

# Trade Journals and Google: A Researcher's Bonanza!

By Paul Lefkovitz

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"Trade journals" are magazine publications that are targeted to specific industries and provide the latest in the way of news, trends, developments, editorial commentary, analysis, advertising, and vehicles for linkage among those working in the trade. Most industries have one or more trade journals, often extending back to the mid-late 19th century or even earlier. The frequency of their publication generally varies from weekly to monthly.

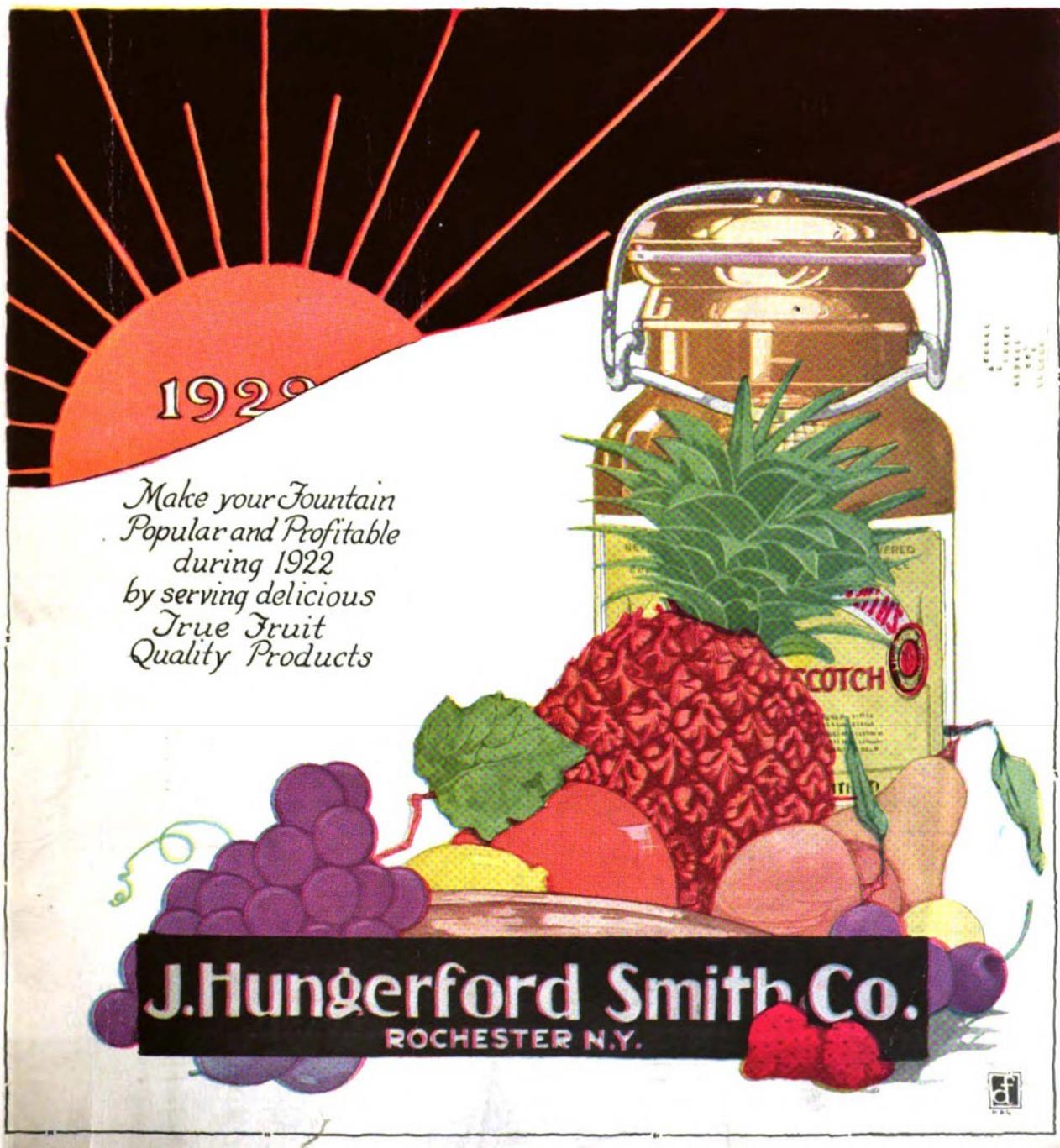
For the antique and vintage advertising collector, trade journals provide invaluable information about the history of American and foreign companies. The "news" reported by trade journals is exceptionally detailed and covers a broad range of events from important mergers and new product roll-outs to the not-so-important, such as hirings, vacations, and illnesses. A good example of the "not-so-important"? Here is a brief article, quoted in its entirety, from a 1919 issue of "The United States Tobacco Journal": "Joe Cowley, of Grommes & Elson, is looking younger than ever, spruced up as usual and retains his captivating smile". Yes, trade journals ranged in content from the folksy to the monumental.

In addition to information related to news, analysis, and editorial commentary, trade journals have also published an untold number of examples of period advertising as well as trademarks, logos, and other clues to dating. For any collector that enjoys digging into history and learning more about the items they possess, trade journals can be an intriguing and unmatched resource.

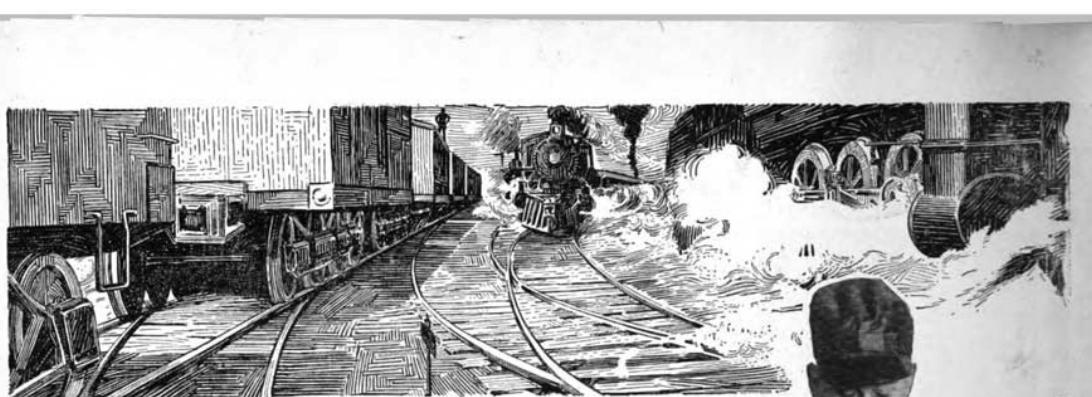
Unfortunately, original issues of vintage trade journals in good condition are hard to come by and are often expensive. A single issue of a trade journal will generally range from \$25-\$100 and bound compilations of several issues can run into the hundreds. The good news is that Google has digitized a great number of complied volumes of trade journals and they are readily available as PDF files. The secret is that you need to look for them in Google Books. Most of them have been determined to be in the public domain and are available free. However, some others, for reasons that seem unclear, may be purchased for a fee or placed in a Google cloud account.

Searching for free trade journals on Google can be a bit like an Easter egg hunt. Unless you know the name of the journal, it may be a bit tricky to find what you are looking for. Even if you enter the exact name of the magazine, and even put it in quotes, nothing may come up--even when something is actually there. Placing a year (e.g., 1915) after the name of the journal or simply trying another day, can often lead to new finds popping up. With lots of patience, a great deal of material can usually be found.

What follows below are some images that came from a variety of trade journals. They were all acquired without charge via Google Books. Each bound volume typically includes from 6 to 12 issues of the trade journal.



Ad From Soda Fountain Magazine, 1922



You know  
**Stifel's Indigo Cloth**

*standard for over 75 years*

which since the first railroads  
has been the "best seller" for

**OVERALLS, JUMPERS AND UNIFORMS**



Now meet  
**Miss Stifel Indigo**  
*the new kid glove finish cloth for*  
**WOMEN'S OVERALLS AND**  
**WORK CLOTHES**

Miss Stifel Indigo has the same business-getting profit-making qualities in her makeup that made her "big brother" the big factor he is today in the overall world.

Today, women are flocking into the industrial fields. Today, women need strong sturdy work clothes. Miss Stifel Indigo is the garment fabric that will get you the "lion's share" of the woman's work garment business.

Manufacturers, Dealers, LOOK FOR THE BOOT trade mark on the back of the cloth when buying—it's your guarantee and your customers' guarantee of the genuine fast color vegetable dyed Stifel's Indigo Cloth.

**J. L. STIFEL & SONS**

*Indigo Dyers and Printers*

**WHEELING, W. VA.**

New York...260-262 Church St.  
Philadelphia...101 Chestnut St.  
Boston.....31 Bedford St.  
Chicago...223 W. Jackson Blvd.  
Baltimore.....Coca-Cola Bldg.

San Francisco  
Postal Telegraph Bldg.  
St. Joseph, Mo.  
Saxton Bank Bldg.  
St. Louis.....928 Victoria Bldg.

St. Paul.....219 Endicott Bldg.  
Toronto.....14 Manchester Bldg.  
Winnipeg...400 Hammond Bldg.  
Montreal...Room 508 Kead Bldg.  
Vancouver...505 Mercantile Bldg.

Copyright, 1917, J. L. Stifel & Sons

Ad from Clothing Designer & Manufacturer, 191

**The Best Garter**  
—All Elastic

**With the Catchiest Name**  
—Millions Know Kewpie

**Sold in a New Way**  
—Each in a Sanitary Protecting Envelope

**With an Exclusive Feature**  
—The Pin that Can't Pull Open

**Backed by Real Advertising**  
—In the Leading Women's Magazines

# KEWPIE GARTER

**"With the Pin That Locks"**

**Send Today for Full Particulars, Prices and Information about the KEWPIE Advertising Campaign**

No Other Garter is Sold Like This

The Dust-proof Package. Clean, Sanitary, Modern.

**Arthur Frankenstein & Co.**  
516 Broadway NEW YORK

*Wilson Bros*  
**"Chain Knit"**  
**Hosiery**

All made with special "Chain Knit" double sole—high spiced heel and heavy toe, to insure unequalled wearing quality.

**Lustrous Silk Lisle**  
To retail at 25 cents  
No. 430, gauze weight. No. 530, light weight.  
No. 508, medium weight.  
Black and all colors.

**Fibre Plated**  
To retail at 25 cents  
No. 414, medium weight.  
Black and all colors.

**Pure Thread Sill**  
To retail at 50 cents  
No. 514, light weight. No. 614, medium weight.  
Black and all colors.

All of these lines are now in stock for immediate delivery. Samples gladly sent upon request.

Other furnishings bearing the *Wilson Bros* mark of quality include Shirts, Gloves, Suspenders, Neckwear, Handkerchiefs, Underwear, etc., each line measuring up to the exceptional standard of merit which this house has ever maintained.

**CHICAGO**  
528-536 So. 5th Ave.

**NEW YORK**  
218-220 5th Ave.

**ST. LOUIS**  
1621 Washington Ave.

**LOUISVILLE**  
225-226 Tyler Bldg.

**PARIS**  
28 Rue de Trevise

A couple of Ads from Dry Goods Reporter, 1914



Ad from Shoe & Leather Journal, 1902

ESTABLISHED 1858

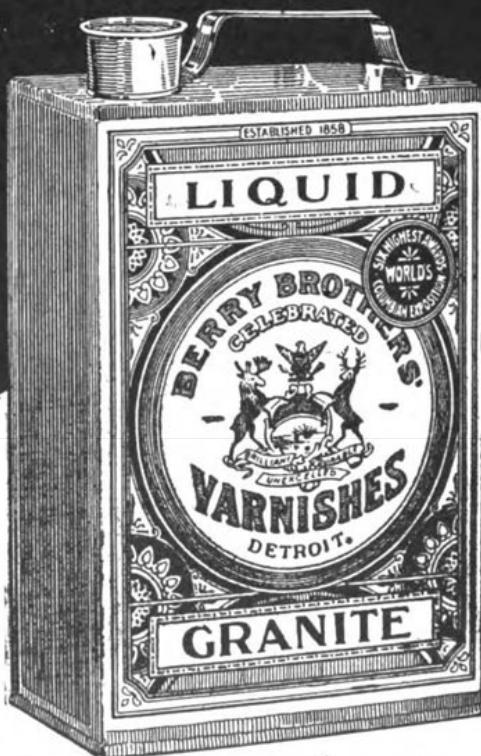
# BERRY BROTHERS

LIMITED

## MAKERS OF THE WORLD'S BEST VARNISH

THE  
BEST  
SELLER  
ON THE  
MARKET  
TODAY

NO DEALERS' STOCK IS  
COMPLETE WITHOUT A  
FULL ASSORTMENT OF  
BERRY BROTHERS'  
CELEBRATED VARNISHES



WE MAKE VARNISH FOR EVERY PURPOSE UNDER THE SUN WHERE  
VARNISH IS REQUIRED AND YOUR INQUIRIES ARE RESPECTFULLY  
SOLICITED OUR COMPLETE CATALOGUE AND LITERATURE WILL BE  
SENT ON REQUEST.

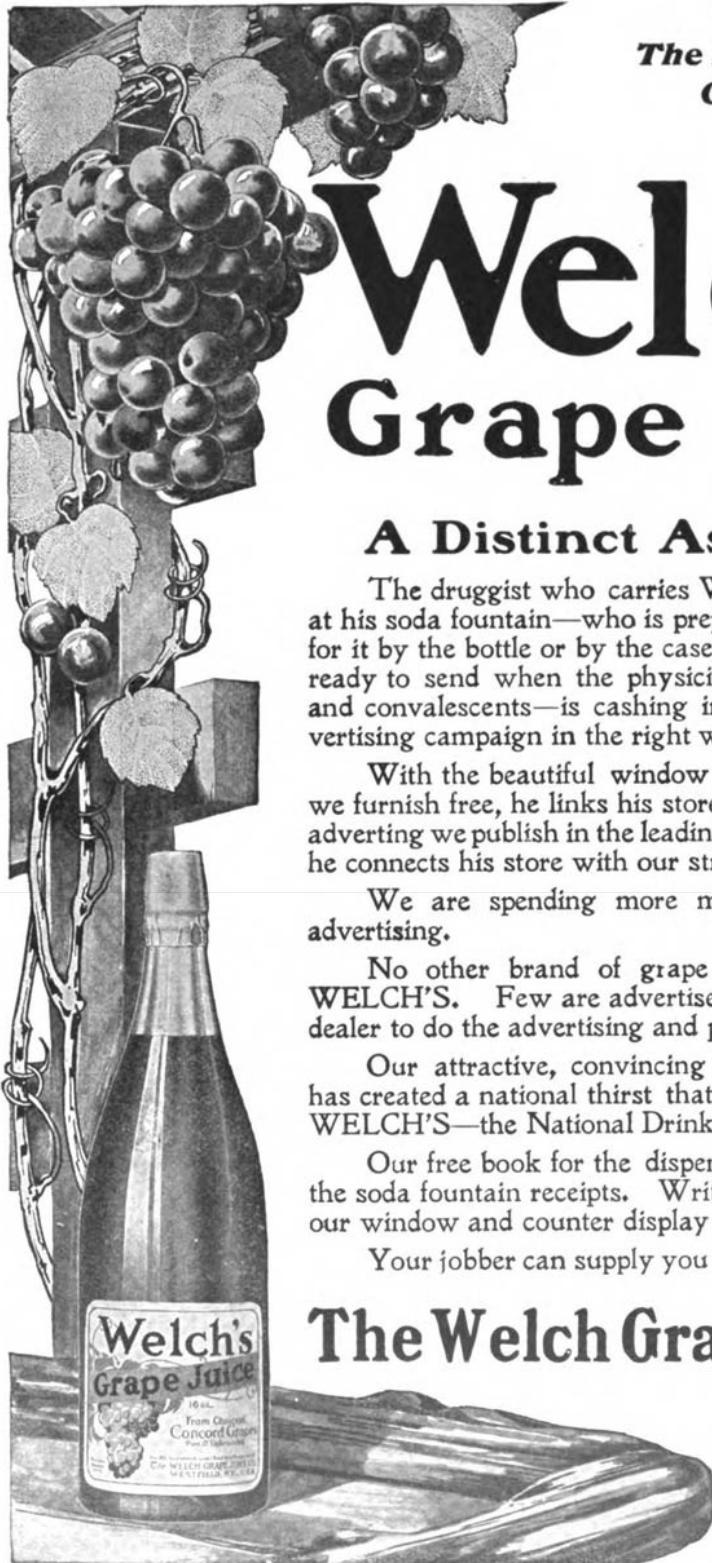
**BERRY BROTHERS LIMITED**  
**VARNISH MANUFACTURERS**  
**DETROIT**

New York, 262 Pearl St.  
Boston, 520 Atlantic Ave.  
Philadelphia, 26-28 North 4th St.  
Baltimore, 29 S. Hanover St.

Canadian Factory, Walkerville, Ont.,

Chicago, 25 Lake St.  
Cincinnati, 420 Main St.  
St. Louis, 112 South 4th St.  
San Francisco, 666-668 Howard St.

Ad from Hardware Dealers Magazine, 1910



Ad from National Druggist, 1922

"There's  
something  
about them  
you'll like"

Twenty for  
a Quarter

Trade  
Mark

Herbert  
**Tareyton**  
London Cigarettes

The great popularity of HUBERT TAREYTON CIGARETTES is reflected in the famous  
**HERBERT TAREYTON SMOKING MIXTURE**  
Awarded Gold Medal  
PANAMA PACIFIC EXPOSITION 1915  
Every dealer who wishes to supply his customers with the best there is in Smoking Tobaccos and  
who wishes to profit accordingly, should stock this famous brand.

THE FALK TOBACCO CO. NEW YORK

Ad from Tobacco, 1922

INDEPENDENT, FEARLESS, NEWSY, INSTRUCTIVE.

# United States Tobacco Journal

Published Every Saturday at 97-99 Water Street, New York City.

Washington Bureau of the  
UNITED STATES TOBACCO JOURNAL,  
Munsey Bldg., Washington, D.C.

NEW YORK, SATURDAY, SEPTEMBER 12, 1908

Havana Office of the  
UNITED STATES TOBACCO JOURNAL,  
Virtudes 2A, Havana, Cuba.

## September Report On the Tobacco Crops.

Nearly Two Per Cent. Better  
Than Last Year, But Two  
Per Cent. Lower Than  
Two Years Ago.

Connecticut Reaches the Highest Per-  
centage and is Closely Followed by  
Florida and Massachusetts—Ohio  
Makes the Poorest Showing.

WASHINGTON, D. C., Sept. 9, 1908.  
The Department of Agriculture estimates the average condition of tobacco to have been 84.3 on September 1, as against 85.8 on August 1; 85.2 on September 1, 1907; 86.2 in 1906, and a ten-year average on September 1 of 83.7. From these figures it will be seen that the crop is a shade lower as compared with August of this year, while it is nearly 2 per cent better as compared with its condition a year ago, and 2 per cent lower than two years ago.

Connecticut has the best tobacco of all the States, according to the figures, the figure of condition for this State on September 1 being 99. Florida and Massachusetts follow with 94 each, while Vermont has 91; Georgia 93; and Virginia and New York 90 each. Louisiana tobacco also shows up well with a figure of 91, as does Tennessee with 90. New Hampshire also has a good figure, 90. The Ohio crop shows up very poorly, having only a figure of 70, the same as West Virginia. These two States have the lowest figures. As compared with the conditions on August 1, New Hampshire had an even knot on September 1; Vermont had 2 points; Massachusetts dropped 1 point; Connecticut lost 3 figures, as did New York. Pennsylvania fell back a figure, while Maryland gained 4. Virginia remained the same, while the other States lost 17 points. North Carolina and South Carolina 10. Georgia shows a heavy gain, 12 points. Florida advanced 5, while Ohio fell off 6. Indiana gained 14 to 15, while Illinois fell from 85 to 75. Wisconsin also gained, from 85 to 88. Michigan also gained, from 85 to 88. Minnesota, from 84 to 85. Kentucky had the same figure, 82, while Tennessee forged ahead 5 points, from 85 to 90. Alabama lost 4 points, while Mississippi gained 6 and Louisiana 4. Texas dropped back 5 points and Arkansas gained 2.

New Hampshire has the best ten-year average on September 1, 39, followed by Massachusetts, 38; Vermont and Connecticut, 36 each; Missouri has the smallest ten-year average, 29.

The full figures on the crop are as follows:

### CONDITION.

	Sep. Aug.	Sept. 10 yrs.	1908	1907	1906 avg.
N. Hampshire	90	90	182	39	
Vermont	92	94	90	75	36
Massachusetts	94	95	88	100	38
Connecticut	99	98	83	100	36
New York	86	88	77	98	48
Pennsylvania	89	90	82	97	30
United States	84.3	85.8	82.5	86.2	37



Wise Little Willie Has Solved the Problem!

Maryland	92	81	80	81	82
Virginia	90	80	79	82	84
W. Virginia	76	87	75	92	87
N. Carolina	84	88	84	78	82
S. Carolina	83	93	96	79	85
Georgia	83	83	93	90	88
Florida	94	92	92	95	82
Ohio	76	76	78	84	84
Indiana	75	74	87	90	84
Illinois	75	80	80	88	86
Wisconsin	83	89	78	88	96
Missouri	87	88	85	88	79
Tennessee	90	85	82	87	82
Alabama	86	90	88	88	84
Mississippi	89	83	80	86	83
Louisiana	91	85	69	78	85
Texas	85	90	85	92	84
Arkansas	84	82	72	93	81
United States	84.3	85.8	82.5	86.2	37

### New Incorporation.

Boston Cigarette Import Company,  
New York, Capital, \$50,000. Directors:  
A. Lechner, Eltingville, S. I.; C. P.  
Bowman, 640 West 139th street; J. H.  
Walsh.

### First Fall Inscription.

By Cable to the U. S. Tobacco Journal.

AMSTERDAM, September 11, 1908.  
At to-day's inscription the first of  
the fall series, 20,453 bales of Sumatra  
were offered, of which but 1,200 were  
taken for the American market. The  
offerings contained but a limited quan-  
tity for the American market. Prices  
ruled moderate.

At yesterday's inscription held at

Amsterdam the following firms report  
having purchased the following quan-  
tities:

E. Rosenwald & Bro., 419 bales;  
Pretzel & Co., 324 bales, and H. Duy  
& Co., 75 bales. L. Schmid & Co. were  
also purchasers.

Digitized by Google

Following is a report showing the

output in the same district during the

eight months of the fiscal year, together

with comparisons:

	1908.	1907.
Cigars, No. ....	15,677,061	25,747,060
Tobacco, lbs. ....	22,818,029	29,264,730
Small cigars, No. ....	821,000	3,185,500
Cigarettes, No. ....	38,000	3,250
Snuff, lbs. ....	415	237

	1908.	1907.
Cigars, No. ....	15,835,719	25,533,317
Tobacco, lbs. ....	22,818,029	29,264,730
Small cigars, No. ....	821,000	3,185,500
Cigarettes, No. ....	38,000	3,250
Snuff, lbs. ....	415	237

Cover Page/Editorial Cartoon from United States Tobacco Journal, 1908