



Smithsonian

National Museum of the American Indian

German Advertising Trade Cards collection

Nathan Sowry

2018

National Museum of the American Indian
4220 Silver Hill Rd
Suitland, Maryland 20746-2863
nmaiarchives@si.edu
<http://nmai.si.edu/explore/collections/archive/>

Table of Contents

Collection Overview	1
Administrative Information	1
Biographical / Historical.....	2
Arrangement.....	2
Scope and Contents.....	2
Names and Subjects	2
Container Listing	

Collection Overview

Repository:	National Museum of the American Indian
Title:	German Advertising Trade Cards collection
Date:	1880-1940
Identifier:	NMAI.AC.288
Creator:	Liebig Company of Germany
Extent:	0.02 Linear feet
Language:	Collection contains material in German.
Summary:	This collection consists of 11 chromolithograph trading and advertising cards dating to the late nineteenth and early twentieth century. Images depict Native individuals and groups throughout North America, but tend to focus specifically on Northeast, Great Lakes, and Plains communities.
Digital Content:	Image(s): German Advertising Trade Cards collection

Administrative Information

Acquisition Information

This collection was donated by Robert Eurich in 2018.

Processing Information

Processed by Nathan Sowry, Reference Archivist, in 2018.

Preferred Citation

Identification of specific item; Date (if known); German Advertising Trade Cards collection, Box and Folder Number; National Museum of the American Indian Archive Center, Smithsonian Institution.

Restrictions

Access to NMAI Archive Center collections is by appointment only, Monday - Friday, 9:30 am - 4:30 pm. Please contact the archives to make an appointment (phone: 301-238-1400, email: nmaiarchives@si.edu).

Conditions Governing Use

Permission to publish materials from the collection must be requested from National Museum of the American Indian Archive Center. Please submit a written request to nmaiphotos@si.edu. For personal or classroom use, users are invited to download, print, photocopy, and distribute the images that are available online without prior written permission, provided that the files are not modified in any way, the Smithsonian Institution copyright notice (where applicable) is included, and the source of the image is identified as the National Museum of the American Indian. For

more information please see the Smithsonian's [Terms of Use](#) and NMAI Archive Center's [Digital Image request](#) website.

Biographical / Historical

Trade cards such as the 11 included in this collection were widely popular forms of advertising in the late nineteenth and early twentieth centuries. Not confined to Germany, many companies throughout Europe and the Americas utilized these illustrated cards to increase awareness of their products to a mass-market public.

Scope and Contents

The German Advertising Trade Cards collection consists of 11 chromolithograph trading and advertising cards dating to the late nineteenth and early twentieth century. These 11 cards were written in German, distributed by different manufacturers throughout Germany and Europe, and were used to advertise a number of products including pasta, meat extract, condensed milk, coffee, chocolate, cigarettes, and metal polish, among others. One of the better known companies included in this collection is the Liebig Company of Germany. In addition to advertising German manufactures, these cards feature romanticized images of Native Americans on the front of each card, and include sometimes fanciful or incorrect textual descriptions about Native life on the reverse. Images depict Native individuals and groups throughout North America, but tend to focus specifically on Northeast, Great Lakes, and Plains communities.

Arrangement

This collection is arranged into folders.

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- Indians of North America -- Great Lakes Region
- Indians of North America -- Northeast
- Indians of North America -- Plains

Types of Materials:

- Chromolithographs -- 1880-1900