

Business Trade Card Collection

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Summary Information

Repository	James K. Hosmer Special Collections Library
Title	Business Trade Card Collection
Date	1880-1970
Extent	1.25 Linear feet
Language	English

History

Trade cards offered a more intimate method for businesses to advertise their services. Cards could be tucked into products, distributed in the store, or delivered by traveling salesmen. The fronts featured colorful and ornate designs, while the backs often advertised a specific product sold by the company.

Advances in chromolithography in the 1870s and 1880s allowed for very colorful cards, making it one of the most widespread advertising formats. Printers offered numerous stock designs, many of which left a blank area for companies to imprint or stamp their name and address. Because of this, different companies might use the same card to advertise different products. Businesses with larger advertising budgets were able to order custom designs.

The trade cards in this collection feature Minneapolis businesses and individuals.

Description of Collection

The Business Trade Card Collection contains hundreds of decorative cards from businesses in Minneapolis. The bulk of the collection dates from about 1880 to 1910.

Administrative Information

Publication Information

James K. Hosmer Special Collections Library

Controlled Access Headings

Subject(s)

- Advertising -- Minnesota
- Advertising cards
- Business -- Minnesota -- Minneapolis

Business Trade Cards: 001-160

Collection Inventory

Business Trade Cards: 001-160	Box 1
Business Trade Cards: 161-350	Box 2
Business Trade Cards: 351-	Box 3