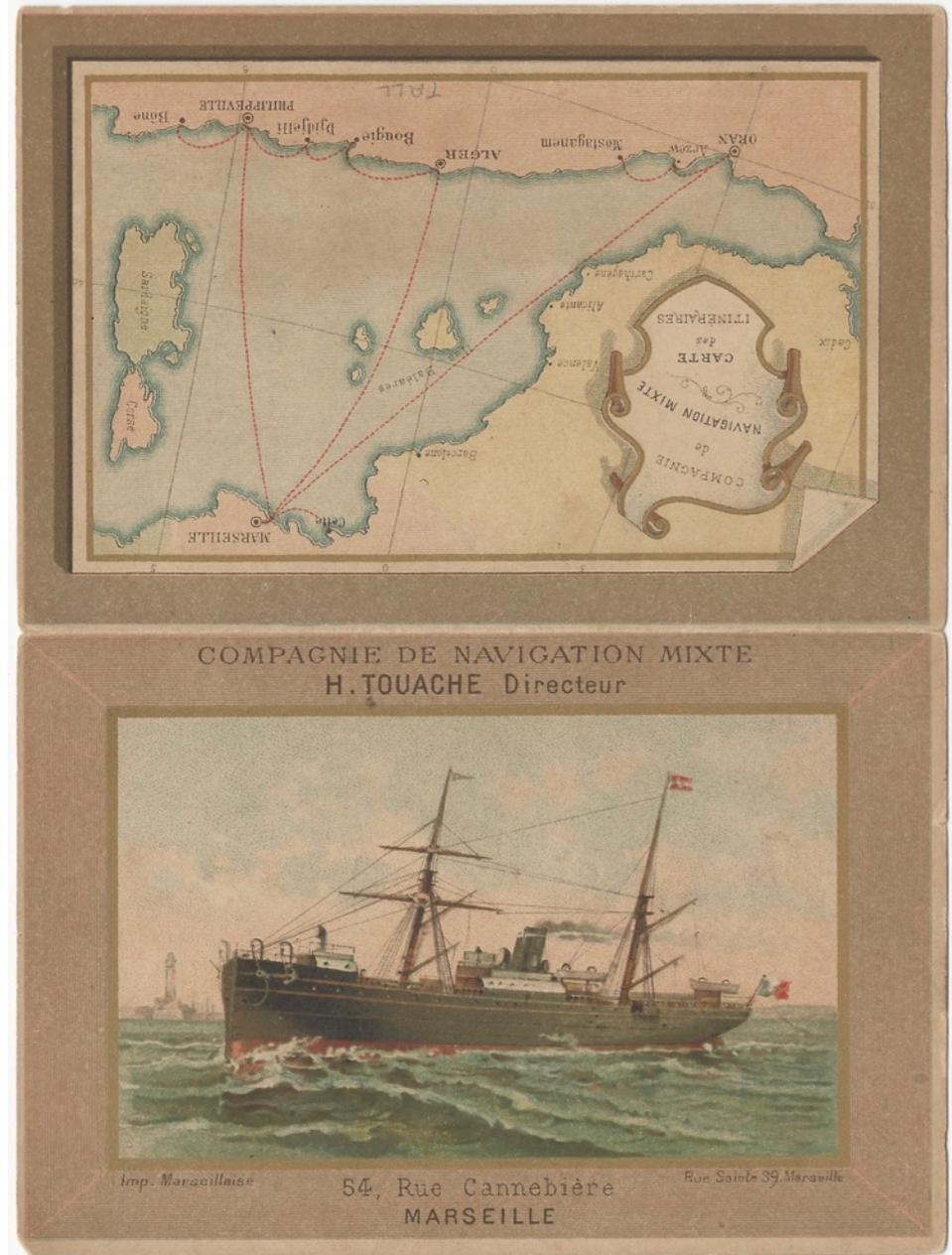


20. [Sherry] **19th Century Brown Sherry Fortified Wine Fancy Label. \$35**

A very fancy and handsome label for a sherry which obviously thought a lot of itself. Label. 4"x3". Minor soil, some wear. [46844]

21. [Shipping] **19th Century French Marine Passenger Service to Algiers Folder. \$125**

An attractive folding card promoting the Compagnie de Navigation Mixte packet boat service from Marseille to Algiers, Oran, and several other North African ports. The card features a dramatic illustration of an early steamship chugging through Mediterranean waters. Folding card. 6"x4". Minor soil, light wear. [46756]



22. [Silhouettes] **Dr. Otto Bohler's Schattenbilder - Musical Silhouette Cabinet Card. \$450**

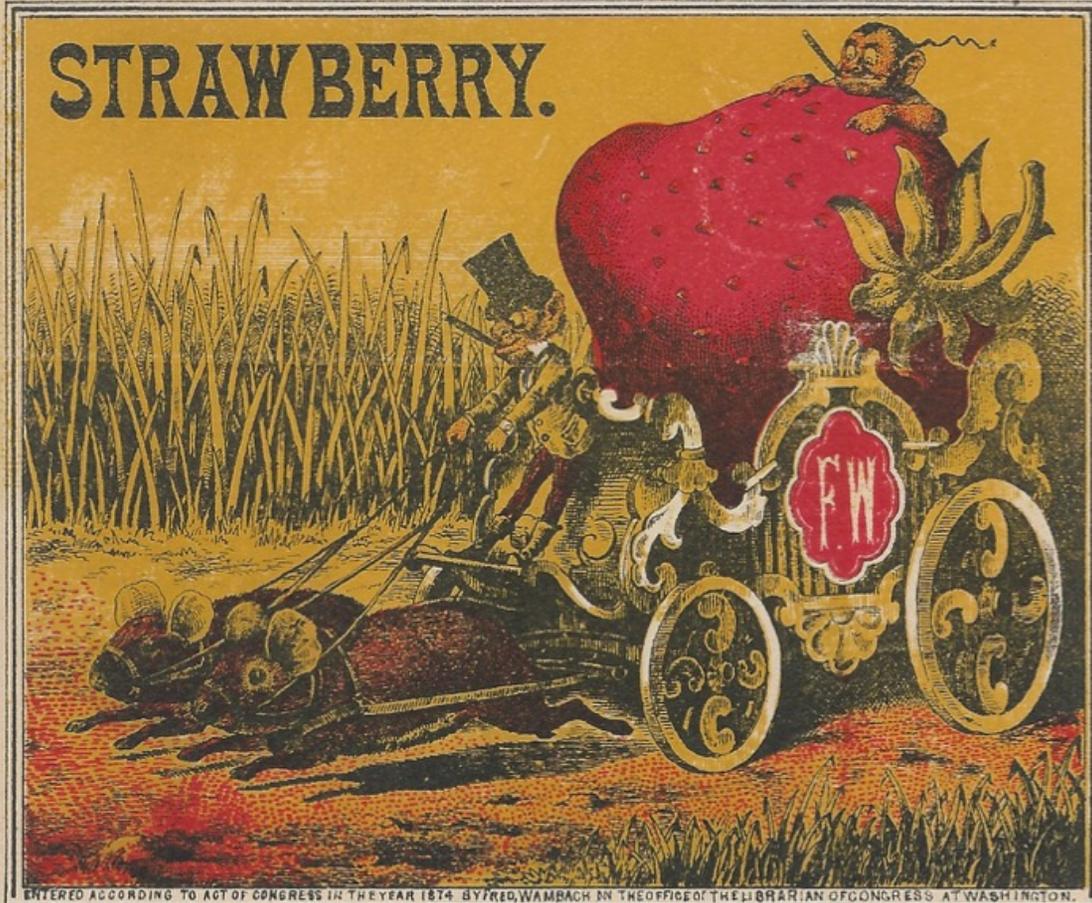
Dr. Otto Bohler [1847–1913] “was an Austrian silhouette artist who specialized in portraits of many great conductors, composers, and pianists of his time” [Wikipedia]. The originals have rarely survived, but the designs were reproduced in periodicals, and on cabinet cards and postcards at the time, and continue to be reproduced today. Original cabinet cards of his work have become scarce and desirable. Cabinet card. 7.25”x9.75”. Minor soil, light wear. [46804]



23. [Silhouettes] **Dr. Otto Bohler's Schattenbilder - Conductors Silhouette Cabinet Card. \$450**

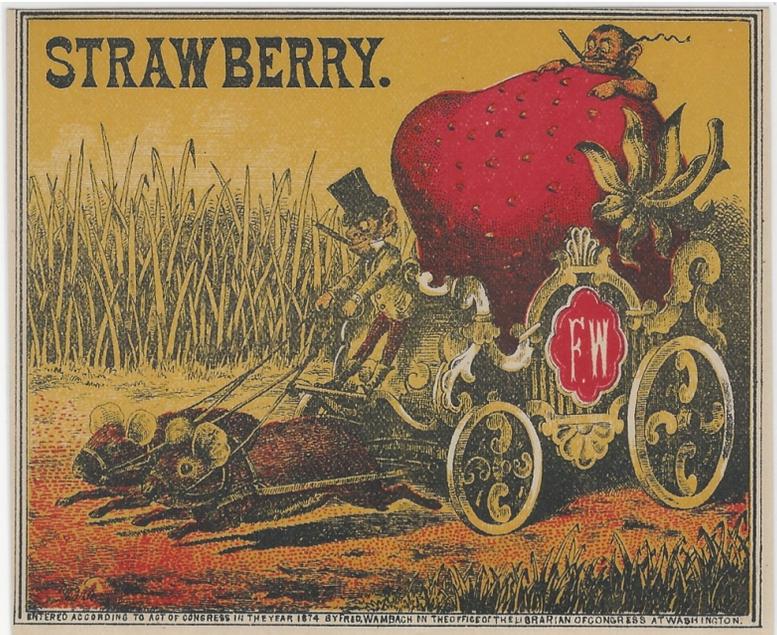
Cabinet card. 7.25”x9.75”. Minor soil, some wear. [46805]

**THE STRAWBERRY,**  
 MANUFACTURED  
 FROM THE FINEST  
**CONNECTICUT SEED TOBACCO.**



24. [Tobacco] **1874 Wambach-Printed Strawberry Tobacco Label with Text Box. \$500**

One of the most famous and strange 19th century labels, printed by Fred. Wambach for "The Strawberry", made from Connecticut seed tobacco. Even if the two mice pulling a miniature circus wagon driven by a cigar-chomping top-hatted gnome don't strike you as juuuust a little odd, the giant strawberry and pony-tailed monkey hanging on for dear life might. This is the very uncommon full version of the label, rarely seen, with the text box above the image. Label. About 5"x6.5". Minor soil, light wear. [46810]



25. [Tobacco] **1874 Wambach-Printed Strawberry Tobacco Label. \$250**

The label-only version. About 4.5"x4". Minor soil, light wear. [46802]

26. [Torchlight] **1916 Torchlight Parade Editorial Advertising Handbill. \$50**

An advertising handbill by the Harding Uniform and Regalia Company of Boston, featuring a September 9, 1916 Boston Evening Record editorial describing a recent political torchlight parade in Bangor, Maine and extolling the virtues of such events. And, of course, for anyone interested, the editorial is flanked by pictures and descriptions of uniforms, and gas torches, that might be used in such a parade. What a happy coincidence. Single sheet. 6.25"x10.75". Folds, some wear, light soil. Several folds with tearing at the edges. [46730]

# What Torchlights Did For Maine

EDITORIAL FROM THE BOSTON EVENING RECORD  
SEPTEMBER 9, 1916



**Service Uniform**  
Price **\$2.75**  
Lot 610 Olive Drab Khaki  
Coat, Breeches, Bell top Cap  
and Leggins



**The "Boomer"**  
The Boomer, 24 inch White Enamined  
Cloth, Cape and Duck Cap  
per 100 . . . . . **\$75.00**  
28 inch Cape and Cap  
per 100 . . . . . **95.00**

THE TORCHLIGHT PARADE as a campaign feature is coming back. It has been a success, spectacularly at least, in Maine. Last night at Bangor there was a big one, and it appears to have aroused a considerable degree of enthusiasm, in recent years this form of campaign acceleration has fallen into disuse. THIS YEAR IT IS INCREASINGLY RESORTED TO; and we believe it is worth while, particularly just now when the preparedness agitation has made marching and display sympathetic with the public state of mind.

There is of course no direct logic in the torchlight parade. There is nothing, coldly considered, in the sight of a thousand or two men marching with flaring torches, behind a brass band, that proves the right of this or that candidate's argument for election. There is no logic in a torch---but there's a deal of psychology. It is "good advertising." In a political campaign anything that attracts attention and starts thought is worth while. The torchlight parade does this.

Any man can, and many do, ignore the rally in the big hall. No one has to go in, and no one has to stand at the door. But no man can see a torchlight parade go blaring by without having his attention drawn to the spectacle, which is a preliminary to his consideration of what it is all about. He sees the torches, hears the band, thinks of the candidate. It is an effective sort of "publicity" work. And it is essentially modern in its spectacular appeal to the public, despite the ancientness of its origin. LET'S HAVE MORE TORCHLIGHT PARADES!



**Alliance**  
Price **\$2.25**  
Lot 220 White Drill  
Coat, Cap and Trousers  
Red or Blue Trimmings



**Harding's Improved Double Swing Torch**  
Heavy Stamped Tin  
with stick and wick  
Per Doz . . . . . **\$4.00**  
Per 100 . . . . . **25.00**

COLORED FIRE TORCHES, UMBRELLAS, FLAGS, ETC.  
*Everything for Parades and Demonstrations*

**Terms**—One-fourth the amount must accompany all orders. Balance C. O. D. with privilege of examination. Cash must be sent with all orders less than \$5.00

**Prices Strictly Net and subject to change without notice**

**The Harding Uniform and Regalia Co.**  
22 SCHOOL STREET, BOSTON, MASS.

ESTABLISHED 1900

TELEPHONE FORT HILL 4235



27. [Vaulters] 19th Century 'Wolff Bros. America's Advanced Still Vaulters Hand-Drawn Broadside. \$350

A dramatic and amusing pen & ink broadside featuring giant eagle, the Wolff brothers, and six examples of their advanced still vaulting. Single sheet. 8.5"x10.5". One sheet of paper glued to a sheet of notebook paper backing. Some wear and soil, edges rough. Folds. [46758]

28. [Wine] **Album Officiel de la Fete des Vignerons Vevey 1927. \$85**

A colorful celebration of the 1927 wine grape harvest parade, illustrated on a 21 foot-long folding color 'fete book'. These fete des vigneron books have been published since the late 19th century. Softcover. 8"x5.5", continuous color panel which unfolds to a bit more than 21 feet. Minor soil, light wear. [46801]





*That's All, Folks!*