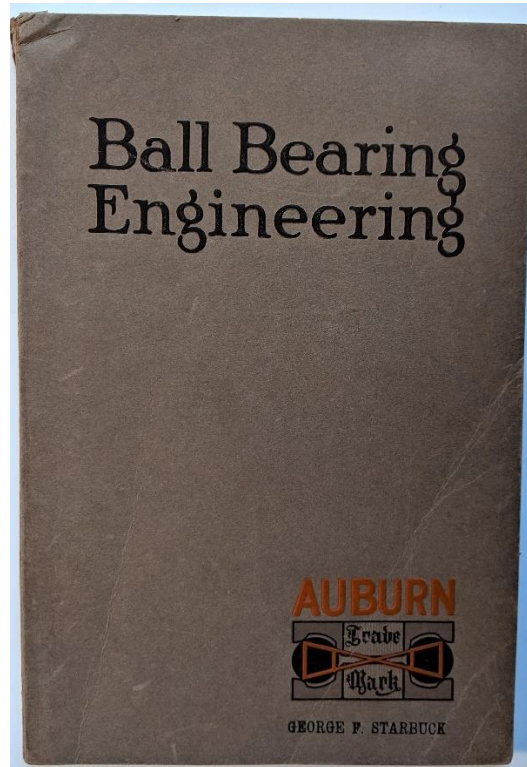


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LIST 22, NEW SERIES

AMERICAN TRADE CATALOGUES & THE BOOK ARTS

“ROCHESTER, WHERE QUALITY DOMINATES”



1. (Trade Catalogue: Bearings). *Auburn Ball Bearings*. Rochester, New York: ca. 1920. \$ 40.00
8vo. 230 x 155 mm., [9 x 6 inches]. 76 pp. Illustrated throughout with half-tone illustrations. Original brown paper wrapper, embossed on front cover. The name George F. Starbuck stamped in lower right corner of the cover.

Very good copy of one of Rochester's most productive industrial plants. Included with the list of manufactured parts, this catalogue describes some of the numerous companies it supplies and the type of products that use their finely engineered ball bearings. The company was originally

established around the late 1880's as the Auburn Wagon Company, manufacturing wagons and bob sleighs for farmers. In 1893 it began to specialize in wheel component parts, ball bearings, and movable parts for rotating machines. By the 1920's the company had developed into the largest ball bearing manufacturer in the nation. It is still in existence today and is now called Auburn Bearing and Manufacturing and moved to the Finger Lakes Regions of Upstate New York.

See Romaine, *Guide to American Trade Catalogues*, p. 76 for reference to Auburn Wagon Company. (498)

TRADE CATALOGUE AS BOOK ART
APPARENTLY UNRECORDED



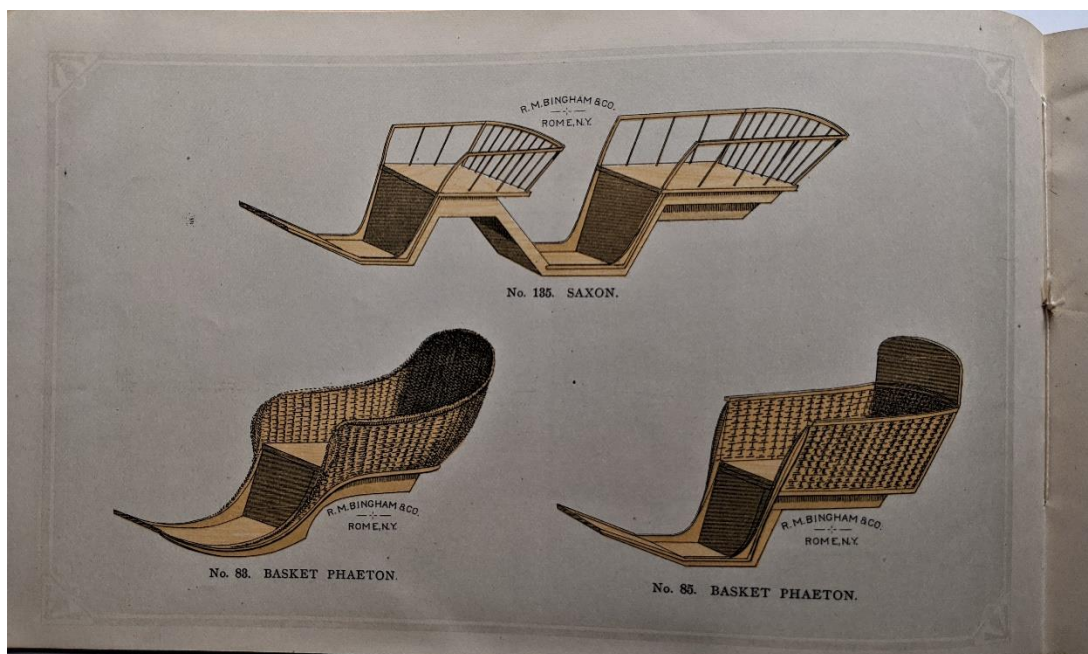
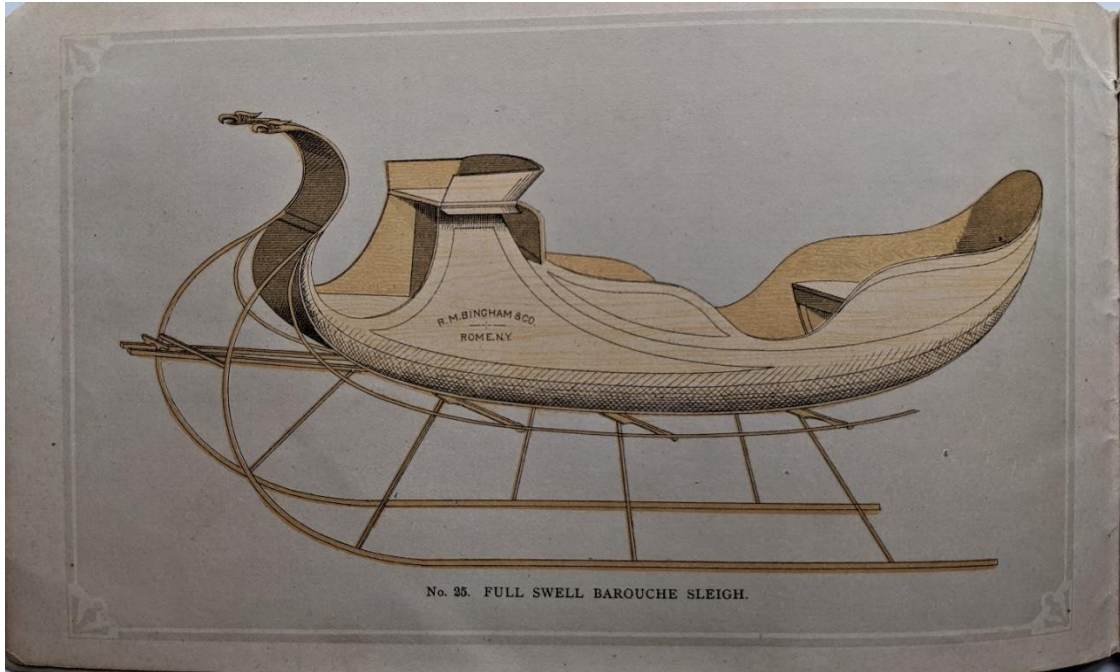
2. (Trade Catalogue: Carriages & Wagons) R. M. Bingham & Co. *Manufacturers of Sleighs and Cutter Woods, Carriages, Hearse, Wagon and Buggy Bodies, Gearing and Bent Work*. Rome, N. Y., ca. 1875. \$ 750.00

Oblong 8vo. 145 x 250 mm., [5 ¾ x 9 ¾ inches].30 pp. Illustrated with 30 color lithographs by Punderson & Crisand, Lithographers and Printers of New Haven, Conn. Bound in original green coated paper wrappers printed in gold ink; a crease at the lower corner of the front wrappers, a few chips and nicks at spine, but otherwise an excellent survival, in very good condition.

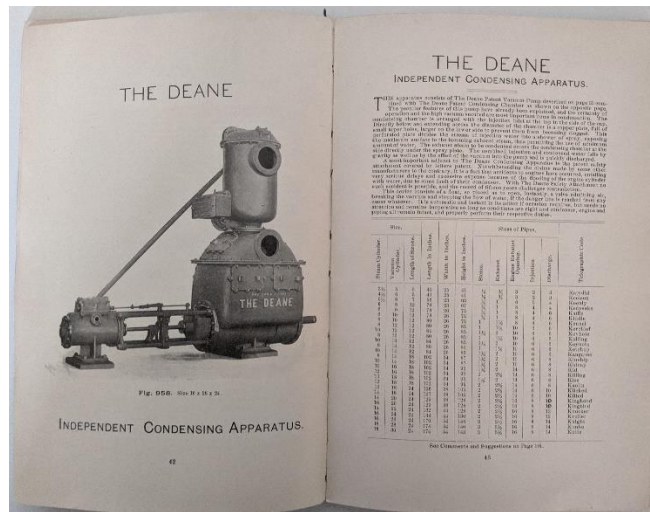
Unrecorded trade catalogue, beautifully illustrated to highlight the simplicity of design and the quality of the wood used in the construction of all types of sleighs and carriages. Very little is known of R. M. Bingham & Co., and the only recorded reference is to an advertisement for the

company in an undated catalogue for Palm & Fletcher of New York City, who sold carriage ornaments and artistic supplies.

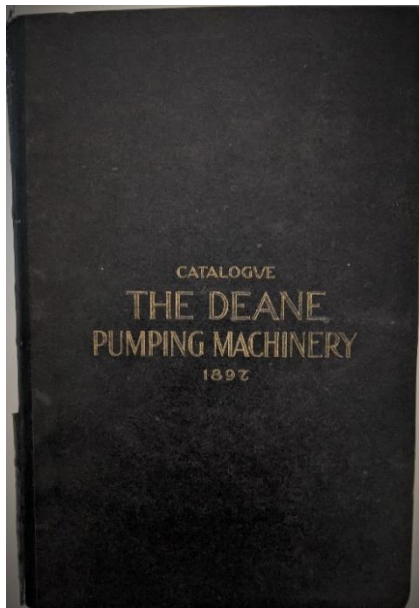
The lithographer was Punderson & Crisand, a New Haven printer who did most of his work between 1870 and 1879. The company is known for its views of New Haven, images of the harbor, the Yale College yearbook of 1870 and a series of maps of New Haven and the surrounding counties. (497)



TRADITION OF PUMP MANUFACTURING FOR LOCAL GOVERNMENT, INDUSTRY, AND PROPERTY OWNERS



3. (Trade Catalogue: Steam Pumps). *The Deane Steam and Power Pumps and Pumping Machinery*. Holyoke, Mass., U. S. A., 1897. \$ 100.00



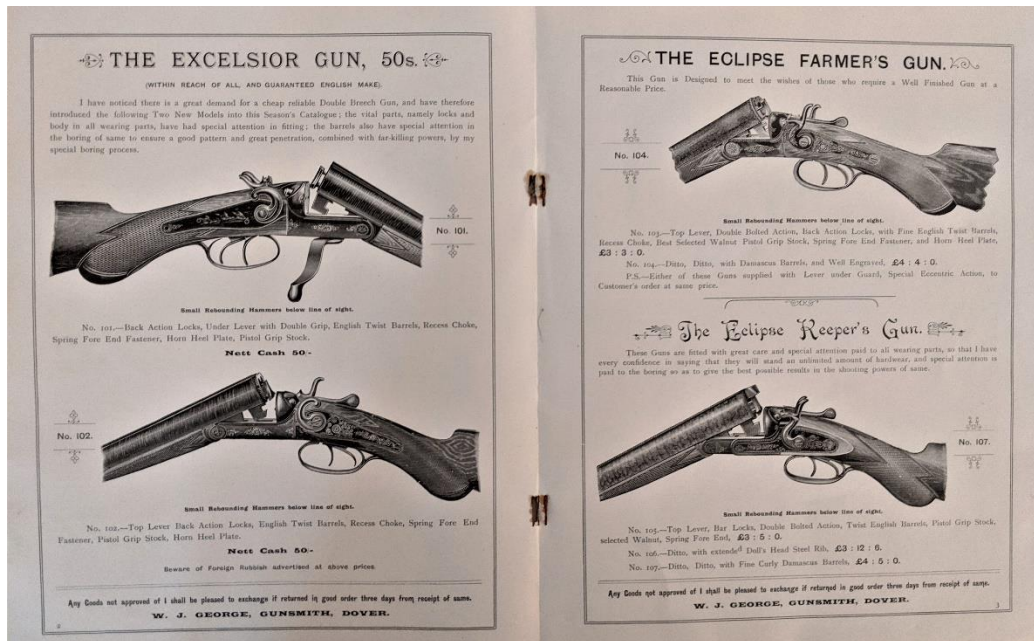
8vo. 205 x 135 mm., [8 x 5 ¼ inches]. 132 pp. Illustrated throughout with half-tone images and diagrams. Original stiff blue paper wrappers with title printed in gilt on the front cover and company name on rear cover; spine chipped at head of spine, sewing of the text block weak, classification number in white on spine; bookplate of the Engineering Societies Library of New York.

Dean Steam Pump is one of the most respected brands in its industry. Established after the Civil War, the company under various ownerships has produced reliable and industrial grade pumping systems and over time has introduced innovations that have become standards for the entire trade. In the 19th century the company made the transition from steam to turbine, to electric pumps and produced vacuum pumps, air pumps, circulating pumps, etc., for such diverse businesses as maple sugar

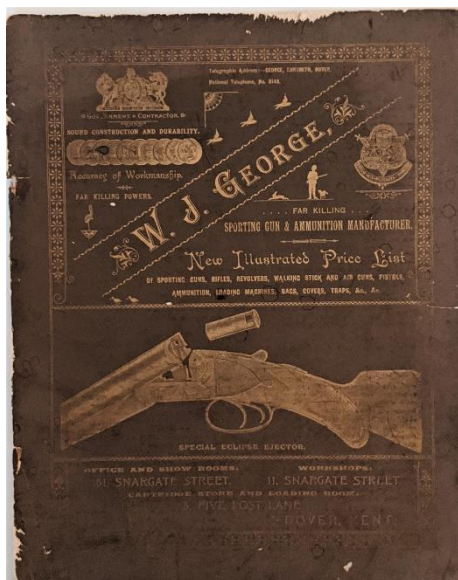
companies to petroleum refiners.

Romaine, *Guide to American Trade Catalogues*, p. 297 cites an 1890 edition published from the New York Offices and this edition published in Holyoke in 1897. OCLC only cites one edition published in Indianapolis in 1894 in one copy. George Frederick Gebhardt, *Steam Power Plant Engineering*, New York, John Wiley, 915, p. 618. (503)

**SOUND CONSTRUCTION AND DURABILITY: ACCURACY OF WORKMANSHIP:
FAR KILLING POWERS**



4. (Trade Catalogue: Sporting Rifles). *W. J. George, Far Killing, Sporting Gun & Ammunition Manufacturer. New Illustrated Price List of Sporting Guns, Rifles, Revolvers, Walking Stick and Air Guns, Pistols, Ammunition, Loading Machines, Bags, Covers, Traps, &c. &c.* Dover, Kent, England: W. J. George, ca. 1896. \$ 120.00



4to. 285 x 225 mm., [11 x 8 ¾ inches]. 24 pp. Illustrated throughout with lithographic images of sporting rifles and equipment. Original green coated paper wrappers, title information and images in gold ink on front cover; wrapper edges rubbed with minor tears, paper spine rubbed away, wrappers nearly detached.

Attractively produced gun catalogue issued by one of Great Britain's most storied rifle manufacturers and gunsmith to the Queen. The illustration are highly detailed, especially for the various shot guns offered for sale.

Jonathan Uhlman. *Bibliography of Books on Cartridges or Ammunition*, International Ammunition Association, Inc., (505) <https://cartridgecollectors.org/>

ELEVATING, CONVEYING, AND POWER TRANSMISSION MACHINERY FOR COAL MINING



5. (Trade Catalogue: Mining Machinery) *Jeffrey M'F'G Co., Engineers, Founders and Machinists. Chain Belting, Steel Cable Conveyors, Labor Saving Appliances.* Columbus, Ohio and New York, 1895. \$ 65.00

8vo. 190 x 128 mm., [7 ½ x 5 inches]. 144 pp. Illustrated throughout with half-tone images and diagrams, 2 of which are folding. Original printed wrappers, a few stains but a sound and attractive copy.

Specialty items include elevators, drive belts, conveyors, sprocket wheels and machinery for mining and mill factories. Established in Columbus in 1877, Jeffrey Manufacturing was instrumental in developing the mining and coal industries of eastern Ohio and western Pennsylvania. One of its most important products was the "Jeffrey Electric Locomotive" which moved on tracks inside mines and towed tons of rock and saved hours of labor and contributed to mine safety.

Not cited in Romaine. This catalogue is one of the few original sources documenting mining equipment produced by the largest industrial plants in Ohio at the end of the nineteenth century. (499)


AWARD WINNING BOAT BUILDERS AND BOILER MAKERS

Thomas Kane & Company

THIRTY-FOOT LAUNCH.
UPPER WORKS AND WOODEN CANOPY.

Length 30 feet, beam 6 feet 3 inches, depth amidships 2 feet 4 inches, bow and stern 3 feet 2 inches. Draws when loaded 26 inches and will easily seat twenty-five persons. Has a six-horse-power outfit and is rated at nine miles per hour.

Total weight about 3,500 lbs. Price, \$



This yacht has very fine lines, is a good sea boat and is excellent for cruising purposes. She can be fitted with oil tanks holding enough fuel for several days' cruise.

We add cabin or other upper works as ordered. For a small cabin in the stern with hurricane deck forward, and curtains so arranged that they can be fastened around coaming and entirely enclose cockpit (something after design shown in cut on this page), framing and wainscoting of hardwoods, varnished, all finished in a neat and attractive style, including wash-bowl and water-closet fittings in saloon, we charge about \$250.00 extra.

24

6. (Trade Catalogue: Steam Launches). *Catalogue of Racine Automatic Engines and Boilers, Marine and Stationary. Yacht Fittings.* Chicago, Ill., U. S. A.: Thomas Kane & Company, February 1892. \$ 225.00



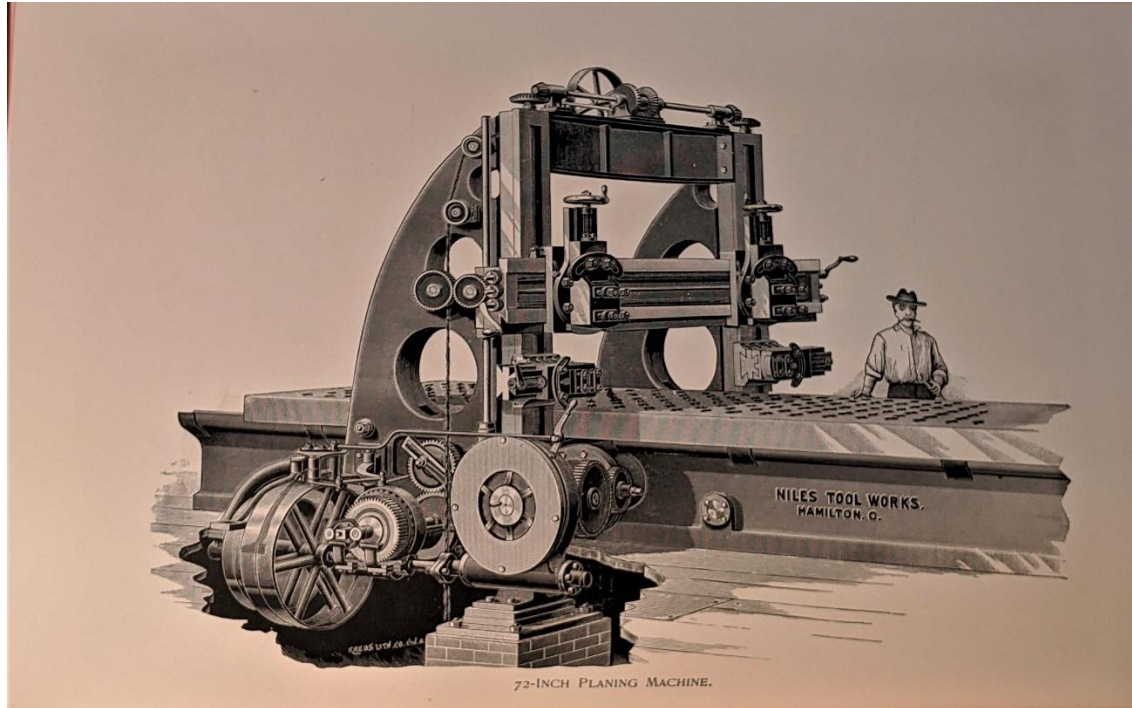
Oblong 8vo. 195 x 270 mm., [7 ½ x 11 inches]. 43 pp. Illustrated throughout with lithographs, many full-page images of launches and boating equipment. Bound in original green paper wrappers, title on front cover, vignette of a sailing launch on the back cover. Very good copy.

Well-illustrated catalogue of launches and boiler engines produced in Racine, Wisconsin by the Thomas Kane & Company, who maintained a salesroom in

Chicago. The company won a first prize for their steam boat launches, sail boats and row boats at the Columbian Exposition in Chicago in 1893. This catalogue issued the previous year illustrates many of the launches and boats that were part of the exposition and competition.

Romaine, *Guide to American Trade Catalogues*, p. 66, listing catalogues for the years 1880, 1885, and 1893. *Outing, an Illustrated Monthly Magazine of Sport, Travel, and Recreation.* New York, Vol. XXIV, 1894, p. lxix. OCLC lists copies at Harvard and SMU. (504)

TRADE CATALOGUE AS BOOK ART
ILLUSTRATED BY CINCINNATI'S BEST ARTISTS AND LITHOGRAPHERS



7. (Trade Catalogue: Railroads). *Catalogue of the Niles Tool Works, Manufacturers of Iron and Steel Working Machinery, Railway, Car, Boiler Machine Shop Equipment.* Hamilton, Ohio: Niles Tool Works, 1891. \$ 400.00

4to. 260 x 170 mm., [10 x 7 inches]. 244 pp. Illustrated with double page view of the Niles plant, 72 full-page lithographs and numerous lithographs in the text. Bound in publisher's terra cotta colored cloth, title and logo embossed in gilt and black on upper board. Copy number 7512. It contains a note in pencil on the front free endpaper which reads, "Worcester November 27th 1891 / Presented to Blake Bros by Niles Tool Works / To be kept for future reference". Very Attractive Copy.

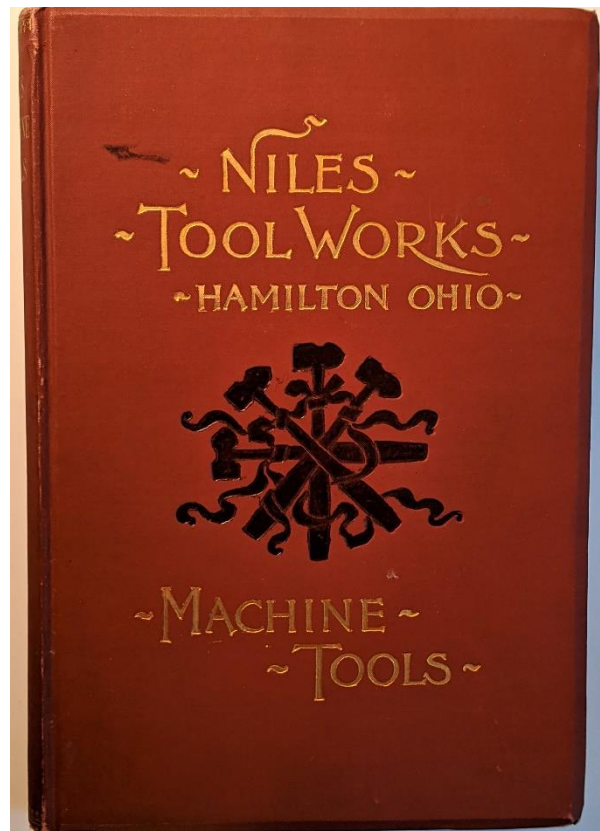
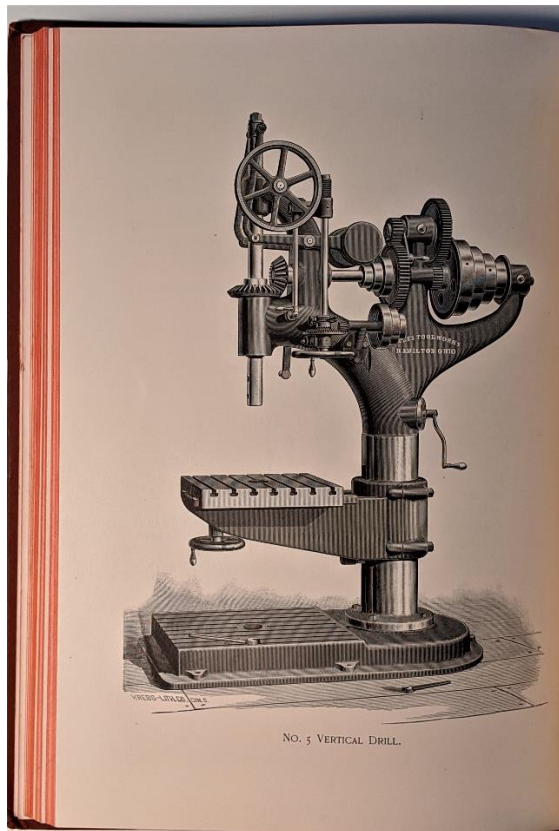
Appears to be the only edition of the Niles Tool Works catalogue issued. The introduction provides a description of the plant and facilities and the text places great emphasis on the creative and engineering parts of the business.

The company took great pride in the production of the catalogue. The typography, images, binding, and the endpaper are thoughtfully chosen by McDonald & Eick of Cincinnati, who designed and printed the work. The lithographic illustrations were by Henderson, Achert & Krebs and Clegg & Goeser, after designs by W. R. McComas and others Cincinnati artists. Although

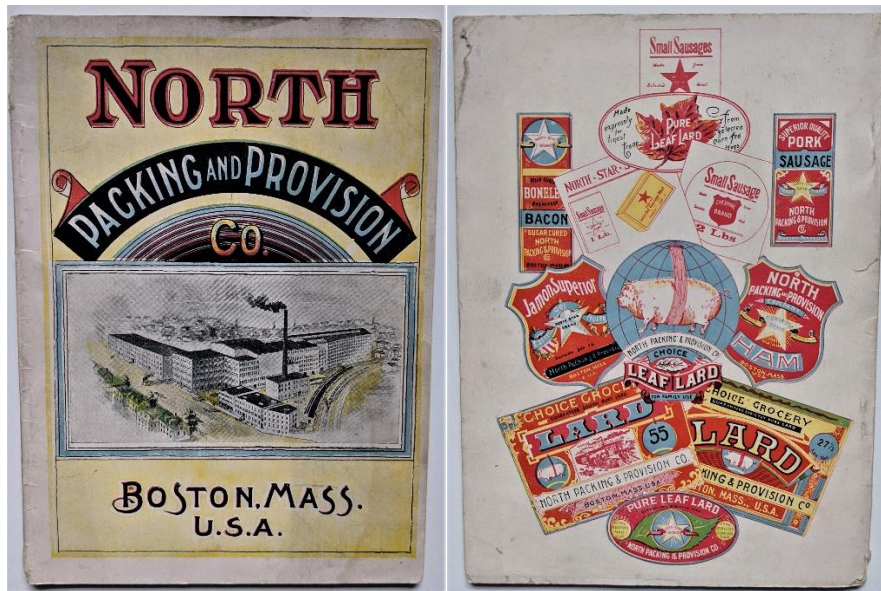
unsigned, the binding evokes the sleek style of the 1890's and the leaf and vine patterned endpapers also reflect the design sensibilities of the period.

The catalogue opens with a two-page birds-eye-view of the sprawling plant and images of the entrance and interiors of work spaces. The remaining lithographs are of the equipment that Niles manufactures and include designs of railroad wheels and axle machinery, screw machines, lathes, planers, shapers and slotting machines, drilling and boring machines and pulley machinery. A note that appears in the introduction reads in part “the illustrations given in this catalogue correctly represent the tools at this time. Changes and improvements are being made from time to time, and photographs illustrating the latest improvements will accompany all propositions for tools.”

Romaine, *Guide to American Trade Catalogues*, p. 200. OCLC cites 6 copies only.



THE KILLING DEPARTMENT HANDLES 5,000 PER DAY



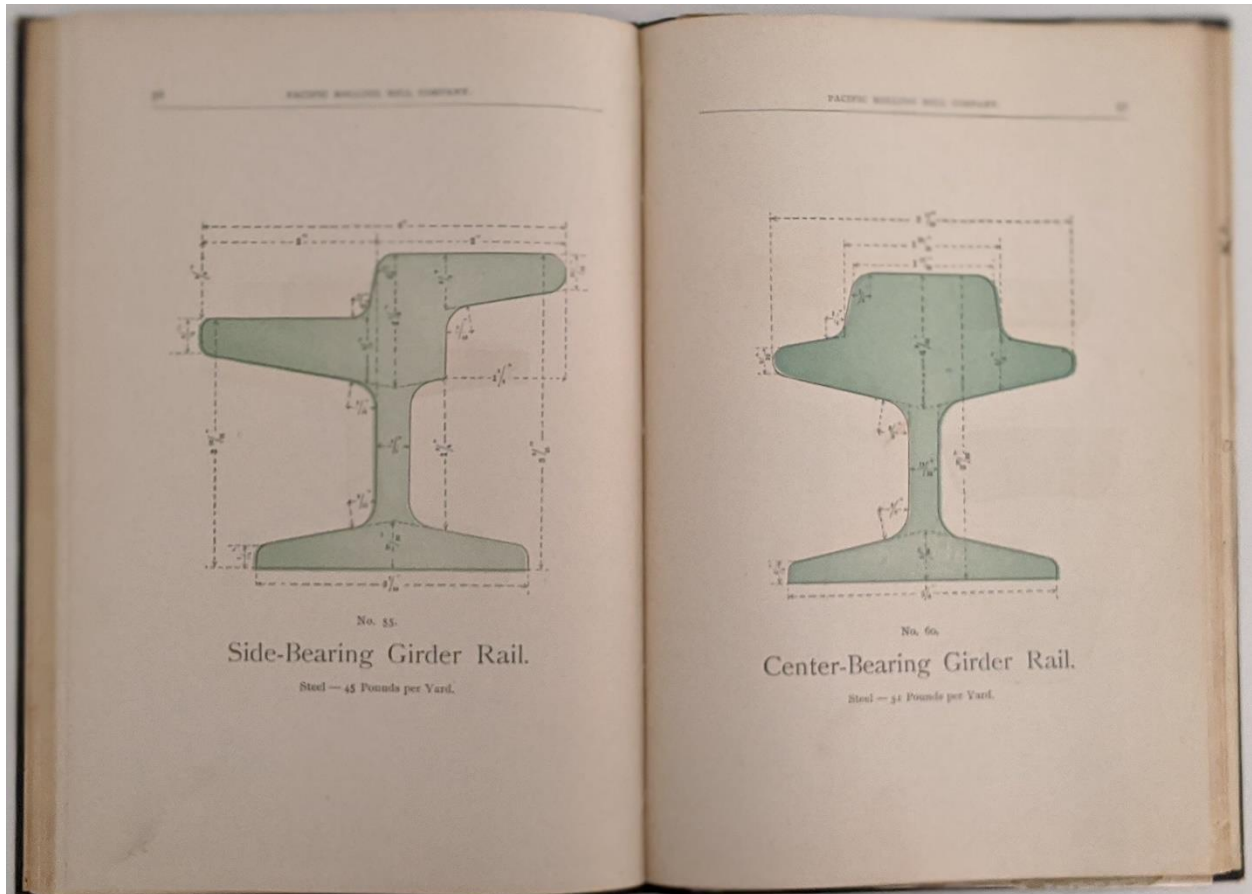
8. (Trade Catalogue: Meat Packing). *North Packing and Provision Co.; Packers Curers, Jobbers, and Exporters of Provisions.* Boston: Alfred Mudge & Son, Printers, 1893. \$ 75.00

8vo. 200 x 145 mm., [8 x 5 ½ inches]. 64pp. Illustrated throughout with half-tone reproductions. Original color printed wrappers; spine a bit frayed and missing a few bits, but sound and attractive copy.

“Slaughtering of hogs, rendering, curing, packing, jobbing, and exporting the product of the same, together with packing of beef and the general distribution of fresh and cured meats to all markets of the world, constitute the business of the corporation.” It was established in 1855 and its packing house was in Somerville, MA.

Not listed in Romaine, *Guide to American Trade Catalogues.* (496)

TRADE CATALOGUE AS BOOK ART
ABSTRACT SHAPES AND FORMS SIMULATING METAL OBJECTS



9. (Trade Catalogue: Iron & Steel). *Pacific Rolling Mill Company, Manufacturers of Iron and Steel. Seventh Edition.* San Francisco & Potrero: Pacific Rolling Mill Company, 1890.

\$ 650.00

8vo. 250 x 170 mm., [10 x 7 inches]. 100 pp., plus 4 leaves of ruled paper, 2 with measurements in manuscript. Illustrated throughout with simple drawings of parts, many stenciled with green wash; one plate folding. Bound in limp cloth covered boards, title in gilt on front cover; a cloth binding shows some wear to gilt title, two pencil drawings on front endpaper; other a very good, sound copy.

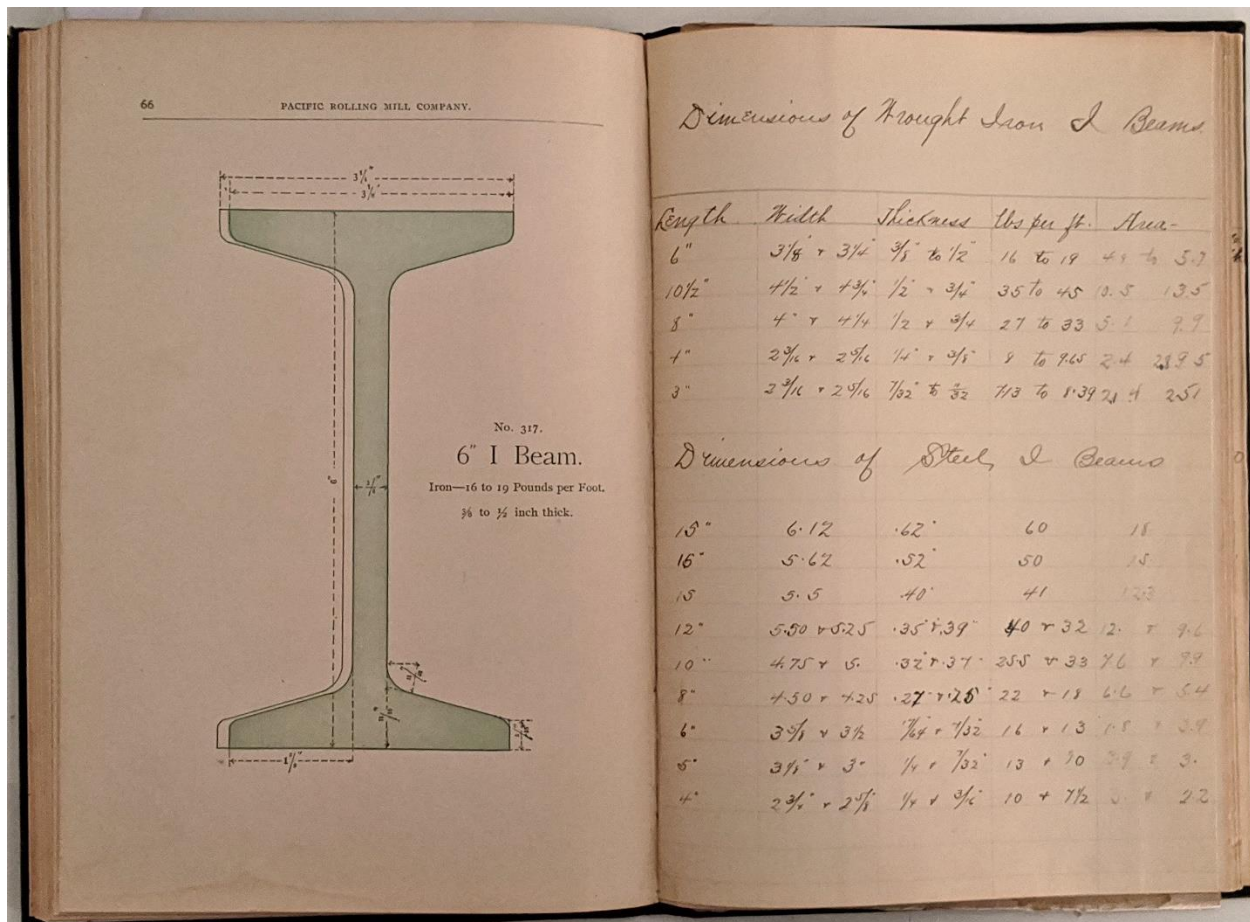
Straight forward price list of iron bar, steel, rail, rolled and forged metal, axles, nuts, bolts, washers, and dozens of other metal products. There is no introduction about the history of the firm, just images of parts, prices and a few lines of text describing specifications for some of the more complicated manufacture items.

What distinguishes this rare trade catalogue is the design sense of many of the images and the application of stenciled color to highlight the object. The printed form of the parts are in outline and as one pages through the catalogue, the images take on an abstract quality. Metal parts become contoured shapes with form being determined only by the light green wash applied to the physical

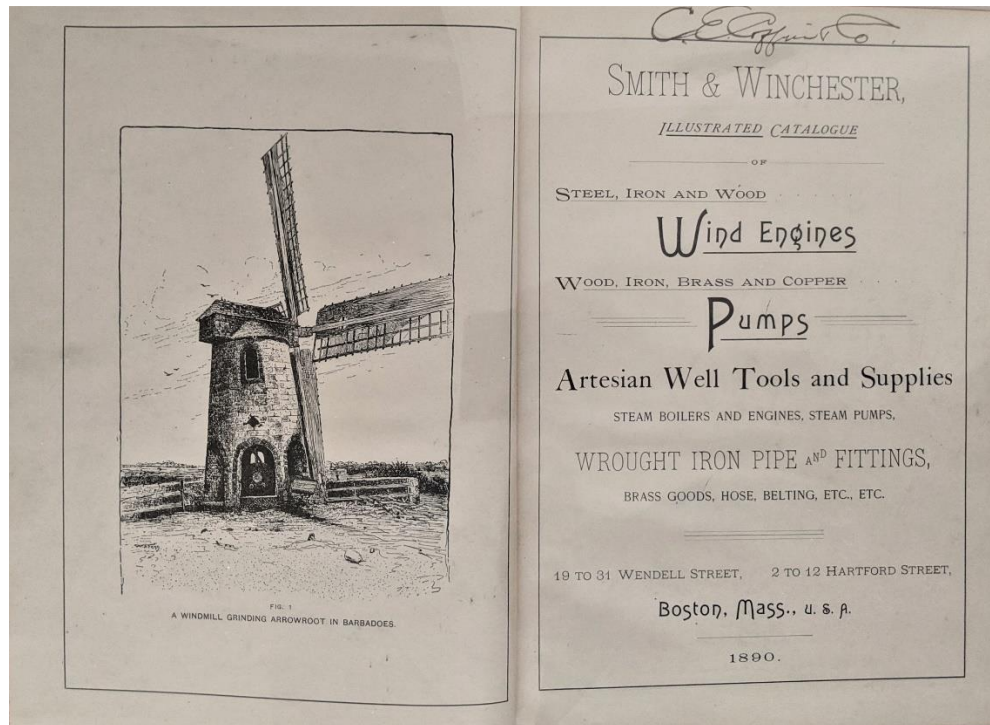
part of the design. Although unintentional I am sure, this late 19th century publication, replete with many of the characteristics of period book design, exhibits a very modernist feel, one that is most unusual in publications of this nature.

Although called the 7th edition, this is only one of three issues of the PRMC's product guide and price list that is known. Organized in 1867, PRMC grew continuously and by 1892 was producing more than 40 thousand tons of iron and steel. "This giant enterprise is so closely identified with the manufacturing interests of the Pacific Coast that there is scarcely a manufacturing firm or corporation on the Coast that does not depend upon its output. The mills are located at Potrero Point in South San Francisco and cover an immense area" (Master Hands).

Romaine, *Guide to American Trade Catalogues*, p. 200, this edition and one from 1886 both known in only one copy each at California Historical Society. OCLC cites an edition from 1885 in one copy at San Francisco Public Library, and this edition, 1890, also in only one copy at California H. S. *Master Hands in the Affairs of the Pacific Coast, Historical, Biographical and Descriptive. A Resumé of the Builders of Our Material Progress*. San Francisco: Western Historical Publishing Company, 1892, pp. 260. (502)



TRADE CATALOGUE AS BOOK ART
DESIGNED & PRINTED BY MATTHEWS, NORTHRUP & CO, ART PRINTING WORKS OF BUFFALO



10. (Trade Catalogue: Wind Engines). *Smith & Winchester, Illustrated Catalogue of Steel, Iron and Wood Wind Engines; Wood, Iron, Brass and Copper Pumps; Artesian Well Tools and Supplies; Steam Boilers and Engines, Steam Pumps, Wrought Iron Pipe and Fittings, Brass Goods, Hose, Belting, Etc., Etc.* Boston, Mass., U.S.A., 1890. \$ 250.00

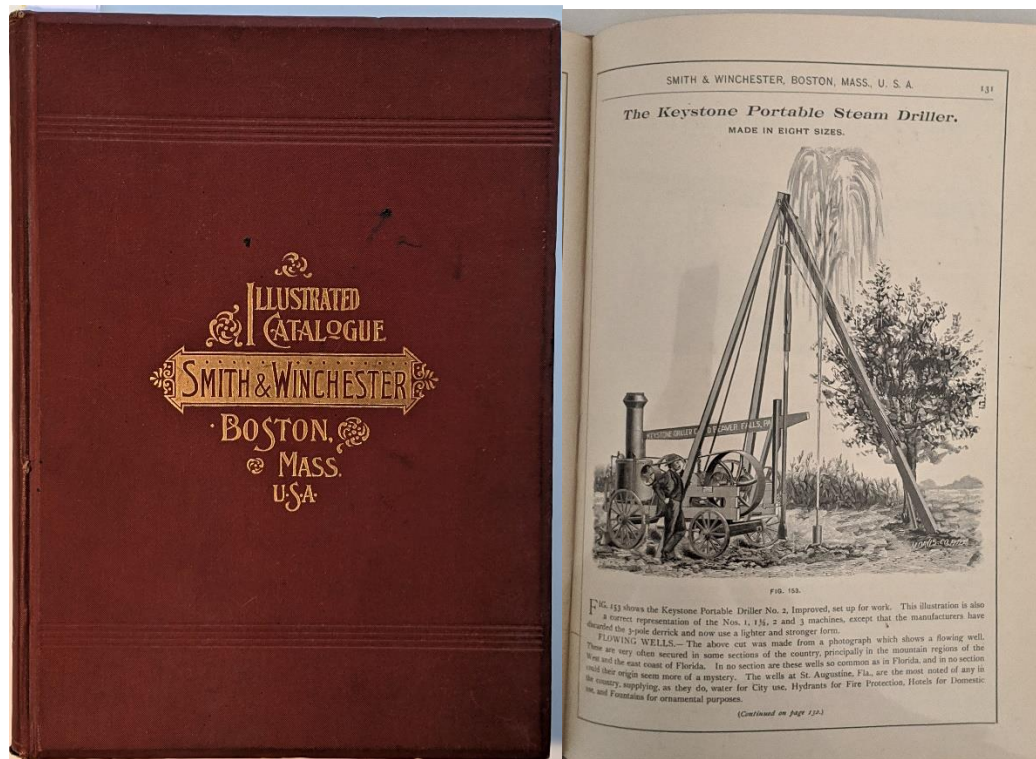
8vo. 255 x 185 mm., [10 x 7 ½ inches]. 217 pp. Illustrated throughout with 975 half-tones and lithographic images of completed work and products for sale. Bound in publisher's terra cotta cloth with title gilt on front cover and spine, endpapers printed in black and grey in a twig and thorn pattern; some light soiling to the binding, endsheets with light foxing. Contemporary signature of C. E. Coffin & Co. in pencil on the upper margin of the title-page.

A very attractive copy of the beautifully designed and illustrated trade catalogue, printed by Matthews, Northrup & Co, Art Printing Works of Buffalo, N. Y. Following the tradition of post-Civil War book design, the typography is a combination of diverse fonts and sizes of type, ornamental type faces and borders, and illustrations in the form of photo-reproductions, lithographs and wood engravings. Most of the page layouts are uniform in design, giving the book an easy flow and high readability.

Because Smith & Winchester not only sold their own manufactured items but tools and supplies from other manufactures, there are many artists whose work is highlighted in the catalogue. Some

of the names include John Dyer, M. Davis, Mugler & Kraus, D.C. Hill, Russell & Richardson, Glegg Goeser and Wilbar Johnson.

Not listed by Romaine. OCLC cites 13 copies. (501)



Please take a look at our previous lists which hold some very special books and manuscripts. All are recently catalogue items, fully described and priced.

LIST 21: AMERICAN WEST & AMERICAN AGRICULTURE :

<https://www.desimonecompanybooksellers.com/images/upload/list-21-j-new-series.pdf>

LIST 20: ILLUSTRATED & CHILDREN'S BOOKS

<https://www.desimonecompanybooksellers.com/images/upload/list-20-pdf.pdf>

LIST 19: NEW YORK BOOK FAIR CATALOGUE:

<https://www.desimonecompanybooksellers.com/images/upload/ny-book-fair-2020-catalogues-all-2.pdf>