

PROVIDENCE PUBLIC LIBRARY
Rhode Island Collection
003-04-02
Collection of Soapine advertising trade cards
1880-1885

OVERVIEW OF THE COLLECTION

Number: 003-04-02

Title: Collection of Soapine advertising trade cards

Creator: Unknown.

Dates: 1880-1885

Quantity: 6 folders (.1 linear foot)

ADMINISTRATIVE INFORMATION

Acquisition: Purchased April, 2017

Accruals: No accruals are expected

Custodial history: Unknown

Processed by: The collection was processed in 2017 by Kate Wells.

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, Rhode Island Collection department.

Preferred Citation: Researchers are requested to use the following citation format:
[item number], [item title], Soapine Trading Cards, Rhode Island Collection, Providence Public Library .

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INFORMATION FOR RESEARCHERS

Separated material	None
Published descriptions	Not applicable
Location of originals	Not applicable
Location of copies	Not applicable
Publication note	Not applicable
Subject headings	Advertising cards -- Art Advertising cards -- United States Whales -- Advertisement Providence -- Rhode Island Kendall Manufacturing Company -- Providence Gilman, Charlotte Perkins -- artist Soap -- Laundry Soap boxes Soap -- collectibles Advertisements -- 1880-1890 Laundry Trade cards (advertising). AAT.

SEE ALSO

002-03-04, Rhode Island advertising trade card collection
003-04-03, Corset advertising collection

HISTORICAL NOTE

Kendall Manufacturing Company was established in 1827 in Providence, Rhode Island by Henry Lewis Kendall (1805-1883) and specialized in manufacturing soap. Their main product was the household product Soapine. In 1929, the company relocated to Syracuse, New York and went out of business in the 1950s. The Soapine advertising design became nationally recognized with the popular mass market advertising campaign of trade cards by Kendall Manufacturing Company from 1878-1905.

Kendall Manufacturing Company worked with artists and lithography printers to develop a range of custom trade card designs for Soapine. Additionally, they used a large number of stock images for Soapine promotion. The Soapine cards represent the evolution of the advertising trade card medium and include gilt trade cards, die cuts and oversized chromolithography, and stock imagery. Additionally, the collection represents the development of branding within the newly developing advertising industry.

A notable selection of the custom Soapine cards were designed by feminist, author and social reformer Charlotte Perkins Gilman (1860-1935). Gilman created the illustrations for commercial clients as a means of supporting herself while attending the Rhode Island School of Design. She formed a business with her cousin Robert Brown named "Perkins & Co Designers" and produced trade card designs for Soapine and several other brands. Her cards for Soapine were designed in the early 1880s and included some of Soapine's most

memorable custom designs.

SCOPE AND CONTENTS OF THE COLLECTION

This collection contains 68 advertising trade cards produced by Providence's Kendall Manufacturing Company to advertise Soapine detergent. Included are 19 cards attributed to Charlotte Perkins Gilman.

ORGANIZATION OF THE COLLECTION

The collection is arranged and described at the item level. It is broken into two series. Custom designs by creator are identified first, followed by stock images.

The following titles were used for reference in creating card titles and creators:

Mascieri, Russ, et al. "Soapine Soap Card Catalog" *The Advertising Trade Card Quarterly*, 1995, pg. 5-11.

Cheadle, Dave and W.H. Lee. *Soapine did it!* TCCA Books, 2000.

DETAILED DESCRIPTION OF THE COLLECTION

Item	Title	Creator	Date	Note	Folder
01	With / Without, young woman	Donaldson Brothers	n.d.	custom	1
02	Boy appears in large box	Donaldson Brothers	n.d.	custom	1
03	Boy appears in large box	Donaldson Brothers	n.d.	custom	1
04	A big thing on ice	Donaldson Brothers	n.d.	custom	1
05	A pleasant reflection	Donaldson Brothers	n.d.	custom	1
06	Painting the town red	Donaldson Brothers	n.d.	custom	1
07	Aladdin's wonderful lamp	Donaldson Brothers	n.d.	custom	1
08	American eagle	Donaldson Brothers	n.d.	custom	1
09	Four birds, one washes in pool	Donaldson Brothers	n.d.	custom	1
10	Enlightening the world	Donaldson Brothers	n.d.	custom	1
11	Balloon	Donaldson Brothers	n.d.	custom	1
12	Statue of Liberty	Forbes Co.	n.d.	custom	2
13	Ladder of fame	Forbes Co.	n.d.	custom	2
14	Man, rocky coast & whale	Forbes Co.	n.d.	custom	2

15	Shipwreck and lifeboat	Forbes Co.	n.d.	custom	2
16	Arctic sled dogs	Forbes Co.	n.d.	custom	2
17	Egyptian Pyramids	Forbes Co.	n.d.	custom	2
18	Boy climbs rope to stars	Gilman, Charlotte Perkins	Circa 1878	custom	3
19	Lady archer	Gilman, Charlotte Perkins	Circa 1878	custom	3
20	Lady looks at mountains	Gilman, Charlotte Perkins	Circa 1878	custom	3
21	Columbia	Gilman, Charlotte Perkins	Circa 1878	custom	3
22	French maid washes on rocks	Gilman, Charlotte Perkins	Circa 1878	custom	3
23	Woman ironing	Gilman, Charlotte Perkins	Circa 1882	custom	3
24	Family in three washtubs	Gilman, Charlotte Perkins	Circa 1882	custom	3
25	Boy playing in barrel	Gilman, Charlotte Perkins	Circa 1882	custom	3
26	Men eating outside	Gilman, Charlotte Perkins	Circa 1882	custom	3
27	Girl in archway, boy on each side	Gilman, Charlotte Perkins	Circa 1882	custom	3
28	Three children playing telephone game	Gilman, Charlotte Perkins	Circa 1882	custom	3
29	Boy in pillory	Gilman, Charlotte Perkins	Circa 1882	custom	3
30	Stars spell Soapine	Gilman, Charlotte Perkins	Circa 1882	custom	3
31	Railroad scene	Gilman, Charlotte Perkins	Circa 1882	custom	3
32	Mantle figures spell Soapine	Gilman, Charlotte Perkins	Circa 1882	custom	3
33	Hanging wash spells Soapine (blue dress)	Gilman, Charlotte Perkins	Circa 1882	custom	3
34	Hanging wash spells Soapine (red dress)	Gilman, Charlotte Perkins	Circa 1882	custom	3
35	Hanging wash spells Soapine (red	Gilman, Charlotte	Circa	custom	3

	dress)	Perkins; Geo. Schlegel	1882		
36	Boy climbs telephone pole	Gilman, Charlotte Perkins	Circa 1882	custom	3
37	Soapine in arch, beached whale	J. Ottman, Lithographer	n.d.	custom	4
38	Ottman fairy March	J. Ottman, Lithographer	n.d.	Custom stock	4
39	Soapine in black box, whale faces right	Bufford	n.d.	custom	5
40	Soapine in arch, beached whale (larger version)	Wemple Lith.	n.d.	custom	5
41	Soapine in black box, whale faces left	Unknown	n.d.	custom	5
42	Gold background, beached whale	Unknown	n.d.	custom	5
43	Die cut whale, smaller version	Unknown	n.d.	custom	5
44	Beached whale, smaller size (back in English and German)	Unknown	n.d.	custom	5
45	Beached whale, large (back in English and French)	Unknown	n.d.	custom	5
46	Soapine box on whale, world / globe	Unknown	n.d.	custom	5
47	Spanking team	Unknown	n.d.	custom	5
48	Mary and her little lamb	Unknown	Circa 1881	custom	5
49	Around the world	Unknown	Circa 1881	custom	5
50	Leopard and train tracks	Unknown	Circa 1881	custom	5
51	White elephant in the east	Unknown	n.d.	custom	5
52	Delivery wagon	Unknown	n.d.	custom	5
53	Aerial navigation	Unknown	n.d.	custom	5
54	Uncle Same	Unknown	n.d.	custom	5
55	Biggest things ever put into water	Unknown	n.d.	custom	5
56	Find it at the North Pole	Unknown	n.d.	custom	5
57	Billboard artist, Innocence	Unknown	n.d.	custom	5
58	Prince of Whales	Unknown	n.d.	custom	5

59	Beach promenade	unknown	n.d.	stock	6
60	Gold deer	unknown	n.d.	stock	6
61	Beach parasol with doll	unknown	n.d.	stock	6
62	Gold ducks	unknown	n.d.	stock	6
63	Children on sled with pug	unknown	n.d.	stock	6
64	Baby scale	unknown	n.d.	stock	6
65	Thumb twiddler	unknown	n.d.	stock	6
66	Snow, children with cart	unknown	n.d.	stock	6
67	Gold play, sailor	unknown	n.d.	stock	6
68	Gold play, baker	unknown	n.d..	stock	6