

# **Finding aid for the Clara Knapp Phillips advertising trade cards Collection 302**

**Finding aid prepared by R. Mayne**

---

This finding aid was produced using the Archivists' Toolkit

May 07, 2013

Describing Archives: A Content Standard

Grand Rapids Public Library, Grand Rapids History and Special Collections Department  
November 12, 2001  
111 Library Street NE  
Grand Rapids, Michigan, 49503  
616-988-5400  
localhis@grpl.org

## Table of Contents

---

<u>Summary Information</u> .....	3
<u>Biographical/Historical note</u> .....	4
<u>Scope and Contents note</u> .....	4
<u>Administrative Information</u> .....	4
<u>Controlled Access Headings</u> .....	5
<u>Collection Inventory</u> .....	6
<u>Series I. Grand Rapids Trade Cards</u> .....	6
<u>Series II. Michigan Trade Cards</u> .....	12
<u>Series III. Non-Michigan Trade Catalogs</u> .....	13
<u>Series IV. Miscellaneous</u> .....	13

## Summary Information

---

<b>Repository</b>	Grand Rapids Public Library, Grand Rapids History and Special Collections Department
<b>Creator - Collector</b>	Phillips, Clara Knapp
<b>Title</b>	Clara Knapp Phillips advertising trade cards
<b>Date</b>	circa 1880-1910
<b>Extent</b>	2.1 Linear feet Four boxes
<b>Language</b>	English
<b>Abstract</b>	<p>The Clara Knapp Phillips advertising trade cards collection is named for the collector, a former resident of Grand Rapids, Michigan. The small collection includes primarily generic graphic trade cards advertising the local businesses of Grand Rapids, primarily in the later 19th and early 20th century. Some of the cards have original art and local publishers. Several items are included from other Michigan cities and a few items are from out of state. The historical style of the cards and the time period of many of the business suggests the late 1800s or first decade of 1900 as the time period when the cards were primarily in use and possibly acquired by Mrs. Phillips.</p>

## Biographical/Historical note

---

Little is known about Clara D. Knapp Phillips (ca. 1880-before 1910?). She is documented living in the home of her uncle, Erastus Knapp, when she was 25, along with her father, Sylvanus Knapp. This census lists her as born in New York state. In the 1900 Census, Clara, 45, is married to William Phillips, age 40, a fruit farmer, with two children Raymond and Henry. Her father Sylvanus Knapp is also living in the home. William Phillips will become the Clerk of Grand Rapids Township, Kent County, Michigan around 1902, as documented in a Grand Rapids Herald article of March 20, 1927.

By 1910 Clara is missing from the household, presumed deceased (not yet confirmed). In 1920, the census lists son Raymond and wife, Nellie, living with William Phillips. The young couple have two daughters, Clara, age 11 and Fannie, age 6. It is Fannie Phillips Young who inherits this collection of trade cards and later, living in Washington State, returns the cards to Grand Rapids as a gift to the Grand Rapids Public Library.

---

## Scope and Contents note

---

This collection documents Grand Rapids, Michigan companies and some of the products they sold through the graphic trade cards gathered. Arrangement has been done alphabetically under the name of the local company, rather than the product company.

While most of the collection includes trade cards, some other forms of trade literature or advertising ephemera, such as pamphlets or a fan, are also included. Most of the cards are 5x8 or smaller, with an occasional larger sized item. Of most interest are those cards which are locally produced by area printers, as well as advertising local businesses or products.

---

## Administrative Information

---

### Publication Information

Grand Rapids Public Library, Grand Rapids History and Special Collections Department November 12, 2001

### Immediate Source of Acquisition note

Fannie Phillips Young, handed down from Clara Knapp Phillips, William Phillips; accession number 1994.046.

---

## Controlled Access Headings

---

### Genre(s)

- advertising cards

### Geographic Name(s)

- Grand Rapids (Mich.) -- History

### Subject(s)

- Business Enterprises -- Michigan -- Grand Rapids Region
- Trade cards -- Michigan -- Grand Rapids

## Series I. Grand Rapids Trade Cards

## Collection Inventory

Series I. Grand Rapids Trade Cards		
	Box	Folder
Adams & Hart Farm Implements, 12 W. Bridge St. The Columbia Steel Wind Mill. [pamphlet]	1	1
Angeline Mgf. Co., G.R. Dr. Iman's Compound	1	2
Appel Bros. Men's Outfitters, 47-49 Monroe St.	1	3
E.I. Bates, dealer in Pianos Organs, Sewing Machines, 453 S. Division	1	4
S.N. Bates, 519 S. Division St. Standard Sewing Machine	1	4
Wm. A. Berkey Furniture Co., 39 to 49 Waterloo St. (2)	1	5
Chas. H. Bodenstein, Tailor, Clothier & Furnisher, 47-49-51-53 Canal St.	1	6
Boston Clothing Co., 64 & 66 Canal St. (1)	1	7
Boston Shoe Store, 54 Canal St. (2)	1	7
Alfred J. Brown, Seed Store (3)	1	8

## Series I. Grand Rapids Trade Cards

Brown Hall & Co., carriages, sleighs, 22 & 22 [sic] Pearl St.	1	8
Henry J.W. Campman, 182 E. Fulton St., Park Place Shaw Pianos	1	9
Chase Bros. Piano Co., Factory 61 to 71 S. Front St.; Warerooms, 92 Monroe St.	1	10
J.E. Cheney & Co., 319 S. Division St., shoes and rubbers (2)	1	11
Dr. L.L. Conkey, Veterinary, Surgeon, No. 6 Canal St., opp. Sweet's Hotel. [portrait card]	1	12
Crozier Bros. Shoes, Double Store, Canal St., cor. Lyon.	1	13
W.C. Denison, Division St., fine carriages	1	14
Ben. I. Deuel & Co., wholesale & retail furniture dealers, 17 Canal St. (9)	1	15
M. Ehrman, fine boots & shoes, 69 Canal St., bet. Lyon St. & Crescent Ave.	1	16
Julius A.J. Friedrich, Music dealer, 30 & 32 Canal St. (8)	1	17
Paul W. Friedrich, Music Dealer, 24 Monroe St.	1	17
Grand Rapids Manufacturing & Implement co., [Fan]	1	18
Great Chicago Boot & Shoes Store, 28 Canal St.	1	19

## Series I. Grand Rapids Trade Cards

Gunn Hardware Co., 47 & 49 Monroe St., retail ; 5 & 7 S. Ionia St., wholesale.	1	20
Geo. O. Herrick & Co., 13 Fountain St. Standard Sewing Machine Co. (Detroit)	1	21
Herrick & Long, 21 & 23 S. Division St., McMullen Blk, 2d floor, The Everett Piano. (2 each of 2 images)	1	22
Heyman & Co., 63 & 65 Canal St. "What's the matter with the little darkies" [African Americans]	1	23
Heyman Co., 55, 57, 59, 61 Canal St. "Is Marriage A Failure!" (5 of same card)	1	23
Mme. B. Hibbard, French Hair Goods, 39 Monroe. Lithograph by Chisholm Bros Lith., Portland, ME.	1	24
W. Houseman, Clothing, 37 Pearl St.	1	25
Houseman & Jones (2)	1	25
Hudson's Tower Clothing Co. (2 of same card) See also "Tower Clothing Co."	1	26
Killean & Keating, fancy groceries & provisions, cor. East Bridge & Kent St (2)	1	27



## Series I. Grand Rapids Trade Cards

Lautz Bros. & Co. Acme Soap. (1)	1	27
H. LaMartine, Choice Fruit, confectionery, cigars & tobacco, 24 East Bridge St.	1	28
M.H. LaMoree, Dentist, 45 Monroe St. over Hayden's 5c Store.	1	29
Mason & Hamlin Piano Co., 5 S. Division St. (3)	1	30
Miss H.E. Matthews, corset parlors, 28 Monroe St.	1	31
Solar Tip Shoes, Manufacturer John Mundell & Co., Philadelphia. G.R. Mayhew, Grand Rapids, Mich., Wholesale Dealers.	1	32
"Compliments of Mayhew" #2046, Cherub in a shoe	1	32
McDonald & Williams, 72 Monroe St., Luce's Block. Clothing	1	33
Michigan Central & Great Western Railways, Express Trains for Detroit, Grand Rapids	1	34
J. Miner, Palace Hat Store, 27 Monroe St.	1	35
Morgan & Avery, carpet house, 109 & 111 Ottawa St., Ledyard Block.	1	36
Nelson-Matter Furniture Co., retail rooms, 33, 35 & 37 Canal St. "501".	1	37

## Series I. Grand Rapids Trade Cards

Nelson-Matter Furniture Co., 33, 35, 37, 39 Canal St., [butterfly, Stanton Printing Co.]	1	38
New York Biscuit Co. Sears Crackers, in flyer "Butter Crackers" Trademan Co., Printers.	1	39
New York 99 Cent Store, 76 Ottawa St., New Aldrich Bldg. Geo. E. Best, proprietor.	1	40
H. O'Hara, boots & shoes, 72 Canal St. (5)	1	41
H.A. Olney, Staple & Fancy Groceries, 220 Plainfield Ave.	1	42
S. Page's Drug Store, Cor. Coit & Plainfield Ave., Burdock Blood Bitters [featuring Louise Paullin, Foster Milburn & Co.]	1	43
Palen, Herold & Co., boots & shoes, 63 Monroe St.	1	44
Perfection Lighting Co., 17 S. Division St.	1	45
Popular Shoe House, 46 Canal St.	1	46
Power's Opera House. Gus Williams, in his new comedy by Geo. Hoey "Oh What a Night!"	1	47
L.D. Putnam & Co./Putnam Candy Co., [drugs, P.B. Cough drops] (2)	1	48
Reed-Tandler Engraving Co., Campau St. "We Make Cuts"	1	49

## Series I. Grand Rapids Trade Cards

W.A. Richardson, 641 S. Division S. Garland Stoves (2)	1	50
Spring & Co., dry good, carpets, 6 & 8 Monroe St. (3)	1	51
Stanly & Schroed[er], tailors, 33 Monroe St., opp. Rathbun House. [only 1/2 of card found]	1	52
Star Clothing House, 36, 38, 40 & 42 Canal St. (3)	1	53
Star Clothing House [Oversized dog & cat]	4	1
Studley & Barclay, rubber goods, 4 Monroe St. and Studley & Jarvis, bicycles & sporting goods, 45	1	54
Telfer Spice Co., 46 Ottawa St.	1	55
W.H. Tibbs' Drug Store, 126 Monroe St., cor. Spring.	1	56
Tower Clothing Co., Opp. Sweet's Hotel See also Hudson's Tower Clothing Co.	1	57
Valley City Milling Co. / Lily White flour / Roller Champion Flour	1	58
Valley City Shoe Store, 10 Canal St., opp. Sweet's Hotel (2)	1	59
M. Vanderveen, groceries, 551 W. Leonard St. (2)	1	60
Vanderveen & Witman, 106 Monroe St.	1	61

**Series II. Michigan Trade Cards.**

Voigt, Herpolsheimer & Co., dry goods and carpets (12)	1	62
Voigt Milling Co., at the Crescent Roller Mills, C.G.A. Voigt & Co.	1	63
Wegner's House Furnishing Co., 4 & 6 Pearl St., ca. 1893-1894 [Uncle Sam stand-up figure]	1	64
E.R. Wilson, drugs & fine toilet articles, cor. Monroe & Ottawa St. (2)	1	65
F.W. Wurzburg	1	66
Young & Chaffee Furniture Co., 94, 96, 98, 100 Ottawa St., Shepard Bldg.	1	67
Zwingeberg & Brandt, manufacturing furriers, no. 29 fountain St	1	68
<b>Series II. Michigan Trade Cards.</b>		
	<b>Box</b>	<b>Folder</b>
Bean-Chamberlin Manufacturing Co., Hudson, Mi.	2	1
Dakin & Co., Jackson, Mi. Coffee, tea	2	2
Detroit Heating and Lighting Co.	2	3
Gale Manufacturing Co., Albion, Mi.	2	4

## Series III. Non-Michigan Trade Catalogs

Hibbard's Rheumatic Syrup & Plasters, Jackson, Mi.	2	5
S.S. Jewett & Co, Detroit	2	6
H. Meyer & Son, Holland, Mi.	2	7
Michigan Stove Co., Detroit	2	8
Silvernail, Remington & Clark, No. 227 Main St., Ionia, Mi.	2	9

## Series III. Non-Michigan Trade Catalogs

	<b>Box</b>	<b>Folder</b>
Kaufmann & Strauss Co., N.Y. Ill. Of Lilacs	4	x
New York Tea Co., Rochester, N.Y. Oversized (4)	4	x
Union Pacific Tea Co., New York	4	x

## Series IV. Miscellaneous

	<b>Box</b>	<b>Folder</b>
Mrs. Boyce & Miss Kelley, Dress & Cloak Making, 63 Andrews St.	2	10
Frendell	2	11

## Series IV. Miscellaneous

James F. Judd, Pharmacist, S.E. Cor. Orthodox & Mulberry Sts., Frankford. (2)	2	12
Miscellaneous Ephemera, including Bible cards, holiday greeting cards, 1902 calendar, and others unknown.	2	13
4 Personal Greeting cards	2	14
Unidentified Decorative card in the shape of a bag.	2	15
2 unidentified illustrations	2	16
"Chickens" / by Wm Graney, c. 1884, Illustration printed on board.	2	17
Handwritten note "Compliments of Mr. & Mrs. Hewitt, Nov. 24, 1883".	2	18
The Proud Lady / ill. By Ida Waugh. N.Y. : McLoughlin Bros., 1882.	2	19
The Swallow / designs by Miss Simpson. London ; New York : Raphael Tuck & Sons, n.d.	2	20
2 "Amusements for Children, to cut out"	4	x
Buffalo Express. Art Supplement, Dec. 28, 1902. "Pilgrim Exiles" / reproduction from the Painting by C.H. Boughton.	4	x