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Special Collections
002-03-04
Rhode Island Advertising Card Collection
Circa 1865-1910

OVERVIEW OF THE COLLECTION

Number: 002-03-04

Title: Rhode Island Advertising Card Collection

Creator: Unknown

Dates: circa 1865-1910

Quantity: 2 boxes (1.4 linear feet)

ADMINISTRATIVE INFORMATION

Acquisition: Unknown

Accruals: No accruals are expected

Custodial history: Unknown

Processed by: The collection was processed in 2014 by Meghan Sullivan-Silva

Conservation: Not applicable

Language: Materials are in English

RIGHTS AND ACCESS

Access: This collection is open under the rules and regulations of the Providence Public Library, Special Collections department.

Preferred Citation: Researchers are requested to use the following citation format:
[item title], Rhode Island Advertising Card Collection, Special Collections, Providence Public Library.

Property Rights: Copyright has not been assigned to Providence Public Library. All requests for permission to publish or use materials must be obtained by the researcher from the copyright holder.

INFORMATION FOR RESEARCHERS

Separated material None

Published description Not applicable

Location of originals Not applicable

Location of copies	Not applicable
Publication note	Not applicable
Subject headings	Advertising Cards Business enterprises – Rhode Island Scrapbooks. aat

SEE ALSO

Not applicable

HISTORICAL NOTE

During the late 19th century and early 20th centuries, small cards were used as advertisements for businesses. The cards were cleverly and memorably illustrated, although the featured image often had little to do with the business, and was primarily designed to capture attention. They were widely distributed, given to consumers personally or mailed to homes. Often, they were collected by children. Many of the images are now considered to be racially insensitive or offensive.

SCOPE AND CONTENTS OF THE COLLECTION

The collection contains various advertising cards largely produced by Rhode Island businesses. It is comprised of two scrapbooks and a large amount of loose advertising cards.

ORGANIZATION OF THE COLLECTION

The Rhode Island Advertising Card Collection is organized into one series. The loose cards are organized alphabetically by business, with unaffiliated cards or cards from outside of Rhode Island contained in a separate miscellaneous folder. The scrapbooks have been kept intact.

DETAILED DESCRIPTION OF THE COLLECTION

<u>Title</u>		<u>Box #</u>	<u>Folder #</u>
Scrapbook 1 (Callender, McAuslan & Troup)		1	n/a
Scrapbook 2		1	n/a
Advertising Cards A-C	2	1	
Advertising Cards D-G	2	2	
Advertising Cards H-K	2	3	
Advertising Cards L-O	2	4	
Advertising Cards P		2	5
Advertising Cards R-U	2	6	
Advertising Cards W		2	7
Advertising Cards Miscellaneous		2	8