

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
Joseph Breck & Sons		seeds	:134	18	2	2		catalog covers	
Price & Knickerbocker		seeds	:134	1	1				
Reid's Flower Seeds		seeds	:134	1	1		see also Series II (VIA)		
Rice's Seeds (Jerome B. Rice)		seeds	:134	1	2		See also Series II (VIA)		
S.W. Twombly & Sons, Florists		florists	:134	1	1				
Wm. Pierce, Florist & Seedsman		seeds; florists	:134	1	1				
Wyman Elliot, Dealer in Seeds		seeds	:134	18	1	1			
Humboldt Nickel & Copper Co.		mining	:31				Series II (VIA) only		
Iron Bay Manufacturing Co.		foundry	:31	1	1				
Drake Company		granite	:383				Series II (VIA) only		
H.M. Phelps, Steam Granite Works		granite	:383	1	1				
Auld & Conger		marble	:385	1	1				
C.G. Gunther's Sons, Furriers		fur trade	:404	1	6				
E. W. Boughton & Co.		fur trade	:404	1	1				
Edward Kakas		fur trade	:404				Series II (VIA) only		
Henry Martin		fur trade	:404				Series II (VIA) only		
J.S. Barnet & Bro.		skins	:404	18	1	1			
Joseph A. Jackson		fur trade	:404	1	1			folder	
Carter, Dinsmore & Co.	Carter's Mucilage, Ink	glue; ink	:406				Series II (VIA) only		
Joshua S. Chase	Chase's Liquid Glue	glue	:406				Series II (VIA) only		
Royal Cement	Royal Cement	glue	:406	1	1				
Russia Cement Company	La Page's Glue	glue	:406	1	1		See also Series II (VIA)		
Tenexine Company	Egyptian Tenexine	glue	:406				Series II (VIA) only		

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Van Stan's Stratena Co.	Van Stan's Stratena Cement	glue	:406	1	4		See also Series II (VIA)		
Bromangelon	Dessert Jelly	food	:41	1	1				
Brownell & Field Co.	Town & Country Coffee; Star Coffee; Spices; Mincemeat	food	:41	1	1			coupon	
Crosse & Blackwell		food	:41	1	1				
Doliber, Goodale & Co.	Mellin's Food	food	:41	1	5		See also Series II (VIA)	bookmark	
F. W. Barlow		food	:41	1	1				
Francis H. Leggett & Co.		food	:41	1	1				
Henry Mayo & Co.	Canned Goods	food	:41	1	1			see also :4121, :418	
Horlick's Food Company		food	:41	18	1	1			
Pratt Food Co.	Pratt's Food	food	:41	1	1			advertising postcard	
Reed & Carnrick	Carnrick's Soluble Food	food	:41	1	1		See also Series II (VIA)		
Walker Properties Association	Walkers Mexican Specialties	food	:41	1	1			20th century	
Wells, Richardson & Co.	Lactated Foods	food	:41	1	1		See also Series II (VIA)	pamphlet; (see also :6183)	
Woolrich & Co.	Ridge's Food for Infants & Invalids	foods	:41	1	2		See also Series II (VIA)		
Banner Packing & Provision Co.	Banner Hams	meat	:4121				Series II (VIA) only		
Boston Beef Packing Co.		meat	:4121	1	1		See also Series II (VIA)		
Bovox Company	Bovox, an Essence of Beef	meat	:4121	1	1			pamphlet	
Chas. Counselman & Co.	Royal Hams	meat	:4121				Series II (VIA) only		
Chicago Packing & Provision Co.		meat	:4121				Series II (VIA) only		

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Geo. Brougham (manufacturer); Robert Shoemaker & Co. (agent)	Johnston's Fluid Beef	meat	:4121	1	2				
Henry Mayo & Co.	Paragon Dried Beef	meat	:4121				Series II (VIA) only	see also :41, :418	
Joshua Wright	Wright's Ne Plus Ultra Minced Meat	mincemeat	:4121	1	1				
Lanzarini, Fratelli		salt pork	:4121	1	1			Italian	
Libby, McNeill & Libby		canned meats	:4121				Series II (VIA) only		
Liebig Company	Liebig Company's Extract of Meat	meat	:4121	1	4				
McFerran, Shallcross & Co.	Magnolia Hams	meat	:4121	1	2		See also Series II (VIA)		
St. Louis Beef Canning Co.		meat	:4121				Series II (VIA) only		
T.E. Dougherty	Dougherty's New England Condensed Mince Meat	mincemeat	:4121	1	2				
Wilson Packing Co.		canned meats	:4121				Series II (VIA) only		
Anglo-Swiss Condensed Milk Co.	Anglo-Swiss Milk; Milkmaid Brand Condensed Milk	dairy products	:414	1	3				
New York Condensed Milk Co. (Borden's Condensed Milk Co.)	Borden's Brand; Eagle Brand Condensed Milk	dairy products	:414	1	4		See also Series II (VIA)		
A. Thomas & Co.	A. Thomas & Co. Oyster Packers	seafood	:418				Series II (VIA) only		
H.K. & F.B. Thurber & Co.	Deep Sea Mess Mackerel	seafood	:418				Series II (VIA) only	see also :426, :429, :435, :624	
Henry Mayo & Co.	Boston Codfish Balls	seafood	:418				Series II (VIA) only	see also :41, :4121	
Shad-ines		seafood	:418	1	1				
A. Erkenbrecher Co.		starch	:421	18	1	1			
A.B.C Cereals	ABC Cereals	cereal	:421	1	1				

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Allers & Schweffler (retailers)	King's Quick Rising Flour; King's Favorite Food	flour	:421				Series II (VIA) only		
C. Gilbert's Patent Gloss Starch	C. Gilbert's Patent Gloss Starch	starch	:421	1	1				
Duryea's Glen Cove Starch Mfg. Co.	Duryea's Maizena Starch; Duryea's Improved Corn Starch; Duryea's Satin Gloss Starch	starch	:421	1	7		See also Series II (VIA)	calendar	
Elkhart Starch Co.	Muzzy's Starch	starch	:421	1	3		See also Series II (VIA)		
George V. Hecker & Co. (Croton Flour Mill)		flour	:421	1	2		See also Series II (VIA)		Birth of Modern Advertising TC4210.0024 olvwork730111
Hubbell's Prepared Wheat		food	:421				Series II (VIA) only		
John Carle & Sons	Imperial Granum	flour	:421	1	4		See also Series II (VIA)		
King & Lamb (see also King, Edward)	King's Quick Rising Flour; King's Favorite Food	flour; cereal	:421	1	5		See also Series II (VIA)		
King, Edward (see also King & Lamb)	King's Quick Rising BuckwheatFlour	flour	:421	1	2		See also Series II (VIA)		
Muscatine Oat-Meal Co.	Friends Rolled White Oats	food	:421	18	1	1	See also Series II (VIA)		
Northwestern Consolidated Milling Co.	Ceresota	flour	:421	1	1				
Peerless Starch	Peerless Starch	starch	:421	1	1				
Pillsbury-Washburn Flour Mills Co.; Chas. A. Pillsbury & Co.	Pillsbury's Best	flour	:421	1; 18	4	3	See also Series II (VIA)	leaflet	Birth of Modern Advertising TC4210.0023 olvwork729205
Potter & Wrightington	Ta-ka-kake Sugar Corn Flour	cereal	:421	1	1				
Quaker Oats	Quaker Oats		:421				Series II (VIA) only		

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Shredded Wheat	Shredded Wheat	food	:421	1	1			advertising postcard	
Sidle Fletcher Holmes Co. (North Western & Zenith Mills	Sidle Fletcher Holmes Co. Cookbook	flour	:421	1	2				
T. Kingsford & Son	Oswego Starch	starch	:421	1	1			pamphlet	
W.H. Stewart & Co.	Calumet Flour	flour	:421				Series II (VIA) only		
Washburn, Crosby Co.		flour	:421				Series II (VIA) only		
Wesp, Lautz Bros. & Co. (Niagara Starch Works)	Niagara Starch; Niagara Corn Starch; Niagara Gloss Starch for the Laundry	starch	:421	1	21		See also Series II (VIA)		
Concentrated Food Co.	Concentrated Food (for cattle, sheep, and other animals)	food (feed)	:422	1	1		See also Series II (VIA)		
Thorley Horse & Cattle Food Company		food (feed)	:422				Series II (VIA) only		
American Biscuit & Manufacturing Co.	Coronado Biscuits	baked products	:423				Series II (VIA) only		
D.F.B. Bremner	Bremner's Eureka bread	baked products	:423				Series II (VIA) only		
Domestic Bakery, J.E. Bussey		baked products	:423	1	5				
Dozier-Weyl Cracker Co.	Royal Snowflake Crackers	baked products	:423	1	1				
E.J. Larrabee & Co., Manufacturers of Biscuits		biscuits	:423	1	1				
F.A. Kennedy Co.	Kennedy's Champion Biscuits	baked products	:423				Series II (VIA) only		
Huston Biscuit Co.	Crackers; Fancy Cakes	baked products	:423	1	2				
National Biscuit Co.	ZuZu Gingersnaps; Uneeda Milk Biscuits; Innerseal Packaging	baked products	:423	18	1	1			

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Walter G. Wilson	Wilson's Baby Biscuits	food	:423	1	1		See also Series II (VIA)		
William Blanchard & Co.	Celebrated T.D. Bond Crackers	baked products	:423	1	1				
August Manufacturing Confectioners		confectionary	:425	18	2	2			
Brown's West End Candy Palace		confectionary	:425	1	3				
C.F. Gunther, Confectioner		confectionary	:425	1	1		Confectionary folder	ticket	
Dyball's Candy & Ice Cream Parlors		confectionary	:425	1	2				
G.A. Newhall, Pure Soft Candies		confectionary	:425	1	1		Confectionary folder		
G.L. Weidman, Confectioner		confectionary	:425	1	1		Confectionary folder		
George H. Haven		confectionary	:425	1	1		Confectionary folder		
Gustave Ansel, Confectionary & Ice Cream Salon		confectionary	:425	1	1		Confectionary folder		
Herbert N. Rugg		confectionary	:425	1	1		See also Series II (VIA)		
Huyler's, Makers of Bonbons and Chocolates		confectionary	:425	1	1		Confectionary folder		
James Luttet, Confectioner		confectionary	:425	1	1		Confectionary folder		
Kent, Fine Confectioner		confectionary	:425				Series II (VIA) only		
Kuhn's Confections		confectionary	:425				Series II (VIA) only		
M. E. Page & Co., Confectionery		confectionary	:425	1	2		See also Series II (VIA)		
R. Elphicke, Confectionery		confectionary	:425	1	4				
Stephen F. Whitman & Son		confectionary	:425				Series II (VIA) only		

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Walsh's Ice Cream Parlor		confectionary	:425	1	1		Confectionary folder		
Wm. M. Bates, Ice Cream and Confectionary		confectionary	:425	1	1		Confectionary folder		
Wm. M. Vogelson, Manufacturing Confectioner		confectionary	:425	1	1		Confectionary folder		
American Desiccating Cocoanut Co.	Gorton's Desiccated Cocoanut	coconut	:426				Series II (VIA) only		
Dunham Manufacturing Co.	Dunham's Cocoanut	coconut	:426	2	1		See also Series II (VIA)		
Erie Preserving Co.		canned food	:426	2	1			die cut metal souvenir of N.O. Expo, 1884	
Globe Pickle Company		pickles	:426				Series II (VIA) only		
H.K. & F.B. Thurber & Co.		jellies and preserves	:426	2	1			see also :418, :429, :435, :624	
Julius Schnabel		jellies and preserves	:426	18	1	1		price list from 1876 Centennial Exhibition; Hungarian	
L. Schepp	Schepp's Cocoanut	coconut	:426				Series II (VIA) only		
Orsi, Raffaele		pickles	:426	2	1			Italian	
W.K. Lewis & Brothers	Boston Baked Beans	canned food	:426	2	1			not illustrated	
A. Colburn & Co.	Colburn's Philadelphia Mustard	condiments	:427	2	2		See also Series II (VIA)		
Davis, Sacker & Perkins		spices	:427				Series II (VIA) only		
Gordon & Dilworth		salad dressing	:427	2	2		See also Series II (VIA)	see :428 in VIA	
H.J. Heinz Company (F. & J. Heinz)	Heinz's Celery Sauce	condiments; vinegar	:427	2	1		See also Series II (VIA)	see :428 in VIA; label?	

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Sanderson, D.T., Proprietor of Denver Spice Mills		spices	:427				Series II (VIA) only		
Weikel & Smith Spice Co.	Bohsemeen Spices	spices	:427	2	9				
Alden Fruit Vinegar		vinegar	:428	2; 18	3	2	See also Series II (VIA)		
N.K. Fairbank & Co.	Fairbank Lard	food (lard)	:428	2	1		See also Series II (VIA)		
Naphey's Philadelphia Leaf Lard	Naphey's Philadelphia Leaf Lard	food (lard)	:428	2	9				
Niagara County Fruit Vinegar Co.	Patent Process Fruit Vinegar	vinegar	:428	2	1				
Swift and Company	Cotosuet (lard)	food (lard)	:428	2	1				
H.K. & F.B. Thurber & Co.		extracts	:429	2	2			see also :418, :426, :435, :624	
Johann Hoff (Eisner & Mendelson Co., Sole Agents)	Johann Hoff's Malt Extract	extracts	:429	2	1				
Joseph Burnett & Co.		extracts	:429	2	5				
Royal Baking Powder Co.	Extracts	extracts	:429	2	1				
T. Metcalf Co.	Water White Vanilla	extracts	:429				Series II (VIA) only		
Dole Brothers		hops	:431				Series II (VIA) only		
Drew's Yeast Powder	Drew's Yeast Powder	yeast	:431	2	1				
Fleischmann & Co.		yeast	:431	2; 18	2	1			
Hops Bitters Mfg. Co.			:431	2	1				
Jos. Schlitz Brewing Co.		beer	:431	2	1				
Kreuger's Special Beer	Kreuger's Special Beer	beer	:431	2	1			label	
Pabst Brewing Co.		beer	:431	2	1			leaflet	

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Phillip Best Brewing Co.		beer	:431	2	1		see also Series II (VIA)	pamphlet illustrating operations and products (Compliments of Philip Best Brewing Company) (needs repair, pages torn off)	
Preston & Merrills	Preston & Merrills Infallible Yeast Powder	yeast	:431				Series II (VIA) only		
Steele & Price	Lupulin Yeast Gems	yeast	:431	2	1			see also :6122, :6246	
Twin Brothers Yeast	Twin Brothers Yeast	yeast	:431	2	1				
Val. Blatz's Bottled Wiener Beer	Val. Blatz's Bottled Wiener Beer	beer	:431	2	1				
Warner's Safe Yeast Co.	Warner's Safe Yeast	yeast	:431	2	1				
Brindle Bull Manufacturing Co.	Brindle Bull	distilled beverages	:432	2	1				
Thomas Grant, the Distillery	Grant's Morella Cherry Brandy	distilled beverages	:432	2	1				
Udolpho Wolfe's Amelieorated Gin	Ameliorated Schiedam Gin	distilled beverages	:432	2	1			no illustration	
E.F. McAvary, Imported Wines, Liquors, & Cigars		wine	:433	2	1				
James C. Blake, Dealer in Wines, Liquors & Cigars		wine	:433	2	1				
Sandwich Brewery	Lemon Syrup	syrops	:433	2	1			no illustration	
C.E. Carter, Pharmacist	Allen's Root Beer Extract	aerated soft drinks	:434	2	1				
Cantrell & Cochrane	Ginger Ale	aerated soft drinks	:434	2	1				
Charles Hires Company	Hires' Root Beer	aerated soft drinks	:434	2	1		See also Series II (VIA)		
E. Maggioni	Igea	aerated soft drinks	:434	2	1			no illustration	

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James W. Tufts	Tufts' Arctic Soda	aerated soft drinks	:434				Series II (VIA) only		
T. & H. Smith	Sparkling Champagne Ginger	aerated soft drinks	:434	2	1				
Violet Freres, A. Thuir, P.O.	Maison Unique pour le Byrrh au Vin de Malaga	aerated soft drinks	:434	18	1	1		French	
W.A. Ross & Co.	Ross's Royal Belfast Ginger Ale	aerated soft drinks	:434	2	1			depicts various heads of state	
Williams & Carleton	Root Beer	aerated soft drinks	:434				Series II (VIA) only		
Arbuckle Bros.	Arbuckle's Ariosa Coffee	coffee	:435	2	24		See also Series II (VIA)		
Atlantic Tea Co.		tea	:435	2	1		See also Series II (VIA)		
Austin, Nichols & Co.		coffee	:435				Series II (VIA) only		
Berry, Hall Company	Gold Star Coffee	coffee; tea	:435				Series II (VIA) only		
Central Pacific Tea Co.		tea	:435	2	2				
Chase & Sanborn	Standard Java; "Seal Brand" Coffee	coffee	:435	2	4		See also Series II (VIA)	pamphlets (The History of Our American Flag; Chase & Sanborn Tea and Coffee Importers); die cut card	
Chocolate de A. Amattler		confectionary	:435	2	1			Spanish	
Grand Union Tea Co.		tea	:435	18; 20	2	2			
Great American Tea Co.		tea	:435	2	2				
Great Atlantic and Pacific Tea Co.	Sultana Coffee	tea; coffee	:435	2	24		See also Series II (VIA)		
Great Japan & China Tea Co.		tea	:435	2	4				
Great London Tea Co.		tea	:435	2	1				

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H.K. & F.B. Thurber & Co.	Thurber's No. 41 Coffee	coffee	:435	2	1			die cut; see also :418, :426, :429, :624	
Healy & Son		coffee; tea	:435	2	1			Aesthetic movement	
J.G. Flint Co.	Star Chop Teas	teas	:435	2	1			advertising postcard	
J.S. Fry & Sons		cocoa; chocolate	:435	18	2	2			
Joseph Stiner & Co., Tea Importer		tea; coffee; spices	:435	2	1		See also Series II (VIA)		
Klein & Weber		coffee	:435	2	1			German	
Levering's	Levering's Roasted Coffee	coffee	:435				Series II (VIA) only		
Mack's Milk Chocolate	Mack's Milk Chocolate	chocolate	:435	2	1				
Maillard's Chocolate	Maillard's Chocolate	chocolate	:435	2	1				
Menier Chocolat	Menier Chocolat	chocolate	:435	2	1				
New Orleans Coffee Co.	French Market Roasted Coffee	coffee	:435	2	1		See also Series II (VIA)		
Oriental and Occidental Tea Co.		tea	:435	2	1				
Red Cross Coffee	Red Cross Coffee	coffee	:435				Series II (VIA) only		
Union Pacific Tea Co.		tea	:435	2	2		See also Series II (VIA)		
Van Houten's Cocoa	Van Houten's Cocoa	chocolate	:435	2	1				
Walter Baker & Company		chocolate	:435	18	1	1	See also Series II (VIA)		
Walter McEwen, Importer, Roaster and Manufacturer of Coffees and Spices	Royal Dutch Coffee	coffee	:435	2	5				
Yuemou Co.		tea	:435	2	1			label?	
A. Rafecas, Importer	Havana Cigars	tobacco products	:437, :438, :439	3	1				
Aborn & Co.	Havana Cigars	tobacco products	:437, :438, :439	3	1				

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Allen's Jewel Five Cent Plug	Allen's Jewel Five Cent Plug	tobacco products	:437, :438, :439				Series II (VIA) only		
American Tobacco Co.	Old English Curve Cut Pipe Tobacco; Blu Boar Rough Cut	tobacco products	:437, :438, :439	3	2			label	
Blackwell's Durham Tobacco Co.	Blackwell's Genuine Durham Tobacco; Golden Belt Cigarettes	tobacco products	:437, :438, :439	3	2				
Boies, Fay, & Conkey, Sole Agents	El Club De Yate Havana Cigar	tobacco products	:437, :438, :439	3	4				
Buchanan & Lyall		tobacco products	:437, :438, :439	3	1		See also Series II (VIA)		
C.A. Jackson & Co.	Jackson's Best Tobacco	tobacco products	:437, :438, :439	3	1		See also Series II (VIA)	leaflet "How Adolphus Slim Jim Used Jackson's Best"	
Charles A.W. Oesting, Cigars, tobacco, Pipes & c.		tobacco products	:437, :438, :439	3	1				
Cheap John, the Tobacconist		tobacco products	:437, :438, :439	3	6				
Cohen & Levy, Dealers in Foreign & Domestic Cigars and Tobacco		tobacco products	:437, :438, :439	3	8				
D.Buchner & Co.	Sweet Golden Seal Cigarette	tobacco products	:437, :438, :439				Series II (VIA) only		
Drummond Tobacco Co.	J.T. Big Chunk; Horseshoe Cross Tobacco	tobacco products	:437, :438, :439	3	6				
Florodora Cigars	Florodora Cigars	tobacco products	:437, :438, :439	3	1			label	
G.W. Gail & Ax, successor to The American Tobacco Co.		tobacco products	:437, :438, :439	3	2				
Geo. F. Young & Bro.	High Sport Cigars	tobacco products	:437, :438, :439	3	1				

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Geo. S. Harris & Sons	Cigar Box Labels and Trimmings	tobacco products	:437, :438, :439	3	1			label	
George W. Helme Co.		tobacco products	:437, :438, :439	3	2				Birth of Modern Advertising TC4390.0010 olvwork
Globe Tobacco Co.		tobacco products	:437, :438, :439	3	2				
H.A.H. & Co.	Garden City Wood Tag Plug Tobaccos	tobacco products	:437, :438, :439	3	1				
H.H. Lowell & Co.		tobacco products	:437, :438, :439	3	1				
Imperial Tobacco Co. (of Great Britain and Ireland), Limited (Branches: John Player & Sons; W.D. & H.O. Wills)	Player's Cigarettes	tobacco products	:437, :438, :439	3	2			premium cards	
John Anderson & Co.	Solace Fine Cut Chewing Tobacco	tobacco products	:437, :438, :439	3	2				
Kerbs & Spiess, Manufacturers of Fine Cigars and Dealers in Leaf Tobacco		tobacco products	:437, :438, :439	3	1				
Lewis Whelan's University Cigar	Lewis Whelan's University Cigar	tobacco products	:437, :438, :439	20	1	1			
Lone Jack Cigarettes	Lone Jack Cigarettes	tobacco products	:437, :438, :439	3	1				
Louis D. Mahon, Dealer in Fine Cigars, Tobacco, Smokers' Articles & c.		tobacco products	:437, :438, :439	3	1				
Marburg Bros.	Lone Fisherman Cigarettes and Tobacco; Seal of North Carolina Tobacco	tobacco products	:437, :438, :439	3	1		See also Series II (VIA)		
Mayo's Cut Plug	Mayo's Cut Plug	tobacco products	:437, :438, :439	3	2				
Moulton & Goodwin		tobacco products	:437, :438, :439	3	1				

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National Tobacco Works	Newsboy Plug Tobacco	tobacco products	:437, :438, :439	3	5		See also Series II (VIA)	premium offers	
Occoneechee Smoking Tobacco	Occoneechee Smoking Tobacco	tobacco products	:437, :438, :439	3	1			label	
P. Lorillard & Co.	Lorillard's Splendid Plug Tobacco	tobacco products	:437, :438, :439				Series II (VIA) only		
R.C. Brown & Co.	Capadura Cigars	tobacco products	:437, :438, :439	3	4		See also Series II (VIA)		Birth of Modern Advertising TC4380.0007 olvwork729234
Rose Maccoboy, Rappee & Scotch	Railroad Snuff	tobacco products	:437, :438, :439	3	1				
S. Hershheim & Bros.		tobacco products	:437, :438, :439	3	1				
Seidenberg & Co., Proprietors of La Rosa Espanola Cigar Manufactory		tobacco products	:437, :438, :439	3	1				
Sol Isaacs	Harvard '76 Cigars	tobacco products	:437, :438, :439	3	1				
Stephen Moorhouse & Co.		tobacco products	:437, :438, :439	3	1				
Thomas McGauley's News and Cigar Store		tobacco products	:437, :438, :439	3	1				
Thos. H. Hall, Manufacturer		tobacco products	:437, :438, :439	3	1				
Trojan	Trojan Straight Five	tobacco products	:437, :438, :439	3	2				
W. Duke Sons & Co.	Turkish Cross-Cut Cigarettes; Dukes Turkish Cigarettes; Duke of Durham Smoking Tobacco	tobacco products	:437, :438, :439	3	1		See also Series II (VIA)		
W.C. Hamilton & Co.	Target Plug Tobacco	tobacco products	:437, :438, :439				Series II (VIA) only		
Waitt & Bond		tobacco products	:437, :438, :439				Series II (VIA) only		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
William S. Kimball Co.	Bull's Eye Tobacco	tobacco products	:437, :438, :439	3; 18	15	3		calendar	
Broadhead Worsted Mills		wool cloth	:446	3	1				
Eagle Clothing Co.		clothing	:45	3; 18	14	3			
Henry Noske		felts	:45				Series II (VIA) only		
J.F. Carter	Oil Clothes	clothing	:45	3	1			leaflet, no illustration	
L.D. Boise & Co.		clothing	:45	3	1				
Wells & Coverly, Clothiers		clothing	:45	3	4				
Wiesenfeld & Co.	Patent Reversible Garments	clothing	:45	3	1				
Levi Strauss and Company	Two Horse Brand Overalls, Koveralls, Koverall Nighties	clothing	:45	20	1	1		advertising leaflet in the shape of a pair of jeans	
Easterly & Spafford, Shirt Manufacturer		men's clothing	:451	3	1				
Smiths, Manufacturers of th Domestic Shirt, Nobby Neckware, and Seasonable Underwear		men's clothing	:451	3	1				
A. Franks & Bro.		corsets	:452				Series II (VIA) only		
Bortree Manufacturing Company		corsets	:452				Series II (VIA) only		
Boston Store Co.	Ball's Health Preserving Corsets	corsets	:452				Series II (VIA) only		
Chicago Corset Co.	Ball's Corsets	corsets	:452				Series II (VIA) only		
Dr. Warner's Coraline Corset	Dr. Warner's Coraline Corset	corsets	:452	18	1	1		die cut calendar	
F.C. Corset (Haskell & Tripp, retailers)		corsets	:452				Series II (VIA) only		
P.C. Corsets	P.C. Corsets	corsets	:452	20	1	1		sign with string hanger	

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over-size cards	Location	Other Formats; Languages	Notes
Star Corset & Skirt Co.	R. & G. Corsets	corsets	:452	3	1		See also Series II (VIA)		
Thomson, Langdon & Co. (Langdon & Batcheller)	Thomson's Corsets; Thomson's Glove Fitting Corsets; Never Fail Corset Clasp; Unsurpassable Corset Clasp; Amazon Steel Corset Clasp; Never- break Corset Clasp; Mme. Clark's Hygeian Corset; Thomson's Unbreakable Corset Clasp	corsets	:452	3; 20	5	4	See also Series II (VIA)		
Tricora Corset	Tricora Corset	corsets	:452				Series II (VIA) only		
United States Corset Co.	Perfect Fitting Woven Corsets	corsets	:452	3	1			leaflet	
Worcester Corset Co.		corsets	:452	3	1			leaflet	
Conger's Patent "Chest-Shield" Protector		underwear	:454				Series II (VIA) only		
Fruit of the Loom		underwear	:454	18	1	1			
Shaw Stocking Co.	Shawknit Stocking	hosiery	:454	3	2		See also Series II (VIA)		
Bay State Suspender Co.	Suspenders	suspenders	:456				Series II (VIA) only		
Celluloid Corset Clasps	Celluloid Corset Clasps	corset clasps	:456				Series II (VIA) only		
Celluloid Cuffs, Collar & Bosoms	Celluloid Cuffs, etc	collars; cuffs	:456	3	1				
Celluloid Waterproof Collars, Cuffs & Shirt Bosoms	Celluloid Waterproof Collars, Cuffs & Shirt Bosoms	collars; cuffs	:456				Series II (VIA) only		
Frank's Wizard Cuff Holder	Frank's Wizard Cuff Holder	cuffs	:456	3	1				

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
International Handkerchief Manufacturing Co.	Sealpackerchief	handkerchiefs	:456	3; 18	2	1		die cut wreath for hanging	
John Thornton & Co.	Pearl Buttons	buttons	:456	3	1				
Jos. Wm. Smith & Co. (Merrell & Miller, retailers)	Smith's Clinch Back Suspender	suspenders	:456				Series II (VIA) only		
Star Braid		braided trim	:456	3	1				
Wortendyke Mfg. Co.	Silk Handkerchief	handkerchiefs	:456	3	1				
Wright Manufacturing Co.	Stearns' Coat-binding Braids	braided trim	:456	3	1				
Bigelow Carpet Co.		carpets	:461	3	1				
H.A. Hartley & Co.	F. Walton's Patent Linoleum	linoleum	:461	3	1				
Tittel & Kruger, Manufacturers of Tapestry Works		tapestry	:462	3	1			Multiple languages	
Brainerd, Armstrong & Co.	Spool Silk	thread	:463	20	1	1	See also Series II (VIA)		
Brook's Spool Cotton	Brook's Machine Cotton; Brooks Prize Medal Spool Cotton	thread	:463	4	3		See also Series II (VIA)		
Clark Thread Company (John Clark, Jr. & Co.) (Geo. A. Clark)	Clark's O.N.T. Spool Cotton; Clark's Mile-End Spool Cotton	thread	:463	4; 18	71	22	See also Series II (VIA)	pamphlets; calendars; series cards	Birth of Modern Advertising TC4630.0096 olvwork729206; Birth of Modern Advertising TC4630.0097 olvwork729444
Eureka Silk Mfg Co.	Spool Silk	thread	:463	4	4				
J. & C. Bro.	Chadwick's Spool Cotton	thread	:463				Series II (VIA) only		
J. & P. Coats	Spool Cotton	thread	:463	4	50		See also Series II (VIA)	calendars	
John D. Cutter & Co.		thread	:463				Series II (VIA) only		
Merrick Thread Co.		thread	:463	4	2		See also Series II (VIA)		
Nonotuck Silk Co.	Corticelli Spool Silk; Florence Knitting Silk	thread	:463	4	3		See also Series II (VIA)		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
Willimantic Linen Co.	Spool Cotton	thread	:463	4	10		See also Series II (VIA)		
Rosenblatt, Oaks & Geraghty		embroideries	:464	4	1				
S. Rosenblatt & Co.		embroideries	:464	4	1				
Eastern Burnettizing Co.	Burnettized Lumber	building supplies	:47	4	1			no illustration	
J.S. Hair & Co.		building supplies	:47				Series II (VIA) only		
Kidder, Peabody & Co. (Kinsley's Wood Yard)		building materials	:47	4	1			no illustration	
A.H. Andrews & Co.	Folding Bed	beds	:481	4	1			leaflet	
Berkey & Gay Furniture Co.		furniture	:481	4	1		See also Series II (VIA)		
Boyington Automatic Folding Bed, E.H. Norton, Manager	Boyington Automatic Folding Bed	beds	:481	4	1				
E.J. Johnson	Antique Furniture	furniture	:481	4	1				
Gardner & Co.		chairs	:481				Series II (VIA) only		
Gustave Herter, Manufacturers of Decorative Furniture		furniture	:481	18	1	1			
H.W. Booth	Improved Climax Folding Beds	beds	:481				Series II (VIA) only		
Harwood Chair Seat Co.	Waltham Opera Chair	chairs	:481	4	1				
J.S. Paine		chairs	:481				Series II (VIA) only		
Jacob and Josef Kohn	Kohn's Bentwood Furniture	furniture	:481	4	1				
John L. Secomb & Co.		furniture	:481	4	1				
M.B. Church Bedette Co.	Bedette	beds	:481	4	1		See also Series II (VIA)		
Phoenix Furniture Company		furniture	:481				Series II (VIA) only		
R. Boericke & Co.	Self Propelling Invalid Chairs	chairs	:481	4	1				

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
S. Squires & Co.	Squires' Automatic Sofa-Bed	beds	:481	18	1	1		die cut artist's palette	
Shaw, Applin & Co., Boston		furniture	:481	4	2				
Wakefield Rattan Co.	Rattan Chairs	furniture	:481	4	1				
Bay State Paper Co.		paper	:49	4	1				
Boston (paper products)	Boston Linen; Boston Bond; Boston Bank Linen; Bunker Hill Linen	paper	:49	4	1				
Robert S. Hall & Co.	Modern Art Wall Paper	wallpaper	:495				Series II (VIA) only		
Madame Demorest's Reliable Patterns	Madame Demorest's Reliable Patterns	dressmaking patterns	:498	4	12		See also Series II (VIA)		
Universal Fashion Company (James F. Snow, retailer)		dressmaking patterns	:498	4	2		See also Series II (VIA)		
Nathan Haskins, Machine Broker		machine shops	:507	20	1	1			
William Adams & Co.	Salamander Safes	machine shops	:507	20	1	1			
Buckeye Engine Co.	Buckeye Automatic Cut-Off	engines	:51	4	1				
Ezra Jones & Son	Rochester Centennial Turbine Water Wheel	machinery	:51	4	1				
Lane & Bodley Co.	Lane & Bodley Co. Corliss Engine	engines	:51				Series II (VIA) only		
Northwestern Manufacturing & Car Co.	Stillwater Engines	engines	:51	4	1				
William F. Mosser & Co.	Allentown Turbine Water Wheel	machinery	:51	4	1				
Springfield Machine Co.	Leffel's Improved Iron Wind Engine	windmills	:511				Series II (VIA) only		
Adriance, Platt & Co.		agricultural machinery	:525				Series II (VIA) only		
Aultman & Taylor Company		agricultural machinery	:525	4; 18	3	2			

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over-size cards	Location	Other Formats; Languages	Notes
Belcher & Taylor Agricultural Tool Co.	Bullard Improved Hay Tedder; Yankee Swivel Plow	agricultural machinery	:525	4	1		See also Series II (VIA)		
C. Aultman & Co.; Aultman, Miller & Co.	Buckeye Mower; Buckeye Down Binder	agricultural machinery	:525	4; 18	2	1			
D.M. Osborne & Co.	Harvesting Machinery	agricultural machinery	:525	4	1				
Deere & Company	Plows and Cultivators	agricultural machinery	:525	4	1			leaflet	
Eureka Mower Co.	Eureka Mower	agricultural machinery	:525	4	2				
Frick Company		agricultural machinery	:525	4	5			J.H. Bufford's Life in the South stock cards	
Geiser Manufacturing Co.	Steam Gang Plows	agricultural machinery	:525	4	1				
H. Dudley Coleman	Plantation Machinery	agricultural machinery	:525	18	1	1		cover of almanac	
J.I. Case Plow Co.		agricultural machinery	:525	4	1				
J.M. Childs & Co.	Tiger Rake	agricultural machinery	:525	4	1				
Johnson & Field	Racine Farm and Warehouse Fanning Mills	agricultural machinery	:525				Series II (VIA) only		
Johnston Harvester Co.	Harvesting Machinery	agricultural machinery	:525	18	1	1		pamphlet	
Kemp & Burpee Manufacturing Co.	Kemp's Patent Manure Spreader	agricultural machinery	:525	4	1				
McCormick Harvesting Machine Co.		agricultural machinery	:525	4	1				
Newark Machine Co.		agricultural machinery	:525	4	1				

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
North Carolina Millstone Co.	Moore County Grit Corn Mills	food preparation machinery	:525	18	2	2			
Oliver Chilled Plow	Oliver Chilled Plow	agricultural machinery	:525	4	1				
Plano Mfg. Co.	Plano Harvester; Plano Mfg.	agricultural machinery	:525	4	1		See also Series II (VIA)		
Richardson Manufacturing Co.	Worcester Buckeye Mower	agricultural machinery	:525				Series II (VIA) only		
Walter A. Wood		agricultural machinery	:525	4	1		See also Series II (VIA)	leaflet	
Warder, Mitchell & Co.	Champion Light Mower	agricultural machinery	:525	4	1			leaflet	
Warrior Mower Co.	Warrior Mower	agricultural machinery	:525	18	1	1		pamphlet (The Warrior Mower Cos.' Almanac for 1888)	
William Deering	Deering Binder	agricultural machinery	:525				Series II (VIA) only		
Withington Cooley & Co.	Farming Implements	agricultural machinery	:525	4	1				
A.T. Stoops, Dealer in All Standard Sewing Machines	Circular Feed Sewing Machine	sewing machines	:526	5	1				
American Sewing Machine Co.		sewing machines	:526	5	1				
Boston Sewing Machine Co.	Boston New Family Sewing Machine	sewing machines	:526	5	1				
Davis Sewing Machine		sewing machines	:526	5	5			pamphlet "Centennial Handbook"	
Domestic Sewing Machine Co.		sewing machines	:526	5	13		See also Series II (VIA)		
Household Sewing Machine Co. (Providence Tool Co.)	Household Sewing Machine	sewing machines	:526	5	5				
Howe Sewing Machine		sewing machines	:526	5	1		See also Series II (VIA)		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
Johnson, Clark & Co. (see also New Home Sewing Machine Co.)	New Home Sewing Machine	sewing machines	:526	5	6		See also Series II (VIA)		
M.B. Tapley, Dealer in Sewing Machines			:526	5	1				
McLean & Bennor Machine Co.	Superior Sewing Machines	sewing machines	:526	5	1				
Morley Button Sewing Machine Co.		sewing machines	:526	5	1			no illustration	
New American Sewing Machine	New American Sewing Machine	sewing machines	:526	5	1				
New Home Sewing Machine Co. (see also Johnson, Clark & Co.)	New Home Sewing Machine	sewing machines	:526	5; 18	11	1	See also Series II (VIA)		
Remington Sewing Machine	Remington Sewing Machine	sewing machines	:526	5	1				
Singer Manufacturing Co.	Singer Sewing Machine	sewing machines	:526	5	46		See also Series II (VIA)		
Standard Rotary Shuttle Sewing Machine	Standard Rotary Shuttle Sewing Machine	sewing machines	:526	5	3				
Standard Sewing Machine Co.		sewing machines	:526	5	4				
Weed Sewing Machine Co.	Hartford Sewing Machine	sewing machines	:526				Series II (VIA) only		
Wheeler & Wilson Mfg. Co.	No. 8 Sewing Machine	sewing machines	:526	5	9		See also Series II (VIA)		
White Sewing Machine Co.	White Sewing Machine	sewing machines	:526	5	16		See also Series II (VIA)		
Whitney Manufacturing Co.	Whitney Sewing Machine	sewing machines	:526	5	1				
Adams & Westlake	Improved Wire Gauze, Non-Explosive Oil Stove	stoves	:527	5	2				
Argand Stoves	Argand Stoves	stoves	:527	5	4				
Baldwin Manufacturing Company	Baldwin Dry-Air Refrigerator	refrigerators	:527	5	1		See also Series II (VIA)		
Boynton & Rogers, Dealers in Furnaces, Ranges, & Stoves	Medallion Range	stoves	:527	5	1			no illustration	

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
Bussey & McLeod Stove Co.	Gold Coin Stoves and Ranges; Gold Coin Ventiduct Base Burner	stoves	:527	5	10				
C.E. Adams	Gem Freezer	refrigerators	:527				Series II (VIA) only		
Chicago & Erie Stove Co.	Quick Oven; Invincible Base Burner	stoves	:527	5	2				
Chicago Stove Works	Gold Coin Stoves	stoves	:527	5	2		See also Series II (VIA)		
Collins & Burgie	Republic Range	stoves	:527	5	1				
Corrugated Elbow Co.	Corrugated Stove Pipe Elbows		:527	5	2				
Detroit Stove Works	Jewel Stoves & Ranges	stoves	:527	18	1	1			
Excelsior Manufacturing Company	Charter Oak Ranges	stoves	:527	5	5		See also Series II (VIA)		
Favorite Stove Works (w.C. Davis & Co.)	Favorite Stoves; K.L. & M. Series Favorite Cooking Stoves for Wood	stoves	:527	5; 18	3	1			Birth of Modern Advertising TC5270.0022 olvwork 729460
Fuller & Warren Company	Stoves, Furnaces & Ranges	stoves	:527	5	4		See also Series II (VIA)		
George Sherrill	Dockash Stoves and Ranges	stoves	:527	5	1				
Highland Grand Stove	Highland Grand Stove	stoves	:527	5	1				
Invincible Base Burning Heater	Invincible Base Burning Heater	stoves	:527	5	2				
J.S. & M. Peckham	Emblem Stoves	stoves; house furnishings	:527	5	1		See also Series II (VIA)		
Johnson, Black & Co.	Radiant Home Stove	stoves	:527	5	1				
Leonard Cooperative Foundry Company	Concord Range	stoves	:527				Series II (VIA) only		
Magee Furnace Co.	Magee's Standard Furnace	furnaces	:527	5	2		See also Series II (VIA)	leaflet	
McAuliffe Ranges	McAuliffe Ranges	stoves	:527	5	1				

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
Michigan Stove Company	Garland Stoves and Ranges	stoves	:527	5; 18	3	2	See also Series II (VIA)		
Perry & Co.	New American Stove	stoves	:527	5	1		See also Series II (VIA)		
Phillips & Clark Stove Co.	Andes Stoves	stoves	:527	5	4		See also Series II (VIA)	calendar	
Presbrey Stove Lining Co.			:527	5	1				
R.E. Dietz, Tubular Goods	Dietz Tubular Oil Stove	stoves	:527	5	1			folded mailer	
Rathbone, Sard & Co.	Acorn Stoves	stoves	:527	5	10		See also Series II (VIA)	bookmark	
Russel Wheeler, Son & Co.	Chester Cook		:527	5	2				
Rutland Stove Lining	Rutland Stove Lining	stoves	:527	5	3				
Seavey & Co., Agents for the Eastern States	Crown Oil Stoves	stoves	:527	5	1				
Spicers & Peckham	Model Ranges & Stoves	stoves	:527				Series II (VIA) only		
Sterling Stoves	Sterling Stoves and Ranges; The Tile Sterling	stoves	:527	5	1		See also Series II (VIA)		
Sturtevant (products)	Sturtevant Hot Blast Steam Heating Apparatus; Sturtevant Steam Fans	furnaces	:527	5	1			no illustration	
Sun Dial Gas Stove	Sun Dial Gas Stove	stoves	:527	5	1			leaflet	
Taunton Iron Works Co.	Golden Star Portable Furnaces	furnaces	:527	5	1			no illustration	
Van Wormer & McGarvey	American Base Burner	stoves	:527				Series II (VIA) only		
Weir Stove Co.	Glenwood Stoves; Elmwood Stoves	stoves	:527	5; 18	3	1	See also Series II (VIA)		
A.D. Waymoth & Co.	Waymoth's New Patent Lathe	lathes	:529	6	1				
Chadbourn & Coldwell Mfg. Co.	Clipper Mower	lawn mower	:529	6	1				

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Oversize cards	Location	Other Formats; Languages	Notes
Charter Oak Lawn Mower	Charter Oak Lawn Mower	lawn mowers	:529				Series II (VIA) only		
Mast, Foos & Co.	Buckeye Pumps; Buckeye Lawn Mower; Buckeye Mower	lawn mowers; pumping machinery	:529				Series II (VIA) only		
Cole Bros.	Manufactures of Lightning Rods and Pumps	lightning rods; pumping machinery	:529				Series II (VIA) only		
Combination Gas Machine Co.	Combination Gas Machine	machinery	:529	6	1			leaflet	
Goodrich & Hoover		machinery	:529	6	1				
J.J. Paquett, Patentor and Manufacturer	Sunlight Gas Machine	machinery	:529	6	1				
Single Center Spring Co.	One Spring Buggy Gear; Will's Automatic Micrometer Axle Gauge; Rotary Car Pusher	machinery	:529	6	1				
Benj. O. Woods & Co.	Novelty Printing Press	printers	:529	6	1				
Creswell, Wanner & Co.		printing presses	:529	6	1				
Prouty Press Co.	Prouty Printing Press	printing presses	:529	6	1		Series II (VIA) only		Birth of Modern Advertising TC5290.0008 olvwork729235
A.G. Brooks & Winebrener		pumping machinery	:529	6	1				
F.E. Myers & Bro., Proprietors of Ashland Pump & Haying Tool-Works	Myers Double Lock Reversible Hay Carrier; Myers Force and Lift Pumps	pumping machinery	:529	6	1				
Josiah A. Whitman, Proprietor	Fountain Pump	pumping machinery	:529	6	1				
National Iron Works	National Steam Pump	pumping machinery	:529	6	1				
Neut & Dumont	Pompes Centrifuges	pumping machinery	:529	6	1			Multiple languages	
Temple Pump Company	Temple Pumps	pumping machinery	:529	6	1		See also Series II (VIA)		
Aurora Road Cart Co.	Callan Hammock Spring Buggy	wagons	:531	6	1				

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
Baker, Sloo & Co., Southern Agents for T.T. Haydock		carriages	:531	6	1				
Columbus Buggy Co.		wagons	:531				Series II (VIA) only		
E.C. Fenner		wagons; harnesses; bicycles; carriages	:531	6	2				
George Whitmore, Manufacturer of Carriages, Wagons, and Sleighs		carriages	:531				Series II (VIA) only		
Great Eastern Carriage Manufactory, G. & D. Cook & Co. (proprietors)		carriages; wagons	:531				Series II (VIA) only		
Heywood Bros. & Co.		chairs; children's carriages	:531	18	2	2	See also Series II (VIA)	see :481 in VIA; covers of catalogs?	
Hiram W. Davis & Co.		wagons	:531				Series II (VIA) only		
Isburgh & Rowland		carriages	:531	6	1				
James & Graham Wagon Co.		wagons	:531	6	1				
Kentucky Wagon Mfg. Co.	Old Hickory Farm Wagon	wagons	:531	6	1				
Lansing Wagon Works		wagons	:531	6	1			leaflet	
Milburn Manufacturing Co.		wagons; carriages	:531	6	2				
Milburn Wagon Co.		wagons	:531	6; 18	3	1			
Studebaker Bros. Mfg.		wagons	:531				Series II (VIA) only		
Collin's Electric Co.	Edison Mazda Lamps	electric lighting equipment	:581	6	1			card w/ Norman Rockwll illustration	
Albany Wire Cloth Works		hardware	:591	6	1				
American Wire Nail Co.		hardware	:591				Series II (VIA) only		
Bentel, Marcedant & Co.	Wood Cutting Machinery	tools	:591	6	1				
O.J. Fiske (Firm)	White Wire Clothes Lines	hardware	:591	6	1				
Globe Nail Co.		nails	:591	6	1				

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over-size cards	Location	Other Formats; Languages	Notes
Isaac Ayres & Co., Dealers in Stoves, Hardware, Cutlery		hardware	:591	6	1			envelope	
John J. Tower, Fabricante de Especialidades en Ferreteria		hardware	:591	6	1			Spanish; no illustration	
John Russell Cutlery Co.		cutlery	:591	6	1			leaflet; multiple languages	
Michelson Manufacturing Co.	Trunk Roller	hardware	:591	6	1			pamphlet	
Pullman Door Check Company		hardware	:591				Series II (VIA) only		
Putnam Nail Co.		nails	:591	6	1		See also Series II (VIA)		
Simmonds Mfg. Co.	Simmonds Saws, Knives	tools	:591	6	1				
Stanley Works	Wrought Iron Butts; Hinges; Door Bolts	hardware	:591	6	1			no illustration	
Tumey's Furniture Caster (C.H. Tumey)	Tumey's Furniture Caster	hardware	:591				Series II (VIA) only		
Yerkes & Plumb		tools	:591				Series II (VIA) only		
Archer & Pancoast Mfg. Co.		gas fixtures	:594	6	2				
Daniel F. Staten, Dealer in Gas Fixtures		gas fixtures	:594	6	1				
Lalance & Grosjean Mfg. Co.	Gate Iron Ware	gates	:594	6	1				
Usine Carre, G. Lichtenfelder, Proprietary		gates	:594	6	1				
William G. Anderson	Anderson's Extension Window Screens; Anderson's Patent Spring Suspender Attachment	window fixtures	:594	6	1			no illustration	
Washburn & Moen Mfg. Co.		wire	:596				Series II (VIA) only		
H. Carlisle & Son, Manufacturers of Shell and Horn Combs, Bracelets		jewelry	:597, :588	6	1		Jewelry and watches folder		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over-size cards	Location	Other Formats; Languages	Notes
American Watch Co. (see also Waltham Watch Co.)		watches	:597, :598	18	2	2			
Aurora Silver Plate Man'g. Co.		silverwork	:597, :598	6	3				
Boss Pat. Cases	Boss Pat. Cases	watch cases	:597, :598	6	4				
Brinsmaid & Hildreth, Dealers in Clocks, Watches, Jewelry		jewelry and watches	:597, :598	6	2				
C.J. Holmgren, Dealer in Watches, Clocks, Jewelry		jewelry and watches	:597, :598	6	2				
Chas. H. Chiller, Diamonds, Watches, Clocks & Fine Jewelry		jewelry and watches	:597, :598	6	1				
Chauncey Johnson, Fashionable Jewelry Store		jewelry and watches	:597, :598	6	1		Jewelry and watches folder		
Daniel Low, Diamonds, Watches, Jewelry & Silverware		jewelry and watches	:597, :598	6	5				
E. Jaccard Jewelry Company		jewelry	:597, :598	6	2				
Elgin Watches	Elgin Watches	watches	:597, :598	6	1				
Elkington & Co., Silversmiths		silverwork	:597, :598	6	2				
Emilio Forte, Silver Filigree		silverwork	:597, :598	6	1		Jewelry and watches folder		
G.C. Beverly, Watchmaker & Jeweler		jewelry and watches	:597, :598	6	3				
Giles Bros. & Co. (Giles, Bro. & Company)		jewelry and watches	:597, :598	6	3		See also Series II (VIA)	Guide Map to Chicago Streets and Stock Yards	
Gorham Company	Silverware and the Gorham Plate	silverwork	:597, :598	6	1				
Henry Dobbins		jewelry	:597, :598	6	1		Jewelry and watches folder		
J.H. Crandell, Watchmaker and Jeweler		jewelry and watches	:597, :598	6	4				
J.H. Johnston & Robinson, Fine Diamonds, Watches, Jewelry and Silver Ware		jewelry and watches	:597, :598	6	1		Jewelry and watches folder		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
J.R. Eliot, Dealer in Diamonds, Watches, Jewelry, Silverware		jewelry and watches	:597, :598	6	9		See also Series II (VIA)		
Jeffrey R. Brackett		jewelry and watches	:597, :598	6	1				
John P. Peabody, Dealer in Jewelry, Silverware, Fans		jewelry	:597, :598	6	1		Jewelry and watches folder		
Jos. Wineburgh & Son, Fine Watches, Clocks, Jewelry		jewelry and watches	:597, :598	6	1		Jewelry and watches folder		
Joseph Stefek, Manufacturer of Jewelry and Diamond Work		jewelry	:597, :598	6	1		Jewelry and watches folder		
M. Criscuolo, Coral Fisher & Manufacturer	Coral	jewelry	:597, :598	6	5			calendars	
M.L. Roberts, Dealer in Watches, Jewelry, Silver		jewelry and watches	:597, :598	6	1		Jewelry and watches folder		
Manhattan Watch Co.		watches	:597, :598	6	1		Jewelry and watches folder		
Marr & Wolf		jewelry and watches; optical goods	:597, :598	6	2				
Matthews and Sons, Monumental and General Brass Engravers		engraving	:597, :598	6	1				
Meriden Britannia Co.	Gold and Silver Plate	silverwork	:597, :598	6	1				
Merriam & Co.		engraving	:597, :598	6	1				
N.C. Wood & Son, Jewelers and Silversmiths		jewelry and silverwork	:597, :598	6	1		Jewelry and watches folder		
Ordway		jewelry and watches	:597, :598	6	1		Jewelry and watches folder		
Reed & Barton		silverwork	:597, :598				Series II (VIA) only		
Sim, the Troy Jeweler		jewelry	:597, :598	6	2				
T. Outwater & Sons		jewelry	:597, :598	6	1		Jewelry and watches folder		
Thompson & Floy, Watchmakers and Jewelers		jewelry and watches	:597, :598	6	3				
W.B George, Jeweler		jewelry	:597, :598	6	1		Jewelry and watches folder		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
W.B. Guy, Jeweler		jewelry and watches	:597, :598	6	4				
W.E Hadlock & Co., Chronometers and Watches		watches	:597, :598	6	6				
Waltham Watch Co. (see also American Watch Co.)		watches	:597, :598	6	16		See also Series II (VIA)		
Wentworth & Davis, Jewellers, Stationers, and Booksellers		jewelry; stationers	:597, :598	6	3				
Wm. Wilson & Son, Silversmiths		silverwork	:597, :598	6	1				
H. Milward & Sons	Helix Needles	needles	:599	6	2				
James Smith & Sons	Celebrated Needles for Hand Sewing and Sewing Machines	needles	:599	6	3		See also Series II (VIA)		
National Needle Co.		needles	:599	6	2			no illustration	
Oakville Co.	Fine Needle Pointed Brass and Iron Pins	pins	:599	6	1			no illustration	
Pyramid Pin Company		pins	:599				Series II (VIA) only		
Stewarts Patent Safety Pin	Stewarts Patent Safety Pin	pins	:599	6	1				
William H. Jackson & Co., Manufacturers of Artistic Grates and Fenders		house furnishings (fenders)	:599	6	1		See also Series II (VIA)		
Jones, McDuffee & Stratton		china	:605	7	1				
Joseph & Charles Price & Bros.	Improved Stoneware	china	:605	7	1				
Minton, Hollins & Co.	Minton's Tiles	tiles	:605	18	1	1			
Northwestern Terra Cotta Works (True, Bunkhorst & Co.)		pottery	:605				Series II (VIA) only		
Ott & Brewer, China Manufacturers and Decorators		china	:605				Series II (VIA) only		
Portland Stone Ware Co.		pottery	:605				Series II (VIA) only		
S.L. Griffith & Co.		china	:605	7	1			calendar	
Candiani & C., Mosaics, etc.		glass	:606	7	1			Italian	

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
Charles Frank, Prague, Bohemia. (Represented in America by Mr. F.X. Katzmayr)		glass	:606	18	1	1		multiple languages	
Detroit City Glass Works (Israel Blitz & Son)		glass	:606				Series II (VIA) only		
Franklin Flint Glass Works (Gillinder and Sons)	Fine Cut and Engraved Glassware	glass	:606	7	1				
Phoenix Glass Co.		glass	:606	7	1			leaflet	
W.C. Young, Sole Agent	Stained Glass Substitute		:606	7	1				
Walker Glass Importing, Silvering & Mfg. Co.		glass	:606	7	1				
American Salt Co.		salt	:6122	7	1				
Church & Co. (see also Church & Dwight Co.; John Dwight & Co.)	Arm and Hammer Brand Sodium Bicarbonate	sodium bicarbonate	:6122	7	27		See also Series II (VIA)	26 bird series cards; 1 flower card	
Church & Dwight Co. (see also Church & Co.; John Dwight & Co.)	Arm and Hammer Baking Soda; Cow Brand Baking Soda	sodium bicarbonate	:6122	7	13			13 cards from "Useful Birds of America" series. Illustrated by Louis Agassiz Fuertes	
Ewing, J.F. Agent. Salt Association of Michigan and Michigan Dairy Salt Company		salt	:6122	7	1				
Gantz, Jones & Co.	Sea Foam	baking powder	:6122	7	3				
Gates Baking Powder	Gates Baking Powder	baking powder	:6122	7	1				
James H. Larzelere & Co.	Mile's Premium Baking Powder	baking powder	:6122	7	1				
John Dwight & Co. (see also Church & Co.; Church & Dwight Co.)	Dwight's Super Carb Soda; Horseford's Bread Preparation	sodium bicarbonate	:6122	7	3		See also Series II (VIA)	1 card from "Interesting Animal Series"	

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
P.W. & E.W. Gillett	Gillet's Cream Tartar Baking Powder; Doublee Flavoring Extracts; Gillett's Mammoth Pepper Box Bluing	baking powder	:6122	7; 18	3	1			
Potter, Parlin & Co.	Kenton Baking Powder	baking powder	:6122	7	1				
Rumford Chemical Works	Prof. Horseford's Self- Raising Bread Preparation; Prof. Horseford's Phosphatic Baking Powder	foods	:6122	7	6		See also Series II (VIA)	calender; see also :6243	
Steele & Price	Dr. Prices Cream Baking Powder	baking powder	:6122				Series II (VIA) only	see also :431, :6246	
Thepure Baking Powder	Thepure Baking Powder	baking powder	:6122	7	1		See also Series II (VIA)	hold-to-light trade card	
Warsaw Salt Co.		salt	:6122	7	1				
Bondsville Dye Works		dyes	:6183	7	1				
McLean's City Steam Dye Works		dyes	:6183	7	1				
Poor Man's Dyes		dyes	:6183	7	1				
Thomas Leeming & Co., Sole Agents	Reckitts Paris Blue Dye	dyes	:6183	7	1				
Wells, Richardson & Co.	Diamond Dyes	dyes	:6183	7	5		See also Series II (VIA)	pamphlet; see also :41; :414	
Bowker Fertilizer Co.	Bowker's Fertilizer	fertilizer	:621	18	1	1			
Navassa Guano Co.		fertilizer	:621	7	1				
Williams & Clark Co.	High Grade Bone Fertilizers	fertilizer	:621	7	1				
Walpole Emery Mills	Excelsior Metal Polish	polishes	:622				Series II (VIA) only		
David's Ink	David's Ink	ink	:622-ink				Series II (VIA) only		
George Mather's Sons		ink	:622-ink	18	1	1			
Iverson, Blakeman, Taylor & Co.	Spencerian Writing Fluid	ink	:622-ink	7	1		Ink folder		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
Payson's Indelible Ink	Payson's Indelible Ink	ink	:622-ink	18	1	1	See also Series II (VIA)		
Stafford's Inks	Stafford's Inks	ink	:622-ink	7	1		Ink folder	hold-to-light trade card	
Thomas' Celebrated Inks	Thomas' Celebrated Inks	ink	:622-ink	18	1	1			
Averill Chemical Paint Co.	Calcicake	paints	:622-paint	7	1		Paints & varnishes folder		
Berry Brothers, Limited	Hard Oil Finish; Liquid Granite; Elastic Outside Finish; Elastic Interior Finish	paints; varnishes	:622-paint	7	1		Paints & varnishes folder	leaflet	
Bridgeport Wood Finishing Co.		paints; varnishes	:622-paint				Series II (VIA) only		
Calman's Varnishes	Calman's Varnishes	varnishes	:622-paint	7	1		Paints & varnishes folder; Series II (VIA) only	hold-to-light trade card	Birth of Modern Advertising TC6220:0014 olvwork730022
Carpenter, Morton	Campbell's Varnish Stain	varnishes	:622-paint				Series II (VIA) only		
Collier White Lead & Oil Co.	Collier Strictly Pure White Lead	paints	:622-paint	7	1		Paints & varnishes folder		
F.O. Pierce & Co.	Pierce's House Paints	paints	:622-paint				Series II (VIA) only		
H.W. Johns	Stove Liner; "Asbestos" Liquid Paint	paints	:622-paint	7	3				
Heath & Milligan Mfg. Co.	Heath & Milligan Paints	paints	:622-paint	7	1		Paints & varnishes folder	sheet of stamps	
Impenetrable Paint Co.		paints	:622-paint	7	1		Paints & varnishes folder	no illustration	
Jas. Foster, Dealer in Paints, Oils, & Glass		paints	:622-paint	7	2				
Primicerio & Co.	Japanese Gloss Polish	furniture polish	:622-paint	18	1	1			
Senour Manufacturing Company	Senour's Floor Paint; Monarch Mixed Paint	paints	:622-paint	7	2			advertising postcards	

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
Wadsworth, Martinez and Longman	Pure Prepared Paints	paints	:622-paint	7	1		Paints & varnishes folder		
American Chem. Mfg. & Mining Co.	Handy Box French Shoe Blacking	shoe-polish	:622-shoe	7	1		Shoe polish folder	rebus	
Button & Ottley	Button's Raven Gloss Shoe Dressing	shoe-polish	:622-shoe	7	3				
Frank Miller	Peerless Blacking	shoe-polish	:622-shoe	7	1		Shoe polish folder		
George H. Wood & Co.,	Blacking	polishes	:622-shoe				Series II (VIA) only		
Henry E. Tuttle & Co.	Ladies Blacking	shoe-polish	:622-shoe	7	1		Shoe polish folder		
M.S. Cahill	Alma Polish	shoe-polish	:622-shoe	7	1		Shoe polish folder		
S.M. Bixby & Co.	Bixby's Best Shoe Blacking	shoe-polish	:622-shoe	7	3				
Toilet Shoe Dressing Co.	Ladies Toilet Shoe Dressing	shoe-polish	:622-shoe	7	1		Shoe polish folder		
Whittemore Bros. & Co.	Gilt Edge Gloss Dressing; Bon-ton	shoe-polish	:622-shoe	7	7		See also Series II (VIA)		
Jos. Dixon Crucible Co.	Dixon's Carburet of Iron Stove Polish	stove polish	:622-stove	7	2		See also Series II (VIA)		
Morse Bros.	Rising Sun Stove Polish	stove polish	:622-stove	7	2		See also Series II (VIA)		
Phoenix Mfg. Co.	Woman's Suffrage Stove Polish	stove polish	:622-stove	7	1		Stove polish folder		
Prescott's Universal Stove Polish	Prescott's Universal Stove Polish	stove polish	:622-stove	7	1		Stove polish folder		
Webb's Superior Stove Polish	Webb's Superior Stove Polish	stove polish	:622-stove	7	5				
Arthur H. Cobb & Co.	Cobb's Boraz Soap	soap	:624	8	1				
B.T. Babbitt	Best Soap	soap	:624	8	7				
Benjamin Brook & Co.	Van Haagen's Toilet Soap	soap	:624	8	1				
Bon Ami Company	Bon Ami	cleaning compounds	:624				Series II (VIA) only		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over-size cards	Location	Other Formats; Languages	Notes
Buchan's	Buchan's Carbolic Toilet Soap; Buchan's Laundry Toilet Soap	soap	:624	8	4				
Chas. F. B[?]es & Co.	Kitchen and Hand Mineral Soap	soap	:624	8	1				
Chas. S. Higgins	Higgins Soap; Higgins German Laundry Soap	soap	:624	8	6		See also Series II (VIA)		
Clark & Wise	Wise's Axle Grease		:624	8	1				
Colgate and Co.	Rapid Transit Soap; Cashmere Bouquet	soap	:624	8	2		See also Series II (VIA)		
Curtis, Davis & Co.	Welcome Soap; Peerless Soap	soap	:624	8	8		See also Series II (VIA)		
D.S. Brown & Co.		soap	:624	8	1				
David's Prize Soap	David's Prize Soap	soap	:624	8	3		See also Series II (VIA)		
Dobbins's Electric Soap	Electric Soap	soap	:624				Series II (VIA) only		
Enoch Morgan's Sons	Sapolio	soap	:624	8	14		See also Series II (VIA)	leaflets	
Girondin Deodorizing & Disinfecting Company	Girondin	cleaning compounds	:624	8	2				
Gowans and Stover	New Process Soap	soap	:624	8	2				
H.K. & F.B. Thurber & Co.	Thurber's Pride of the Kitchen Soap; Electra for the Laundry	soap	:624	8	2		See also Series II (VIA)	see also :418, :426, :429, :435	
Hartford Chemical Works	Lavine Soap	soap	:624	8	7		See also Series II (VIA)		
Hoffeld & Co.	Pansy Soap	soap	:624	8	2				
Indexical Soap Company (Robinson Bros. & Co.)	Robinson's Oatmeal Glycerine	soap	:624	8	1				
J.B. Ford Co.	Wyandotte Dairyman's Cleaner and Cleanser	cleaning compounds	:624	8	1				
J.B. Williams Co.	Ivorine	soap	:624	8	3		See also Series II (VIA)		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
J.D. Larkin & Co. (see also Larkin Soap Manufacturing Co.)	Crème Oatmeal Toilet Soap; Boraxine; Sweet Home Soap	soap	:624	8; 18	15	3		pamphlet (Jingles for the Juveniles)	
J.H. Keller (Southern Soap Works, factory)		soap	:624				Series II (VIA) only		
James Pyle	Pearline Washing Compound	soap	:624	8	16		See also Series II (VIA)		
James S. Kirk and Company		soap	:624	8	20		See also Series II (VIA)		
Kendall Mfg. Co.	Soapine Soap	soap	:624	8	20		See also Series II (VIA)	newspaper clipping	
L.I. Fisk & Co.	Disinfecting Soap	soaps	:624	8	2				
Larkin Soap Manufacturing Co. (see also J.D. Larkin & Co.)	Larkin Soaps; Earn a Chautaugua Desk	soap	:624	18	1	1		die cut folder	
Lautz Bros. & Co.	Acme Soap; Marseilles White Soap	soap	:624	8	42		See also Series II (VIA)	pamphlet (Catalogue for 1892 of Premiums for Soap Wrappers)	
Miami Oil & Soap Works Company	Miami Soap	soap	:624	8	4				
Packer's Tar Soap	Packer's All Healing Tar Soap	soap	:624	8	1				
Pear's Soap	Pear's Soap	soap	:624	8; 18	7	6		magazine cover; pamphlet (How to Improve the Complexion)	
R.W. Bell & Co.	Soapona		:624	8	2			subject: Jumbo	
Scourene Mfg. Co.	Scourene	cleaning compounds	:624				Series II (VIA) only		
Smith Brothers (Wm. T. Coleman & Co., Sole Agents)	Smith Brothers Borax	cleaning compounds	:624	8	2		See also Series II (VIA)		
Stimsons Sudsena	Stimsons Sudsena	cleaning compounds	:624	8; 18	3	1			

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
Swain, Earle & Co., Wholesale Agents (see also Lautz Bros. & Co. for Acme Soap and Wesp, Lautz Bros. & Co. for Niagara Starch)	Acme Soap; Niagara Starch	soap	:624	8	5				
Wrisley's White Borax Soap	Wrisley's White Borax Soap	soap	:624	8	1				
A. P. Ordway & Co.	Sulphur Bitters	patent medicines	:6243	19	1	1		pamphlet	
A.B. & D. Sands, Druggists	Clove Anodyne Tooth Ache Drops	patent medicines	:6243	19	1	1	Series II (VIA) only		Birth of Modern Advertising TC6243.0079 olvwork729169
Adams & Sons	Adams Chewing Gum	chewing gum	:6243	9	1		See also Series II (VIA)		
Alaska Compound Co.	Alaska Catarrh Compound	patent medicine	:6243				Series II (VIA) only		
Allen S. Olmstead	Mother Gray Sweet Worm Powders	patent medicines	:6243	9	2				
Antikamnia Chemical Company	Antikamnia Preparations; Antikamnia Tablets	patent medicines	:6243	19	2	2		calendar (6 pages) 1900; calender 1910	
Athlophoros Co.	Rheumatism & Neuralgia Cure	patent medicines	:6243	9	1				
Avery Lactate Co.	Lactart Acid of Milk	patent medicine	:6243	9	2				
B.F. Arthur & Co.	Girvan Corn Remover	patent medicines	:6243	9	1			hold-to-light trade card	
B.J. Kendall & Co.	Kendall's Spavin Cure	patent medicines	:6243	9	3				
Barham Pile Cure Co.	Barham's Infallible Pile Cure	patent medicines	:6243	9	1			leaflet	
Biliousine	Biliousine	patent medicines	:6243	9	1				
Brown Chemical Co.	Brown's Iron Bitters; Dr. Mettaur's headache Pills	patent medicines	:6243	9	9			hold-to-light trade card	

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
C.I. Hood & Co.	Hood's Sarsaparilla; Hood's Vegetable Pills;	patent medicines	:6243	9; 19; 20	32	13	See also Series II (VIA)	calendars; cover to Hood's Sarsaparilla Book of Wit & Humor; pamphlets (Hood's Latest, 1883, 1884, 1887; Hood's Pansy)	
C.N. Crittenton, Proprietor	Hale's Honey of Horehound and Tar; Pike's Toothache Drops; Glenn's Sulphur Soap; Japanese Corn File	patent medicines	:6243	9	5			see also :6246	
California Fig Syrup Co.	Syrup of Figs	patent medicines	:6243	9	2			pamphlet	
Carter Medicine Co.	Carter's Little Liver Pills; Carter's Backache Plasters	patent medicines	:6243	9	3		See Series II (VIA) only		Birth of Modern Advertising TC6243.0080 olvwork730025 and TC6243.0081 olvwork730037
Castoria; Centaur Linament	Castoria; Centaur Linament	patent medicines	:6243	9	2		See also Series II (VIA)		
Centaur Liniment (see Castoria)	Centaur Liniment	patent medicines	:6243						
Chilline	Chilline, Cure for Chillblains	patent medicines	:6243	9	1				
Clark ABC Medicine Co.	Clarks' Anti-Bilious Compound	patent medicines	:6243	9	4				
Clifford's Febrifuge	Clifford's Febrifuge or Fever & Ague Cure	patent medicines	:6243	9	1				
Crosby's 5-Minute Cure	Crosby's 5-Minute Cure	patent medicines	:6243	9	1			leaflet	
Dalley's (products)	Dalley's Magical Pain Extractor; Dalley's Galvanic Horse Salve	patent medicines	:6243	9	8				
David Nicholson	David Nicholson's Liquid Bread	patent medicines	:6243				Series II (VIA) only		
Diamond Laboratory Co.	Marshmallow Cream; Marshmallow Foot Soap	patent medicines	:6243	9	1		See also Series II (VIA)	pamphlet (The Care of the Feet)	

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over-size cards	Location	Other Formats; Languages	Notes
Don H. Aldrich	Aldrich's Corn Killer and Sheller	patent medicines	:6243	9	1				
Dr. A.C. Hoxsie's Certain Croup Cure	A.C. Hoxsie's Certain Croup Cure	patent medicines	:6243	9	1				
Dr. C.C. Moore	Moore's Throat & Lung Lozenges	patent medicines	:6243	9	1				
Dr. D. Jayne & Son (Dr. Jaynes products)	Dr. Jayne's Expectorant; Dr. Jayne's Carminative Balsam, Dr. Jayne's Tonic Vermifuge, Sanative Pills, etc.	patent medicines	:6243	9	12		See also Series II (VIA)		
Dr. E.C. Abbey	Cutavaco	patent medicines	:6243	9	3				
Dr. Henri Guillard's Persuaders	Dr. Henri Guillard's Persuaders	patent medicines	:6243				Series II (VIA) only		
Dr. J.C. Ayer & Co.	Ayer's Cherry Pectoral; Ayer's Sarsaparilla; Carthartic Pills; Ayer's Ague Cure	patent medicines	:6243	9	20		See also Series II (VIA)	various languages; see also :6246	
Dr. J.G.B. Siegert & Sons	Angostura Bitters	patent medicine	:6243	9	1				
Dr. M.W. Case	Carbolate of Tar Inhalants	patent medicine	:6243	9	2				
Dr. Thomas's Eclectic Oil	Dr. Thomas's Eclectic Oil	patent medicines	:6243	9; 19	7	1	See also Series II (VIA)		
Dr. White's Celebrated Cough Drops	Dr. White's Celebrated Cough Drops	patent medicines	:6243	9	1				
Dundas Dick & Co.	Seidlittine	patent medicine	:6243	9	3			calendar	
E. Hartshorn & Sons	Hartshorn's Cough Balsam	patent medicines	:6243	9	1				
E.S. Wells	Rough on Rats	poisons	:6243	9	1		See also Series II (VIA)		
E.W. Baker	Parker's Spavin Cure	patent medicines	:6243				Series II (VIA) only		
Faricum Company	Faricum	patent medicines	:6243				Series II (VIA) only		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over-size cards	Location	Other Formats; Languages	Notes
Fleming Brothers	Dr. C. McLane's Liver Pills	patent medicines	:6243	9	1				
Foster, Milburn & Co.	Burdock Blood Bitters	patent medicines	:6243	9; 19	18	2	See also Series II (VIA)		
G.G. Green	Green's August Flower; Boschee's German Syrup; Ague Conqueror	patent medicines	:6243	9	5				
George T. Jack, Proprietor	Dr. Jack's Sarsaparilla	patent medicines	:6243	9	1				
Gilman Brothers	Dr. Seth Arnold's Balsam	patent medicines	:6243	9	3				
Glover, H. Clay	Glover's Mange Cure	patent medicines	:6243				Series II (VIA) only		
Great Turkish Cough Syrup	Great Turkish Cough Syrup	patent medicines	:6243	9	1				
H. Uderberg-Albrecht	Boonekamp of Maag- Bitter	patent medicines	:6243	9	1			German	
H.D. Cushman	Cushman's Menthol Inhaler	patent medicines	:6243				Series II (VIA) only		
H.H. Warner Co.	Warner's Log Cabin Remedies	patent medicines	:6243	9	1			pamphlet	
H.R. Stevens	Vegetine	patent medicines	:6243	9	6		See also Series II (VIA)		
Hand Medicine Company (D.B Hand)	Dr. Hand's Remedies for Children	patent medicines	:6243	9; 19	3	2	See also Series II (VIA)	hold-to-light trade card; pamphlets (Sense and Suggestion: How to Make and Keep Your Little Ones Happy)	
Hingston & Co	Rataline	poisons	:6243	9	1		See also Series II (VIA)		
Hiscox & Co.	Parker's Ginger Tonic	patent medicines	:6243	9	3		See also Series II (VIA)		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over-size cards	Location	Other Formats; Languages	Notes
Hop Pill Manufacturing Co.	Hop Pill; Lyon's Sarsaparilla	patent medicines	:6243	9	1				
Humphreys' Med. Co.	Humphreys' Witch Hazel Oil	patent medicines	:6243	9	1				
Hunnewell's Manufacturing Company	Hunnewell's Universal Cough Remedy	patent medicines	:6243	9	1				
I.L. Lyons & Co.	Abram's Arnica Linament	patent medicines	:6243	9	1				
I.S. Johnson & Co.	Johnson's Anodyne Liniment	patent medicines	:6243	9	1		See also Series II (VIA)		
J.A. Hoitt Company	Neutraline	patent medicines	:6243				Series II (VIA) only		
J.D. Roberts, Headquarters for Roots, Herbs, Barks, and Leaves		patent medicines	:6243	9	2				
J.H. Schenk & Son	Schenk's Seaweed Tonic; Schenck's Mandrake Pills	patent medicines	:6243	9	6				
J.P. Bush Mfg. Co.	Bovine	patent medicines	:6243				Series II (VIA) only		
J.P. Hall, Jr.	Vegetable Health Restorative	patent medicines	:6243	9	1				
Jameson, Alden, Proprietor	Commonwealth Mineral Spring Water	spring water	:6243				Series II (VIA) only		
John F. Henry & Co.	Scovill's Sarsaparilla and Stillingia; Dr. William Hall's Balsam for the Lungs	patent medicines	:6243	9	2			fold out before and after trade card	
John H. McAlvin	McAlvin's Pills	patent medicines	:6243	9	1				
John L. Thompson, Proprietor	Dr. Isaac Thompson's Celebrated Eyewater	patent medicines	:6243	9	5				
Kennedy & Co.	Radcliffe's Great Remedy	patent medicines	:6243	9	1				
Kickapoo Indian Medicine Co.	Kickapoo Indian Remedies	patent medicines	:6243				Series II (VIA) only		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
Kiersted's Ointment	Kiersted's Ointment	patent medicines	:6243	9	1				
Knapp Extract Co.	Knapp's Rootbeer	patent medicines	:6243				Series II (VIA) only		
L. Ham, Proprietor	Ham's Oil of Gladness	patent medicines	:6243	9	1				
Lydia E. Pinkham Medicine Company	Lydia E. Pinkham's Vegetable Compound	patent medicines	:6243	9	2		See also Series II (VIA)		
Lyman Brown, Proprietor	Seven Barks; Lyman Brown's Soothing Ointment	patent medicines	:6243	9	1			pamphlet	
Malt Bitters Company	Malt Bitters	patent medicines	:6243	10	2		See also Series II (VIA)	puzzle cards	
Massasoit Company	Massasoit Cough Balm; Massasoit Liniment	patent medicines	:6243	10	2				
Merchant's Gargling Oil Co.	Merchant's Gargling Oil; Merchant's Worm Tablets	patent medicines	:6243	10	2		See also Series II (VIA)	calendar	
Morse Yellow Dock Root Syrup Co.	Dr. Morse's Compound Syrup of Yellow Dock Root	patent medicines	:6243	10	5				
Mrs. Dinsmore's Cough and Croup Balsam	Mrs. Dinsmore's Cough and Croup Balsam	patent medicines	:6243				Series II (VIA) only		
Mrs. Winslow's Soothing Syrup	Mrs. Winslow's Soothing Syrup	patent medicines	:6243				Series II (VIA) only		
Murdock's Liquid Food	Murdock's Liquid Food	patent medicines	:6243	10	1			identification card	
N.E. Botanical Depot, Geo. W. Swett, M.D., Proprietor	Dr. Swett's Root Beer; Dr. Swett's Bitter Compound	patent medicines	:6243	10	1				
New York Pharmacal Association	Lactopeptine	patent medicine	:6243	10	2				
P. Mere de Chantilly	Produits Veterinaires	horse medicine	:6243	10	1			French	
Perry Davis' Vegetable Pain Killer	Perry Davis' Vegetable Pain Killer	patent medicines	:6243	10	2		See also Series II (VIA)		
Petzold's Bitters Co.	Dr. Petzold's German Bitters	patent medicines	:6243				Series II (VIA) only		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
Phenyo-Caffein Co.	Phenyo-Caffein	patent medicines	:6243				Series II (VIA) only		
Piso's Remedy for Catarrh	Piso's Remedy for Catarrh	patent medicines	:6243	10	2			pamphlet (Yankee Doodle)	
Pond's Extract Co.	Pond's Extract; Lip Salve	patent medicines	:6243	10	5		See also Series II (VIA)		
Potter Drug and Chemical Co.	Sanford's Ginger	patent medicines	:6243	10	1		See also Series II (VIA)		
Quaker Bitters	Quaker Bitters	patent medicine	:6243	10	2			candidates	
R.C. Flower Medical Company		patent medicine	:6243	19	1	1		pamphlet (The Flower Family Formula Book)	
R.H. Carter, Druggist	Quassia Elixer and Beef Iron and Wine	patent medicines	:6243	10	1				
Red Star Cough Cure	Red Star Cough Cure	patent medicines	:6243	10	1				
Ring's (products)	Ring's Rheumatic Cure, Ring's Witch Hazel	patent medicines	:6243	10	3				
Risley's Extract Witch Hazel	Risley's Extract Witch Hazel	patent medicines	:6243	10	2				
Robinson & Sylvester, Proprietors	Scarboro Mineral Spring Water	spring water	:6243	10				no illustrations	
Robiquets National Asthma Cure	Robiquets National Asthma Cure	patent medicines	:6243	10	1				
Rumford Chemical Works	Prof. Horseford's Acid Phosphate	patent medicines	:6243	10	11		See also Series II (VIA)	see also :6122	
Samuel Gerry & Co.	Sapanule	patent medicines	:6243	10; 19	15	1			
Scotch Oats Essence Company	Dr. Buckland's Scotch Oats Essence	patent medicines	:6243				Series II (VIA) only		
Scott & Bowne	Scott's Emulsion; Cherry Malt Phospites	patent medicines	:6243	10; 19	7	3	See also Series II (VIA)	calendar	
Seth W. Fowle & Sons	Wistar's Balsam of Wild Cherry	patent medicines	:6243	10	3			pamphlets (The Lay of the Lonesome Lung; A Balsamic Ditty)	

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over-size cards	Location	Other Formats; Languages	Notes
Shaker remedies	Shaker Digestive Cordial; Shaker Extract of Roots; Laxol	patent medicines	:6243	10	1			pamphlet	
Shaw Manufacturing Co.	Rosaline, the Perfect Skin Cure	patent medicines	:6243	10	1				
Smith & Goold	Dr. Gray's Lotion (for horses)	patent medicines	:6243				Series II (VIA) only		
St. Jacob's Oil	St. Jacob's Oil	patent medicines	:6243	10	1				
Swift Specific Co.	Swift's Specific	patent medicines	:6243	10	1			pamphlet	
Tarrant & Company	Tarrant's Seltzer Aperient	patent medicines	:6243	10	6		See also Series II (VIA)		
Townsend's Oxygenated Air	Townsend's Oxygenated Air	patent medicines	:6243				Series II (VIA) only		
Van Bell's Rye and Rock	Van Bell's Rye and Rock	patent medicines	:6243	10	1				
W.H. Comstock	Morse's Indian Root Pills	patent medicines	:6243	10	5		See also Series II (VIA)	pamphlet (presidents)	
Wallace & Co.	Sa-yo Mint Jujubes	patent medicines	:6243	10	1				
Walter A. Taylor	Taylor's Cherokee Remedy; Taylor's Premium Cologne	patent medicines	:6243	10	1		See also Series II (VIA)	see also :6246 in VIA	
Wheat Bitters Co.		patent medicines	:6243	10	4		See also Series II (VIA)		
Wm. E. Clarke	Hunt's Remedy, Kidney and Liver Medicine	patent medicines	:6243				Series II (VIA) only		
Wright's Indian Vegetable Pills	Wright's Indian Vegetable Pills	patent medicines	:6243	10	5				
X-Zalia Medicine Co.		patent medicines	:6243	10	1				
A.C. Vanderburgh & Co.	Vanderburgh's Rock Oil for the Hair	toilet preparations; hair preparations; perfumes	:6246	11	1				
Barnard & Co., Manufacturing Perfumers		perfumes	:6246	11	1				
Bowker's Odeur du Bois Perfume	Bowker's Odeur du Bois Perfume	perfumes	:6246	11	1				

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
Brock's Century Cologne	Brock's Century Cologne	toilet preparations	:6246	11	1				
Burns Brothers	Hood's French Cologne		:6246	11	1				
C.N. Crittenton, Proprietor	Hill's Hair and Whisker Dye; Hair Revivum	hair preparations	:6246	11	2			see also :6243	
Docteur Pierre's Hygenical Preparations	Docteur Pierre's Hygenical Preparations	toilet preparations; dentifrices	:6246	11; 19	2	1			
Dr. J.C. Ayer & Co.	Ayer's Hair Vigor	hair preparations	:6246	11	5		See also Series II (VIA)	see also :6243	
Dr. Sheffield's Crème Angelique	Dr. Sheffield's Crème Angelique	dentifrices	:6246	11	1		See also Series II (VIA)		
E.W. Hoyt & Co.	Hoyt's German Cologne; Rubifoam Dentrifrice	toilet preparations; dentifrices	:6246	11	20		See also Series II (VIA)	calendar; bookmark	
F.L. Brainard	Brainard's Crystal Toilet Wash	toilet preparations	:6246	11	1				
J.A. Pozzoni	J.A. Pozzoni's Complexion Powder	toilet preparations	:6246	11	1		See also Series II (VIA)	(Longfellow card?)	
Lanman & Kemp	Murray & Lanman's Florida Water	toilet preparations	:6246	11	1		See also Series II (VIA)		
Lazell, Dalley & Co.		perfumes	:6246	11	3				
Lazell, Marsh & Gardiner	Lazell's Violette de Parme	perfumes	:6246	11	1				
Leigh	Desert Flower	perfumes	:6246	11	1				
Maiden Blush Perfume	Maiden Blush Perfume	perfumes	:6246	11	1				
Pearlac, Paris	Regenol,	hair preparations	:6246	19	1	1			
Pinet Chemical Corp.	Nikko, Nicotin Remover	toilet preparations	:6246	11	1			label?	
Portsmouth Specialities	Preston's "1800" Tooth Powder; Portsmouth Lavender Salts	toilet preparations; dentifrices	:6246	11	1				
R.P. Hall & Co.	Vegetable Sicilian Hair Renewer; Buckingham's Dye for the Whiskers	hair preparations	:6246	11	3		See also Series II (VIA)		
Robinson's Perfume	Robinson's Perfume	perfumes	:6246	11	1				
S.S. White Dental Manufacturing Co.		dentifrices	:6246	11	1				

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
Sanford's Camphor Ice	Sanford's Camphor Ice	toilet preparation	:6246	11	1				
Seely's Perfume	Seely's Perfume	perfumes	:6246	11	1				
Solon Palmer, Perfumer and Toilet Soap Maker		perfumes	:6246	11	1		See also Series II (VIA)		
Steele & Price	Dr. Prices Evening Violet		:6246	11	1			see also: :431, :6122	
T. Kingsford - successor to W.J. Austen (see also W.J. Austen)	Austen's Forest Flower Cologne	perfumes	:6246	11	1		See also Series II (VIA)		
Theo. Ricksecker	Ricksecker's Perfume, Skin Soap, Face Powder	perfumes; toilet preparations	:6246	11	2			multilingual card	
Townsend Drug Co.	New Fragrant Hair Tonic and Dressing	hair preparations	:6246	11	1			no illustration	
W.H. Read	Read's Grand Duchess Cologne	toilet preparations	:6246	11	3				
W.J. Austen & Co. (see also T. Kingsford)	Austen's Forest Flower Cologne	perfumes	:6246	11	9				
Wakelee & Co.	Camelline for the Complexion	toilet preparations	:6246	20	1	1			
William H. Farrand	Farrand's Fragrant Parisian Dentrifice	dentrifices	:6246	11	2			bookmark	
L.M. Weston	La Rosiere Manicure Cream	toilet preparations	:6247	11	1			leaflet	
Portland Star Match Co.		matches	:6273	11	1				
Atherton & Co.	Rubber Goods	rubber products	:63	11	1				
India Rubber Comb Co.		rubber products	:63	11	1				
Town & Brother, Manufacturers and Dealers	Leather, Rubber, Cotton Belting; Rubber Goods of All Kinds	rubber products	:63	11	1				
American Rubber Co.	Boots & Shoes	rubber footwear	:635	11	5			photographic prints	
Candee Rubber Boots & Shoes	Candee Rubber Boots & Shoes	rubber footwear	:635	11	4				
Colchester Rubber Co. (Sage & Co., Agents)	Colchester Boots & Shoes	rubber footwear	:635	11; 19	2	1			
Evans Artificial Leather Co.		artificial leather	:64	19	1	1			

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over-size cards	Location	Other Formats; Languages	Notes
A.S.T. Co.	Black Tip Shoes	shoes	:641	11	5		See also Series II (VIA)		
Ballou's Patent Flexible Shoes	Ballou's Patent Flexible Shoes	shoes	:641	11	1				
Bridgeport Elastic Web Co.	Congress Shoes	shoes	:641	11					
Burt & Packard's Fine Shoes		shoes	:641	11	1				
C. & S. & Co.	Nox-em-all (shoes)	shoes	:641	11	4		See also Series II (VIA)		
Charles McFarland	Boots & Shoes	shoes	:641	11	2				
Edwin C. Burt & Co.	Edwin C. Burt & Co. Fine Shoes	shoes	:641	11	3		See also Series II (VIA)		
Fearey's Protection Toe-Albany Shoes	Fearey's Protection Toe-Albany Shoes	shoes	:641				Series II (VIA) only		
Goodyear & McKay Sewing Machine Co.	Goodyear Machine Sewed Welted Shoes	shoes	:641				Series II (VIA) only		
Hatch Flexible Shoe	Hatch Flexible Shoe	shoes	:641				Series II (VIA) only		
Hub Gore Makers		shoes	:641				Series II (VIA) only		
J.N. Cloyes	Utica Fine Shoes	shoes	:641	11	2		See also Series II (VIA)		
Job S. Wilber		shoes	:641	11	1				
John Kelly		shoes	:641				Series II (VIA) only		
John Mundell & Co. (W.G. Skinner, retailer)	Solar Tip Shoes	shoes	:641	11	1		See also Series II (VIA)		
Ludlow		shoes	:641	11	1		See also Series II (VIA)		
McDonald & Co.		shoes	:641	11	1				
Reynolds Brothers		shoes	:641	11	10		See also Series II (VIA)		
Rosenbloom Bros		shoes	:641	11	1				
Rosenbloom's		shoes	:641	11	1				

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over-size cards	Location	Other Formats; Languages	Notes
S.D. Sollers & Co.		shoes	:641				Series II (VIA) only		
S. Rosenbloom & Sons		shoes	:641	11	1				
Standard Screw	Standard Screw Fastened Boots & Shoes	shoes	:641	11; 19	7	3			
Utica Shoe Co.		shoes	:641	11	1				
Wales Goodyear Shoe Co.		shoes	:641				Series II (VIA) only		
Hoover, Calhoun & Co., Manufacturers and Importers of Fine Saddlery and Harness		harnesses & saddles	:643	11	1				
Mark W. Cross & Co.	Harness & Horse Furnishings	harnesses & saddles	:643	19	1	1			
Fisk, Clark & Flagg		gloves	:646	11	1				
Foster, Paul & Co.		gloves	:646				Series II (VIA) only		
Harris Brothers, Glovers		gloves	:646	11	1				
J.C. & J.F. Field		gloves	:646	11	1			no illustration	
P. Centemeri & Co.	Kid Gloves	gloves	:646	11	1		See also Series II (VIA)		
F. & D. Richter & Co.	Anchor Puzzle	toys	:6512				Series II (VIA) only		
Selchow & Righter	American Eagle Toy Savings Bank	toys	:6512				Series II (VIA) only		
Trufy Jouets Mecaniques	Musical Automaton	toys	:6512	19	1	1		French company; multiple languages	
A.G. Spalding & Bros.	Skates; General Sporting Goods	sporting goods	:652	11	2			pamphlet	
Avery, Snell & Co. (Agents for Pope Manufacturing Co.)	Bicycles	sporting goods (bicycles)	:652	11	1				86
Fishing Tackle and Cutlery	Fishing Tackle and Cutlery	sporting goods	:652	11	1				

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Oversize cards	Location	Other Formats; Languages	Notes
George W. Howland		sporting goods	:652				Series II (VIA) only		
John Wilkinson Company	Skates	sporting goods (skates)	:652	11	1				
Joseph Butler	Gun Maker and Dealer in Fishing Tackle	sporting goods	:652				Series II (VIA) only		
M.L. Buswell	Manufacturer and Dealer in Guns ...	sporting goods	:652				Series II (VIA) only		
Peck & Snyder	Professional League Ball	sporting goods	:652	11	1				
Pope Manufacturing Co.	Columbia Bicycle	sporting goods (bicycles)	:652				Series II (VIA) only		
Tyler & Nash	Tyler's Patent Rubber Bicycle Handles and Balls	sporting goods	:652	11	1			no illustration	
Union Hardware Co.	Union Hardware Co. Rink Skates	sporting goods (skates)	:652	11	1			no illustration	
Western Toy Co.	Otto Bicycles; Otto Tricycles	sporting goods (bicycles)	:652	11	1			no illustration	
Curtis & Weld, Costumers, Boston		costumes	:6522	12	1				
Rice, Duval & Luckey	Uniforms	uniforms	:6522	12	1			no illustration	
A.B. Chase Organ Co.	A.B. Chase Organ	organs	:655	12	1		See also Series II (VIA)		
Albrecht & Co.	Grand, Square & Upright Pianos	pianos	:655	12	1			pamphlet	
Behr Bros. & Co.		pianos	:655	12	2				
Blake's Great Piano Palace	Decker Bros.; Chas. D. Blake & Co.; Steinway Pianos; Chickering Pianos; Bridgeport Organs; Henry Behning Pianos	pianos	:655	12	7				
Boardman & Gray, Piano Manufacturers		pianos	:655	12	2				

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over-size cards	Location	Other Formats; Languages	Notes
Burdett Organ Co.		organs	:655				Series II (VIA) only		
Clough & Warren Organ Co.	Clough & Warren Organs	organs	:655	12	1				
Cluett & Sons, Piano Dealers	Fischer Pianos; Henry F. Miller Pianos; Weber Pianos; Newby and Evans Upright Pianos; Gabler Pianos; Chickering Pianos; Wilcox & White Organs; Estey Pianos & Organs; Story & Clark Organs; Symphonion Music Box	pianos	:655	12; 19	32	8		bookmark	Birth of Modern Advertising TC6550.0020 olvwork729425
Conover Bros. Co.		pianos	:655	12	1				
Decker Bros.		pianos	:655	12	2		See also Series II (VIA)		
Emerson Piano Co.		pianos	:655				Series II (VIA) only		
Ernest Gabler & Bro.	Gabler Pianos	pianos	:655				Series II (VIA) only		
Estey Piano Co.; Estey Organ Co.	Estey Organs; Estey Pianos	organs; pianos	:655	12	1		See also Series II (VIA)		
Fort Wayne Organ Co.	Packard Organ	organs	:655	12	1				
Geo. E. Rogers	Opera Piano; Cottage Organ	pianos	:655	12	1				
Haines Bros. Upright Piano	Haines Bros. Upright Piano	pianos	:655	12	1				
Hallet, Davis & Co.		pianos	:655	12	1		See also Series II (VIA)		
Ivers and Pond Piano Co.		pianos	:655	12	2				
J. & C. Fischer	Fischer Piano	pianos	:655	12	1				
Kranich and Bach		pianos	:655	12	1				

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over-size cards	Location	Other Formats; Languages	Notes
Mason & Hamlin Organ & Piano Co.		pianos; organs	:655				Series II (VIA) only		
Mathushek Piano Manufacturing Co.		pianos	:655	12	1				
Mowrey, Frank, Salesman for J.T. Rider		pianos; music	:655				Series II (VIA) only		
Piercy & Co., Agents	Fischer Piano; Hazelton Bros. Pianos; Decker Bros. Pianos; New England Pianos; Estey Organs; Wilcox & White Organs; Waterloo Organs	pianos; music	:655	12	57				Birth of Modern Advertising TC6550.0019 ovlwork729352
S.C. Osborne, Agent	Decker & Son Pianos	pianos	:655	12	1			no illustration	
Sohmer Pianos	Sohmer Pianos	pianos	:655	12	1				
Story & Camp		pianos; organs	:655	12	2				
Stulz and Bauer		pianos	:655				Series II (VIA) only		
Vose & Sons		pianos	:655				Series II (VIA) only		
W.F. Bissell, Music House	Newby and Evans Pianos		:655	12	3				
W.H. Bush & Co.	Bush & Gerts Piano	pianos	:655	12	1				
W.W. Kimball Co.	Pianos & Organs		:655	12	1				
Wilcox & White Organ Co.		organs	:655	12	2				
William H. Ivers	Upright and Square Pianos	pianos	:655	12	1				
Edison's Phonograph	Edison's Speaking Phonograph	phonographs & records	:656	12	1		See also Series II (VIA)	one not illustrated	
A.F. Marks Chair Co.	Marks Adjustable Reclining Chair; Marks Improved Adjustable Folding Chairs	chairs (metal)	:657	12	2		See also Series II (VIA)		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
American Machine Co.	Ice Cream Freezers; Wringers	household equipment	:657	12	2		See also Series II (VIA)		
Aromatic Pino-Palmine Mattress	Aromatic Pino-Palmine Mattress	house furnishings	:657				Series II (VIA) only		
Bickford Knitting Machine	Bickford Knitting Machine	machinery	:657	12	1				
Boston Shade Co.	Window Shades, Wire Screens	window shades	:657	12	1				
Botsford & Lacy	H.B. & H. Safety Lanterns	house furnishings	:657	12	1			leaflet	
Buffalo Forge Co.	Buffalo Gas Heating Flat Iron	irons	:657				Series II (VIA) only		
C.F. Woerffel	Artistic Bronzes; Wooden Ware	house furnishings	:657	12; 19	5	2		calendars	
Clark Brothers' Company	Trenton Centre-Draught Lamp	house furnishings	:657				Series II (VIA) only		
Conqueror Wringer	Conqueror Wringer	wringers	:657	12	3		See also Series II (VIA)		
Dana K. Alden	Alden Salt Shaker	house furnishings	:657	12	1				
E.L. Alling, Inventor and Manufacturer	Lightning Dish-Washing Machine	machinery	:657	12	1				
Eagle Shade Roller Co.		window shades	:657				Series II (VIA) only		
Empire Wringer	Empire Wringer	wringers	:657				Series II (VIA) only		
Enterprise Manufacturing Co.	Mrs. Potts' Cold Handle Sad Iron; Enterprise Meat Chopper	meat chopper	:657	12	1		See also Series II (VIA)	see VIA for sad irons	
George W. Rich	Patent Portable Hammock Supporter	hammocks	:657				Series II (VIA) only		
H. Barnard's Sons	Barnard's Rollers	window shades	:657	12	1				
James G. Wilson	Rolling Blinds	window shades	:657	19	1	1			
Keystone Wringer Company	Keystone Wringers	wringers	:657	12	1		See also Series II (VIA)		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
National Enameling and Stamping Co.	Royal Granite Steel Ware	cooking utensils; tableware	:657	12	1			die cut pamphlet	
National Wire Mattress Co.		house furnishings	:657	12	1				
Peerless Wringer Co.	Peerless Clothes Wringer	wringers	:657	12	1			leaflet	
Porter Manufacturing Co.			:657				Series II (VIA) only		
R. Hollings & Co.	Elegant Parlor Lamps	lamps	:657	12	1		See also Series II (VIA)		
Saginaw Mfg. Co.	Victor Spring Stop Shade Roller	window shades	:657				Series II (VIA) only		
St. Louis Stamping Co.	Granite Iron Ware	cooking utensils; tableware	:657	12	5		See also Series II (VIA)		
Union Web Hammock	Union Web Hammock	hammocks	:657				Series II (VIA) only		
Universal Clothes Wringer	Universal Clothes Wringer	wringers	:657	12	3		See also Series II (VIA)		
White Mountain Freezer Co.	White Mountain Ice Cream Freezer	ice cream freezers	:657	12	3		See also Series II (VIA)		
C.C. Luck, Picture Frames		picture frames	:6574	12	1				
Henry Beister, Manufacturer & Dealer in Picture Frames, Mirrors & c.		picture frames	:6574	12	1				
Henry D. Casey, Ornamentor and Gilder		picture frames	:6574	12	1				
American Galvanic Company	Howard Galvanic Shield	medical instruments	:6582				Series II (VIA) only		
Andrew Chrystal (Professor)	Electric Belts and Appliances		:6582	12	1				
Dr. Valentine's Electropathic Institute and School of Telegraphy			:6582	12	1				
Electric Pad Mfg. Co.	Dr. William's Electric Medicated Pads	medical instruments	:6582				Series II (VIA) only		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over-size cards	Location	Other Formats; Languages	Notes
Magnetic Hair Pins	Magnetic Hair Pins	hairpins	:6582				Series II (VIA) only		
Pomeroy Truss Co.	Master's Surgical Elastic Stocking; Dr. Meigs Case's Spinal Apparatus		:6582	12	3				
Carter's Ink Co.	Gilson's Adjustable Album; Carter's Photolibrary Paste	photograph albums	:6584	12; 19	2	1	Photographic supplies folder		
Grant & Brown, Photographic Outfits		photographic supplies	:6584	12	1		Photographic supplies folder		
F.A. Hubbard, Practical Optician, Watchmaker, & Adjuster		eye glasses	:6586	12	1				
Spencer Optical Mfg. Co. goods	Audemair's Celebrated Opera Glasses ...	opera glasses	:6586				Series II (VIA) only		
E.&T. Fairbanks & Co.	Fairbanks Scales	scales	:6588	13	3				
Howe Scale Co.	Howe Scale	scales	:6588	13	3		See also Series II (VIA)		
John R. Bradford, Public Weighers		scales	:6588	13	1				
Osgood & Co.	Osgood's Standard Scales	scales	:6588				Series II (VIA) only		
American Writing Machine Co.	Caligraph Writing Machine	office equipment & supplies	:659	13	1		Office equipment & supplies folder		
Arch'd J. Macdonnell	Automatic Shading Pens	office equipment & supplies	:659	13	1		Office equipment & supplies folder	no illustration	
Golding & Co.		office equipment & supplies	:659	13	1		Office equipment & supplies folder		
I. Merrill & Son, Stationers	Hektograph	office equipment & supplies	:659	13	3			candidates	
Jos. Dixon Crucible Co.	Dixon's American Graphite Pencils	office equipment & supplies	:659	13	1		Office equipment & supplies folder		
MacKinnon Pen Co.		office equipment & supplies	:659	13	3				
Sanford Mfg. Co.	Ink Vent	office equipment & supplies	:659				Series II (VIA) only		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Oversize cards	Location	Other Formats; Languages	Notes
Smith Premier Typewriter Co.		office equipment & supplies	:659				Series II (VIA) only		
U.S. Stenograph Co.	Shorthand Writing Machine. The Stenograph	office equipment & supplies	:659				Series II (VIA) only		
Underwood Typewriter	Underwood Typewriter	office equipment & supplies	:659	13	1		Office equipment & supplies folder	advertising postcard	
Herancourt Show Case Works		showcases	:6598	13	1				
J.R. Palmenberg	Show Stands & Show Figures	showcases	:6598	13	1			no illustration	
W. A. Drown & Co.		umbrellas	:661	13	3		See also Series II (VIA)	1 with no illustration	
Wannalanset Manufacturing Co. (Ross, Turner & Co., Selling Agents)	Linen Fire Hose, Rubber Lined Linen Hose	fire extinguishing apparatus	:664	13	2			no illustration	
Robinson & Scott, House, Ship & Sign Painting		sign painting	:665	13	1				
J.M. Harper	Harper's Patent Fly Trap	misc. manufacturing	:669	13	1			leaflet	
W.C. Rogers	Improved Bias Cutter	misc. manufacturing	:669	13	1				
Evening Telegram		periodicals	:68				Series II (VIA) only		
J.H. Bufford's Sons		printing & publishing	:68				Series II (VIA) only		
James D. Whitmore & Co., Stationers	Whitmore Ink	stationary; inks	:68				Series II (VIA) only	see :658 in VIA	
Wirths Brothers		printing & publishing	:68				Series II (VIA) only		
Graphic, The	The Graphic	newspapers	:681	13	1		Newspaper folder		
I.W. England	The Sun	newspapers	:681	19	1	1			
John Davis & Sons	The Weekly Tribune (Junction City, Kansas)	newspapers	:681	19	1	1			
Munn & Co.	Scientific American	newspapers	:681	13	1		Newspaper folder		
New York Times		newspapers	:681	13	1		Newspaper folder	printed on some type of plastic?	

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
New York Weekly	New York Weekly	newspapers	:681	13	1		Newspaper folder		
Sunday Inter Ocean	Sunday Inter Ocean	newspapers	:681	13	2				
W.L. Greene & Co.	The Congregationalist	newspapers	:681	19	1	1		calendar	
Cassell's Family Magazine	Cassell's Family Magazine; The Magazine of Art	periodicals	:682	13	1		Periodical folder		
Century Co.	St. Nicholas Magazine	periodicals	:682	13	1		Periodical folder		
Demorest, W. Jenning	Demorest's Monthly Magazine; Demorest's Family Magazine	periodicals	:682	13	3		See also Series II (VIA)	subject: "Baby McKee"	
F. Gleason & Co.	Gleason's Pictorial; Gleason's Home Circle; Gleason's Monthly Companion	periodicals	:682	13	1		Periodical folder; see also Series II (VIA)		
Home Cheer	Home Cheer	periodicals	:682	19	1	1			
Mast, Crowell & Kirkpatrick	Farm & Fireside; Ladies Home Companion; Young Folks' Circle	periodicals	:682	13; 19	6	2	See also Series II (VIA)		
Orange, Judd & co.	American Agriculturist	periodicals	:682	13	1		Periodical folder		
Perry Mason & Co.	Youth's Companion	periodicals	:682	13	8		See also Series II (VIA)	leaflet; calendars	
Estes & Lauriat		books (publishing)	:683	13	1		See also Series II (VIA)		
Daily Mercury, Publishers of		job printing	:684	13	1		Job printing folder		
Reed Brothers, Artistic Job Printers		job printing	:684	13	1		Job printing folder		
W. Cunningham & Co.		job printing	:684	13	1		Job printing folder		
A. & C. Kaufman		printing	:686	13	1		Printing folder		
American Souvenir Card Co.	American Souvenir Cards	printing	:686	13	1			advertising postcard	
G.P. Brown & Co.		printing	:686	13	1		Printing folder		
John A. Lowell & Co.		printing	:686	13	1		Printing folder		
Knight & Howland, Wholesale Agents for Bufford's Fine Chromos		printing	:686	13	4		See also Series II (VIA)		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Oversize cards	Location	Other Formats; Languages	Notes
Merriam & Co. Seal Engravers		printing	:686	13	1		Printing folder		
Prang's American Oleographs and Chromos (P.E. Reynold, Sole Agent for Australia and New Zealand)	Prang's American Oleographs and Chromos	printing	:686	13	2				
Van Fleet, Printer		printing	:686	13	2				
W.F. Wheaton, Printer and Stationer		printing	:686	13	3				
Argyle Skating Club		entertainment; recreation	:69				Series II (VIA) only		
Boston Theatre	Babes in the Woods	entertainment	:69	13	1				
Commercial Drummer (play)	Commercial Drummer	entertainment	:69	13	1				
Halsted Street Opera House	Kathleen Mavourneen	entertainment	:69	13	1				
Harris' Comedy Co.	Music Hall, Lowell	entertainment	:69				Series II (VIA) only		
Lowell Rink (skating and bicycle riding)		entertainment	:69				Series II (VIA) only		
Lyceum Theatre		entertainment	:69	13	1				
Nick Roberts, Humpty Dumpty Clowns		entertainment	:69	13	1			leaflet	
Sig. Sautelle	Sig. Sautelle's New Big Railroad Shows	entertainment	:69				Series II (VIA) only		
Springfield Rink	Prof. Merrill's Skating Exhibition	entertainment	:69	13	1		See also Series II (VIA)		
B. & O. Railroad		railroads	:724	13	1			leaflet (Picturesque B and O)	
Chicago & Grand Trunk & Great Western Div., Grand Trunk R.R.		railroads	:724				Series II (VIA) only		
Darrah & Elwell, Ship Chandlers		shipping	:733				Series II (VIA) only		
Royal & U.S. Mail Steamers, Inman Line		shipping	:733	13	1				
Gage, Hittinger & Co.		ice	:754				Series II (VIA) only		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
Chess-Carley Co.	Fire Proof Oil	oils	:756	13	2				
F.S. Pease, Fabricant des Huiles	Huiles Ameliores	oils	:756	13	1			French	
Frank L. Burns Coal Co.		coal	:756	20	1	1			
O.W Goit Coal Yard		coal	:756				Series II (VIA) only		
Worms, Jose & Co., Algiers		coal	:756	13	1			leaflet, with photographic view of Algiers	
Kiriu Kosho Kuwaisha, Manufacturing and Trading Company	Bronzes, Pottery, Tea, Silk, Curiosities	importing	:766	13	2				
Watson & Co.		importing	:766	13	1			early card?	
A.K. Brown, Dealer in Fish, Oysters, etc.		grocery stores; seafood	:772				Series II (VIA) only		
A.M. Weston		grocery stores	:772	13	1				
Charles Foss, Provision Dealer		grocery stores	:772				Series II (VIA) only		
D.B. Folger, the Grocer		grocery stores	:772	13	13				
Hardenbergh & Grossman		grocery stores	:772	13	1				
Harper Bros.		grocery stores	:772	13	1				
Holloway's		grocery stores	:772	13	3				
J. Augustus Founk, Groceries & Provisions		grocery stores	:772	13	1				
J.W. Lynch & Co., Great Western Market		grocery stores	:772	13	1				
Jacob Dorst		grocery stores	:772	13	2				
John Falkner, Grocer		grocery stores	:772	13	1				
John O. Jones' Sons, Grocers		grocery stores	:772	13	1				
K.H. Blanchard	Dealer in Meat & Groceries	grocery stores	:772				Series II (VIA) only		
Osborn, H.M., Dealer in Pure Spices, Teas, Coffees and Groceries		grocery stores	:772	13	3				

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
S.T. Fish & Bro., Cash Grocery and Tea House		grocery stores	:772	13	2				
Slack's Grocery House		grocery stores	:772	13	1				
Thomas McCarthy		grocery stores	:772				Series II (VIA) only		
W.H. Lerner & sons		grocery stores	:772	13	1			advertising postcard	
Wm. A. Edwards		grocery stores	:772	13	1			no illustration	
Yerxa's Branch		grocery stores	:772	13	1			no illustration	
A. Oppenheim, Dealer in Gents' Furnishing Goods		clothing stores	:773- clothing	14	1		Clothing stores folder		
A. Shuman & Co.		clothing stores	:773- clothing	14; 19	2	1	See also Series II (VIA)		
A.N. Murray & Co. Gent's Furnishing Goods		clothing stores	:773- clothing	14	2				
A.O.M. Gay & Co.		clothing stores	:773- clothing	14	2				
Appel & Co., Star Clothing House		clothing stores	:773- clothing	14	2				
Bankrupt Clothing Sale		clothing stores	:773- clothing	14	1		Clothing stores folder		
Beecher, Bliven and Gladding, the Wide Awake and Energetic Clothiers		clothing stores	:773- clothing	14	1		Clothing stores folder		
Burdock Clothing Co.		clothing stores	:773- clothing	14	1			advertising postcard with calender for February 1910	
C.E. Reed & Co., One Price Clothiers		clothing stores	:773- clothing	14	1		Clothing stores folder		
Charles Fisher's		clothing stores	:773- clothing	14	1		Clothing stores folder		
Clement & Co., Men's and Boy's Clothing		clothing stores	:773- clothing	14	3				

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Oversize cards	Location	Other Formats; Languages	Notes
Continental Clothing House		clothing stores	:773- clothing				Series II (VIA) only		
Coolidge & Bentley, Clothiers and Hatters		clothing stores	:773- clothing	14	1		Clothing stores folder		
Cross	Children's Department	clothing stores	:773- clothing	14	1		Clothing stores folder		
Devlin & Co., Clothiers		clothing stores	:773- clothing	14	1		Clothing stores folder; see also Series II (VIA)		
E. Packard, Men's, Boy's & Children's Clothing (Double Thread Sewing Co.)		clothing stores	:773- clothing	14	1		Clothing stores folder		
Edward F. Hartley, Shirtmaker		clothing stores	:773- clothing				Series II (VIA) only		
Fernald's Emporium	Gentlemen's Goods	clothing stores	:773- clothing				Series II (VIA) only		
Fiske & Beam, Children's Clothing		clothing stores	:773- clothing	14	1		Clothing stores folder		
Foster, Higgins & Porter, the New England Clothing Combination		clothing stores	:773- clothing	14	1		Clothing stores folder		
G.T. Marsh & Co.		clothing stores	:773- clothing	14	1		Clothing stores folder	no illustration	
Golden Eagle Clothing Store		clothing stores	:773- clothing	14	6		See also Series II (VIA)	pamphlet	
H.D. McCown, Clothier		clothing stores	:773- clothing				Series II (VIA) only		
H.W. Conklin, Gents' Furnishings		clothing stores	:773- clothing	14	1		Clothing stores folder	fake currency	
Harrington Corner Store, D.H. Eames		clothing stores	:773- clothing	14	1		Clothing stores folder		1861
Horse Shoe Clothing House, Jacob Eichenbronner, Proprietor		clothing stores	:773- clothing	14	1		Clothing stores folder; see also Series II (VIA)		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
Hotckin, Palmer & Co., Clothiers		clothing stores	:773- clothing	14	1		Clothing stores folder		
J.B. Barnaby & Co., Clothiers		clothing stores	:773- clothing				Series II (VIA) only		
J.H. & C.S. Brown, Clothiers		clothing stores	:773- clothing	14	1		Clothing stores folder		
J.H. Getchell & Co., Fine Clothing and Furnishing Goods		clothing stores	:773- clothing	14	1		Clothing stores folder		
Jacob Reed's Sons		clothing stores	:773- clothing	14	1		Clothing stores folder		
James F. Corbett		clothing stores	:773- clothing				Series II (VIA) only		
James Wilde, Jr. & Co., Clothiers		clothing stores	:773- clothing	14	2		See also Series II (VIA)		
John Gallagher, Clothier, Hatter and Gents' Furnisher		clothing stores	:773- clothing	14; 19	9	2	See also Series II (VIA)		
John Wanamaker & Co. (Wanamaker's)		clothing stores	:773- clothing	14	9			flag cards	
Julius Saul, Leading Clothier		clothing stores	:773- clothing	14	12		See also Series II (VIA)		
Leopold Morse & Co.		clothing stores	:773- clothing				Series II (VIA) only		
Little Emporium		clothing stores	:773- clothing				Series II (VIA) only		
Loewenstine & Co.		clothing stores	:773- clothing				Series II (VIA) only		
London & Liverpool Clothing Co.		clothing stores	:773- clothing				Series II (VIA) only		
Lustig the Clothier		clothing stores	:773- clothing	14	5				
Lynch's, Men's Furnishings		clothing stores	:773- clothing				Series II (VIA) only		
M.I. Frank's, Clothing House		clothing stores	:773- clothing	14	1		Clothing stores folder		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
Mabley, the Clothier's		clothing stores	:773- clothing	14	1		Clothing stores folder		
Marshall and Ball, Clothiers		clothing stores	:773- clothing				Series II (VIA) only		
Max Stadler & Co.		clothing stores	:773- clothing				Series II (VIA) only		
May Shoe and Clothing Co.		clothing stores; shoe stores	:773- clothing	14	1		Clothing stores folder		
Misfit Parlors, Private House		clothing stores	:773- clothing	14	1		Clothing stores folder; see also Series II (VIA)		
Morris Gross		clothing stores	:773- clothing	14; 19	9	1	See also Series II (VIA)		
Moulton & Bradley		clothing stores	:773- clothing	14; 19	2	1			
O.K. Clothing House		clothing stores	:773- clothing	14	2				
Old South Clothing House		clothing stores	:773- clothing	14	2		See also Series II (VIA)		
Packard, Mammoth Clothing Houses		clothing stores	:773- clothing				Series II (VIA) only		
Parisian Suit Co.		clothing stores	:773- clothing	14	2				
Perry Bros. & Hawley, Manufactures and Dealers in Clothing		clothing stores	:773- clothing	14	1		Clothing stores folder		
Putnam & Son Clothiers		clothing stores	:773- clothing				Series II (VIA) only		
Putnam Clothing House		clothing stores	:773- clothing	14	1		Clothing stores folder		
R.C. Garrabrant, Gents' Furnishing Goods		clothing stores	:773- clothing	14	1		Clothing stores folder		
Rochester Clothing Co.		clothing stores	:773- clothing	14; 19	7	3	See also Series II (VIA)		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
Rogers, Peet & Co., One Price Clothiers		clothing stores	:773-clothing	20	1	1		leaflet (Strangers Guide to New York, with map)	
Sanders' Bros. Star Clothing House		clothing stores	:773-clothing				Series II (VIA) only		
Sanders' Star Clothing House		clothing stores	:773-clothing	14	1		Clothing stores folder		
Steinfeld, Clothier, Tailor, and Furnisher		clothing stores	:773-clothing	14	1		Clothing stores folder		
Union Clothing House		clothing stores	:773-clothing				Series II (VIA) only		
Van Pond's		clothing stores	:773-clothing	14	1		Clothing stores folder		
Vogel Brothers, Clothiers		clothing stores	:773-clothing	14	1		Clothing stores folder		
Wanamaker and Brown, Clothiers		clothing stores	:773-clothing	14	1		Clothing stores folder		
Wheeler & Son		clothing stores	:773-clothing				Series II (VIA) only		
Willoughby, Hill & Co., Clothiers		clothing stores	:773-clothing	14	1		Clothing stores folder; see also Series II (VIA)	puzzle card	
Young & Co., Clothiers		clothing stores	:773-clothing	14	1		Clothing stores folder		
Bates, Reed & Cooley		glove stores	:773-gloves	14	1		Glove store folder		
Chandler & Co.		glove stores	:773-gloves	14	1		Glove store folder	envelope; no illustration	
Kid Gloves (Miss M.E. Hutchinson & Miss N.P. Peabody)		glove stores	:773-gloves	14	1		Glove store folder		
Anderson, Hatter		hatters and millinery	:773-hats				Series II (VIA) only		
Billing & Taylor, Hatter		hatters and millinery	:773-hats				Series II (VIA) only		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
C. Simis		hatters and millinery	:773-hats				Series II (VIA) only		
C.A. Browning & Son		hatters and millinery	:773-hats	19	1	1	Hatters and millinery folder		
C.H. Rising & Co., Millinery		hatters and millinery	:773-hats				Series II (VIA) only		
Capitol Hat Store, M. Markendorf, Manufacturer		hatters and millinery	:773-hats	14	1		Hatters and millinery folder		
Currier's Hat and Trunk Corner		hatters and millinery	:773-hats	14	1		Hatters and millinery folder		
Dunlap & Co., Hatters		hatters and millinery	:773-hats	14	1		Hatters and millinery folder		
Goldsmid, Hatter		hatters and millinery	:773-hats				Series II (VIA) only		
H.H. Noonning & Co.		hatters and millinery	:773-hats	14	10		See also Series II (VIA)		
Hall's Millinery		hatters and millinery	:773-hats	14	3				
Heaney, the Artist Hatter		hatters and millinery	:773-hats	14	1		Hatters and millinery folder		
James G. Johnson, Importer & Manufacturer		hatters and millinery	:773-hats	14	1		Hatters and millinery folder		
Joseph Schiller & Co., Wholesale Manufacturing Hatter		hatters and millinery	:773-hats	14	1		Hatters and millinery folder		
Miles, Hart & Co., Millinery and Fancy Goods		hatters and millinery	:773-hats	14	1		Hatters and millinery folder		
Mrs. Jennie G. Driscoll, Fashionable Millinery		hatters and millinery	:773-hats	14	1		Hatters and millinery folder		
S.S. Vinal, Millinery		hatters and millinery	:773-hats	14	1		Hatters and millinery folder	no illustrations	
Simpson & Henderson, Hatters		hatters and millinery	:773-hats	14	1		Hatters and millinery folder; see also Series II (VIA)		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
Smith, Hatter		hatters and millinery	:773-hats				Series II (VIA) only		
T.E. Sherman		hatters and millinery	:773-hats				Series II (VIA) only		
Thomae's, Millinery House		hatters and millinery	:773-hats	14	1		Hatters and millinery folder		
W.H. Hall & Co., Hatters		hatters and millinery	:773-hats				Series II (VIA) only		
Wadleigh's Head-Gear Parlors		hatters and millinery	:773-hats	14	1		Hatters and millinery folder		
William H. Horton & Co.		hatters and millinery stores	:773-hats	14	1		Hatters and millinery folder		
Brennan & Co.		shoe stores	:773- shoes				Series II (VIA) only		
C.L. Swartz, Boot and Shoe Store		shoe stores	:773- shoes	14	1		Shoe stores folder		
Church's Shoe Store		shoe stores	:773- shoes				Series II (VIA) only		
Famous Shoe Store		shoe stores	:773- shoes	14	2				
Fogarty & Frere		shoe stores	:773- shoes	14	1		Shoe stores folder	French Canadian; calendar	
Fred G. Fletcher, Dealer in Boots & Shoes		shoe stores	:773- shoes	14	1		Shoe stores folder	no illustrations	
H.E. Urann, Boots & Shoes		shoe stores	:773- shoes	14	1		Shoe stores folder		
Hardenbergh & Co., Shoes (see Burt's Shoes)		shoe stores	:773- shoes						
Hartman & Everest		shoe stores	:773- shoes	14	1		Shoe stores folder		
I.P. Farnum, Dealer in Boots, Shoes & Rubbers		shoe stores	:773- shoes	14	4				
J. Shannahan's		shoe stores	:773- shoes	14	1		Shoe stores folder		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over-size cards	Location	Other Formats; Languages	Notes
J.K. Perry & Co., Dealers in Boots, Shoes and Rubbers		shoe stores	:773- shoes	14; 19	2	1			
J.M. Laws, Ladies and Gents' Fine Boots and Shoes		shoe stores	:773- shoes	14	1		Shoe stores folder		
James Sherry		shoe stores	:773- shoes				Series II (VIA) only		
Jenkins'		shoe stores	:773- shoes	14	1		Shoe stores folder		
Kast's Shoes		shoe stores	:773- shoes	14	1		Shoe stores folder; see also Series II (VIA)		
L.A. Beatty, Boots and Shoes		shoe stores	:773- shoes	14	3				
M. Bristol & Son, Dealers in Boots, Shoes and Rubbers		shoe stores	:773- shoes	14	1		Shoe stores folder		
M.P. Frank		shoe stores	:773- shoes	14	2				
Massachusetts Boot and Shoe Co.		shoe stores	:773- shoes	14	2				
Miller & Co.		shoe stores	:773- shoes				Series II (VIA) only		
New England Shoe Co.		shoe stores	:773- shoes	14	1		Shoe stores folder		
Owen Irish		shoe stores	:773- shoes				Series II (VIA) only		
S. Friedenstein's		shoe stores	:773- shoes	14	1		Shoe stores folder		
S.B. Thing & Co. (S.B. Thing & Co., Troy Hustlers)		shoe stores	:773- shoes	14	2		See also Series II (VIA)		
S.B. Whitney & Co.		shoe stores	:773- shoes				Series II (VIA) only		
Scott's Shoe Emporium		shoe stores	:773- shoes	14	1		Shoe stores folder		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over-size cards	Location	Other Formats; Languages	Notes
Thomas E. Moseley & Co.		shoe stores	:773- shoes				Series II (VIA) only		
Tinker & Boardman		shoe stores	:773- shoes				Series II (VIA) only		
Wide Awake Boot, Shoe & Slipper Store		shoe stores	:773- shoes	14	1		Shoe stores folder		
William H. Richardson		shoe stores	:773- shoes				Series II (VIA) only		
Church Book Store		bookstores	:774- books	14	1		Bookstores folder		
Doyle's News Depot		bookstores	:774- books	14	1		Bookstores folder		
F.H. Revell		bookstores	:774- books	14	1		Bookstores folder		
J. Merrill & Son, Booksellers & Stationers		bookstores	:774- books	14	1		Bookstores folder		
John Shepley, Bookseller		bookstores	:774- books	14	1		Bookstores folder	on verso: Masonic meetings in Providence, 1863	
Nichols and Co.	The Reporter	bookstores	:774- books	14	2				
Room at the Top Books		bookstores	:774- books	14	2				
A. Grant, Jr. & Co., Dry Goods		dry goods stores	:774-dry goods	15	1		Dry goods stores folder		
A. Shwartz & Son, Dry Goods		dry goods stores	:774-dry goods	15	2			die cut bells	
A. Wurtenberg		dry goods stores	:774-dry goods	15	13				
Andrew M. Church (successor to Church & Phalen)		dry goods stores	:774-dry goods	15; 19	12	3	See also Series II (VIA)		
Archer, Downing & Co.		dry goods stores	:774-dry goods				Series II (VIA) only		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over-size cards	Location	Other Formats; Languages	Notes
Burke, Walker & Co., Importers and Jobbers of Dry Goods		dry goods stores	:774-dry goods	15	1		Dry goods stores folder		
C.F. Wing	Bazaar Glove Fitting Patterns	dry goods stores; gloves	:774-dry goods	15	2				
Church & Phalen (succeeded by Andrew M. Church)		dry goods stores	:774-dry goods	15; 19	3	2	See also Series II (VIA)		
David Pierce, Cheap Cash Store	H. Thompson's Soap	dry goods stores	:774-dry goods	15	3				
E. J. Lehman, The Fair Store		dry goods stores	:774-dry goods				Series II (VIA) only		
Enus Pair, Jr., Cheap Dry Goods & Notions		dry goods stores	:774-dry goods	15	1		Dry goods stores folder		
F. Friedenheimer		dry goods stores	:774-dry goods	15	1		Dry goods stores folder		
Fernald & Sawyer, Dry and Fancy Goods		dry goods stores	:774-dry goods	15	1		Dry goods stores folder		
Field, Leiter & Co.		dry goods stores; carpets	:774-dry goods	15	4		See also Series II (VIA)		
Frear's Troy Bazaar (Frear, William H.)		dry goods stores	:774-dry goods	15	37		See also Series II (VIA)		
Goodson Brothers		dry goods stores	:774-dry goods	15	10				
Hannigan and Bouillon		dry goods stores	:774-dry goods	15	3				
Henry Rice, Dry Goods House		dry goods stores	:774-dry goods	15	1		Dry goods stores folder		
I.N. Scott & Son, Dealer in General Merchandise (see Lautz Bros. & Co.)		dry goods stores	:774-dry goods						
J.V. Keyes		dry goods stores	:774-dry goods	15	2				
Jas. F. Corbett		dry goods stores	:774-dry goods				Series II (VIA) only		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
John E. Kaughran & Co., Dry Goods		dry goods stores	:774-dry goods	15; 19	14	1	See also Series II (VIA)		Birth of Modern Advertising TC7740.0039 olvwork730080
Ladd & Davis, Dry Goods		dry goods stores	:774-dry goods	15	1		Dry goods stores folder	no illustration	
LeBoutillier Bros., Dry Goods		dry goods stores	:774-dry goods	15	2		See also Series II (VIA)	ruler	Birth of Modern Advertising TC7740.0038 olvwork 729426
Lewis Bros. & Kennedy, Dry Goods		dry goods stores	:774-dry goods	15	1		Dry goods stores folder		
Ludwig's		dry goods stores	:774-dry goods				Series II (VIA) only		
M. Kleiner, Dry Goods & Notions		dry goods stores	:774-dry goods	15	1		Dry goods stores folder		
McLean Bros., Dry and Fancy Goods		dry goods stores	:774-dry goods	15	1		Dry goods stores folder		
Palmer, Waterman & Hatch, Importers and Dealers in Dry Goods		dry goods stores	:774-dry goods	15	1		Dry goods stores folder		
Peabody's Dry and Fancy Goods Bazaar		dry goods stores	:774-dry goods	15	2				
R. & J. Gilchrist, Dry Goods		dry goods stores	:774-dry goods	15	4		See also Series II (VIA)		
R.W. Sherman, Jr. 5 & 10c Household Store		dry goods stores	:774-dry goods	15	2				
Remnant Store		dry goods stores	:774-dry goods				Series II (VIA) only		
Roberts & Hoag		dry goods stores	:774-dry goods	15	7				
Schlesinger & Mayer		dry goods stores	:774-dry goods				Series II (VIA) only	(appears in VIA under :773)	
Spencer & Perkins		dry goods stores	:774-dry goods	15	27		See also Series II (VIA)		
Warren, Howe & Ambler, Dealers in Dry Goods, Carpets, Oil Clothes		dry goods stores	:774-dry goods	15	1		Dry goods stores folder		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Oversize cards	Location	Other Formats; Languages	Notes
William H. Robbins		dry goods stores	:774-dry goods	19	2	2			
Wm. R. Weeks, Dry Goods		dry goods stores	:774-dry goods	15	1		Dry goods stores folder		
Alexr. M. Hays & Co.	Novelties for the Holidays	fancy goods and toy stores	:774-fancy goods	15	3				
Buckley & Co., Toys & Holiday Goods		fancy goods and toy stores	:774-fancy goods	15	3				
E. Haskell & Co.	Holiday Goods	fancy goods and toy stores	:774-fancy goods	15	2				
F.H. Skerry, Toys & Fancy Goods, Circulating Library		fancy goods and toy stores	:774-fancy goods	15	5				
G.Torrini & Co., Florence, Italy		fancy goods and toy stores	:774-fancy goods	15	1		Fancy goods stores folder	Italian	
H. O'Neill & Co.		fancy goods and toy stores	:774-fancy goods	15; 19	6	1			
L.B. Hale, Music Emporium and General Variety Store		fancy goods and toy stores	:774-fancy goods	15	1		Fancy goods stores folder		
Lyman & Allen		fancy goods and toy stores	:774-fancy goods	15	1		Fancy goods stores folder	invitation	
Morgenthau Bros. & Co.		fancy goods and toy stores	:774-fancy goods	15	3				
Parker Brothers		fancy goods and toys stores	:774-fancy goods	15	1		Fancy goods stores folder		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Oversize cards	Location	Other Formats; Languages	Notes
Pursell		fancy goods and toy stores	:774-fancy goods	15	1		Fancy goods stores folder		
R.D. Bates	Holiday Goods	fancy goods and toy stores	:774-fancy goods	15	1		Fancy goods stores folder		
Richard Schwarz Toy Emporium (R. Schwarz)		fancy goods and toy stores	:774-fancy goods	15	1		Fancy goods stores folder; see also Series II (VIA)		
Schwarz' Toy Bazaar (F.A.O. Schwarz)		fancy goods and toy stores	:774-fancy goods	15	1		Fancy goods stores folder		
Schweitzer & Beer, Fancy Goods & Toys		fancy goods and toy stores	:774-fancy goods	15	1		Fancy goods stores folder		
St. Botolph Fancy Goods Store		fancy goods and toy stores	:774-fancy goods	15	2				
St. Joachim Bazar, Boston		fancy goods and toy stores	:774-fancy goods	15	2				
Vergho Ruhling & Co.	Fine Fancy Goods & Toys	fancy goods and toy stores	:774-fancy goods	15	1		Fancy goods stores folder		
W.W. Thomas		fancy goods and toy stores	:774-fancy goods	15	1		Fancy goods stores folder		
A.B. Van Gaasbeek & Co.		house furnishings stores	:774-furnishings				Series II (VIA) only		
Anthony, Cowell & Co., Wholesale and Retail Dealers in Carpets, Furniture, Stoves & c.	Rutland Range; General Household Supplies	house furnishings stores	:774-furnishings	15	1		House furnishings stores folder		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Oversize cards	Location	Other Formats; Languages	Notes
Bradford & Anthony		house furnishings stores	:774- furnishings				Series II (VIA) only		
C. Wood & Son	Paper Hangings; Window Shades	house furnishings stores	:774- furnishings	15	1		House furnishings stores folder		
Caleb Maxfield, Dealer in Furniture		house furnishings stores	:774- furnishings	15	6				
Christ Bros., House Furnishing and Fancy Goods		house furnishings stores	:774- furnishings	15	2				
Clemence Bros. & Co.		house furnishings stores	:774- furnishings	15	1		House furnishings stores folder		
Cowperthwait & Co. (Cowperthwait's Home Furnishers & Interior Decorators)		house furnishings stores	:774- furnishings	15	2				
E.J. Nelson & Co.		house furnishings stores	:774- furnishings	15	1		House furnishings stores folder		
Gerett Geils, Dealer in Furniture		house furnishings stores	:774- furnishings	15	9				
Goehegan & Revell		house furnishings stores	:774- furnishings	15	1		House furnishings stores folder		
Henry Haller, General Agent	Buck's Brilliant Stoves, Crocker's Roller Skates	house furnishings stores	:774- furnishings	15	1		House furnishings stores folder		
Henry J. Taylor, Dealer in Paper Hangings		house furnishings stores	:774- furnishings	15	1		House furnishings stores folder		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Oversize cards	Location	Other Formats; Languages	Notes
J.A. Wheeler		house furnishings stores	:774- furnishings	15	1		House furnishings stores folder	calendar	
James G. Haynes		house furnishings stores	:774- furnishings	15	1		House furnishings stores folder		
John Gauche's Sons		house furnishings stores	:774- furnishings	15	2		See also Series II (VIA)	see :605 in VIA	
Joseph Page		house furnishings stores	:774- furnishings	15	1		House furnishings stores folder		
Newton & Hill, Hardware and Stoves		house furnishings stores	:774- furnishings	15	1		House furnishings stores folder		
P.C. Thebo, Jr.		house furnishings stores	:774- furnishings	15	20				
Purrington & Brown		house furnishings stores	:774- furnishings	15	1		House furnishings stores folder		
Tuttle & Co.	OSS Oyster Pail	house furnishings stores	:774- furnishings	15	1		House furnishings stores folder		
Victor & Co.		house furnishings stores	:774- furnishings	15	1		House furnishings stores folder		
W.C. Shepard		house furnishings stores	:774- furnishings	15	2				
Wooden Ware Store		house furnishings stores	:774- furnishings	15	1		House furnishings stores folder		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
A.J. Swain		stationers	:774- stationers	15	1		Stationers folder		
Aiken Lambert & Co.		stationers	:774- stationers	15	1		Stationers folder		
Akehurst's (Stationer and Loaning Library)		stationers	:774- stationers	15	4				
Alfred L. Sewell		stationers	:774- stationers	15	1		Stationers folder		
B.F. Gould		stationers	:774- stationers	15	1		Stationers folder		
Bussey Bros. School Books		stationers	:774- stationers	15	1		Stationers folder		
Carter, Rice & Co., Stationers		stationers	:774- stationers	15; 19	2	1	stationers folder	oversize piece has no illustration	
Corlies, Macy & Co., Stationers, Printers, Lithographers		stationers	:774- stationers	15	1			pamphlet (Samples of Linen, Safety Tint and Other Papers)	
Crittenden & Cowles, Stationers		stationers	:774- stationers	15; 19	23	1			
Eagle Card & Paper Co.		stationers	:774- stationers	15	1		Stationers folder		
Eyrich's	Leroy W. Fairchild's Pens, Pencils & Novelties	stationers	:774- stationers	15	1		Stationers folder		
F.W. Gardiner		stationers	:774- stationers	15	3		See also Series II (VIA)	see :68 in VIA	
Fred W. Barry, Stationer		stationers	:774- stationers	19	1	1	Stationers folder	calendar	
Garcia & Fauche, Stationers		stationers	:774- stationers	15	4				
George S. Bussey, Fine Stationary a Speciality	Pride of the Mill Writing Paper	stationers	:774- stationers	15	1		Stationers folder		

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over-size cards	Location	Other Formats; Languages	Notes
Grider & Brother		stationers	:774- stationers	15	1		Stationers folder		
J. Leach, Stationer, Printer & Account Book Manufacturer		stationers	:774- stationers	15	1		Stationers folder		
J.B. Grant, Stationer		stationers	:774- stationers	15	7				
James A. Bowen, New England Agent for Cowperthwait Co.	Hagar's Arithmetics	stationers	:774- stationers	15	1		Stationers folder		
Keen & Brown, Stationers		stationers	:774- stationers	15	1		Stationers folder		
Mercantile Printing and Stationery Co. (formerly Penrose, Lowe & Co.)		stationers	:774- stationers	15	1		Stationers folder		
Milton C. Johnson, Fine Stationery		stationers	:774- stationers	15	2				
Nathaniel W. Appleton, Novelties & Stationary		stationers	:774- stationers	15	1		Stationers folder		
Oakes & Solomons Stationers & Blank Book Manufacturers		stationers	:774- stationers	19	1	1	Stationers folder	calendar (1846)	
Penrose, Lowe & Co. (see also Mercantile Printing & Stationary Co.)		stationers	:774- stationers	15	1		Stationers folder		
William S. Norris, Cards		stationers	:774- stationers	15	1		Stationers folder		
Wm. Tomlinson, Stationer & Dealer in Blank Books of Every Description		stationers	:774- stationers	15	1		Stationers folder	early card	
Bon Marche, Paris		department stores	:776	16	1			French	
C.A. Coutant & Co., Corsets, Laces, etc.		department stores	:776	16	1		See also Series II (VIA)		
Great Fair Store		department stores	:776	16	3				
Jordan, Marsh Co.		department store	:776	16	3				
Lord & Taylor		department stores	:776	16	3				

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
Marshall Field & Co.		department store	:776	16	3		See also Series II (VIA)		
R.H. Macy & Co.		department store	:776	16	2				
Ehrichs'		department store	:776	16	1				
Brattleboro Savings Bank		banks	:782	16	1			no illustration	
Agricultural Insurance Co.		insurance companies	:796	16	1			leaflet	
German American Insurance Co.		insurance companies	:796	19	1	1			
Germania Fire Insurance Co.		insurance companies	:796	16; 19	3	2			
Glen Falls Insurance Co.		insurance companies	:796	16	2		See also Series II (VIA)	calendar	
Hanover Fire Insurance Company		insurance companies	:796	16	1				
Home Insurance Co.		insurance companies	:796	16; 19	4	2		calendar; music	
Insurance Co. of N.A. of Philadelphia		insurance companies	:796				Series II (VIA) only		
John Hancock		insurance companies	:796				Series II (VIA) only		
Manhattan Life Insurance Co.		insurance companies	:796	16	1			no illustration	
Metropolitan Insurance Co.		insurance companies	:796	16	1				
Metropolitan Life Insurance Co.		insurance companies	:796	16; 19	4	1	See also Series II (VIA)	calendar; foldout	Birth of Modern Advertising TC7960.0009 olwork730044 and TC7960.0010 olwork730053
Mutual Accident and Endowment Association of New Orleans		insurance companies	:796				Series II (VIA) only		
New York Mutual Insurance Co.	Marine Insurance	insurance companies	:796	16	1			no illustration	
Pacific Insurance Co.		insurance companies	:796	16	1			photographic print	
Phoenix Insurance Company of Hartford, Conn.		insurance companies	:796	16	2				
Providence Washington Insurance Co.		insurance companies	:796	16	1			no illustration	
Rhode Island Underwriters Association		insurance companies	:796	16	1				
Rutgers Fire Insurance Co.		insurance companies	:796	16	1				
S. & R.S. Wires' Insurance Agency		insurance companies	:796	16	1				
Security Insurance Co.		insurance companies	:796	16	1			no illustration	

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over-size cards	Location	Other Formats; Languages	Notes
Star Fire Insurance Co.		insurance companies	:796	16	1				
Thomas M. James, Insurance Agent		insurance companies	:796	16	6				
United Firemen's Insurance Co.		insurance companies	:796	16	1				
United States Mutual Accident Association		insurance companies	:796	16	1				
Watertown Fire Insurance Co.		insurance companies	:796	16	1				
Drs. Hill and Hoose		dentists	:843	16	1		Dentists folder		
F.D. Carlton, Surgeon Dentist		dentists	:843	16	1		Dentists folder		
New York Dental Co. (New York Dental Parlors)		dentists	:843	16	2		See Series II (VIA) only		Birth of Modern Advertising TC8430.0001 olvwork730059 and TC8430.0002 olvwork730071
Crothers' Drug Store		pharmacists	:845	16	1		Pharmacists folder		
Daniel B. Webster, Family Chemist		pharmacists	:845	16	1		Pharmacists folder		
Drisko, Pharmacist		pharmacists	:845	16	1		Pharmacists folder	no illustration	
E.T. Swain, Beehive Drugstore		pharmacists	:845	16	2				
Fred Colle, Druggist & Pharmacist		pharmacists	:845	16	1		Pharmacists folder		
Frederick Fenn, Druggist	Fenn's Root Beer; Kendall's Pectoral Balsam	pharmacists	:845	16	1		Pharmacists folder		
Hartwig & Ritter, Drug Store		pharmacists	:845	16	1		Pharmacists folder		
Holbrook & Co., Druggists		pharmacists	:845	16	1		Pharmacists folder		
I. Rayner, Apothecary		pharmacists	:845	16	1		Pharmacists folder		
J.W. Chamberlain, Druggist and Apothecary		pharmacists	:845	16	2		See also Series II (VIA)		Birth of Modern Advertising TC8450.0002 olvwork729490
John C. Neltner, Druggist		pharmacists	:845	16	2			receipt; label	

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
M.K. Paine, Druggist & Pharmacist		pharmacists	:845				Series II (VIA) only		
Otto Studness, Druggist		pharmacists	:845	16	2				
W.H. Zottman & Co.		pharmacists	:845	16	1		Pharmacists folder	announcement of store opening	
A. & G. Taylor, Photographers		photographers	:858				Series II (VIA) only		
Alden, Photographer		photographers	:858	16	1		Photographers folder		
Andrew B. Cross, Photographer		photographers	:858	16	1		Photographers folder		
Bogardus Photographic & Portrait Galleries		photographers	:858	16	1		Photographers folder	Carte de Visite of Nellie Keeler	
Campbell & Hecker, Photographers		photographers	:858	16	1		Photographers folder		
Pearl's Art Craio		artists	:858	16	2				
Trask's Photograph and Ferrotipe Rooms		photographers	:858	16	1		Photographers folder	Tintype	
New England Conservatory of Music		special schools (music)	:865	16	1				
J. McAnirlin, Piano & Furniture Mover		furniture movers	:871	16	1				
John S. Hewson, Carpenter		carpenter	:871	16	3				
Thos. J. Gifford & Co., Plumbers, Steam and Gas Fitters		plumbers	:871	16	12		See also Series II (VIA)		
Angier House (Cleveland, Ohio)		hotels	:873-hotels	16	1			envelope; no illustration	
Arlington Hotel, Avenue Hotel (Hot Springs, Arkansas)		hotels	:873-hotels	16	1				
Baldwin (San Francisco, California)		hotels	:873-hotels	16	1				
Bates House (Indianapolis, Indiana)		hotels	:873-hotels	16	1			envelope; no illustration	

Manufacturer, business or product	Specific Product Names	General product/ service type	Ind. #	Box #	Total # of cards in Series	Over size cards	Location	Other Formats; Languages	Notes
Clifton House (Niagara Falls, New York)		hotels	:873-hotels	16	1				
Continental Hotel (Philadelphia, Pennsylvania)		hotels	:873-hotels	16	1				
Crawford House (?)		hotels	:873-hotels	16	1				
Crescent Hotel (Eureka Springs, Arkansas)		hotels	:873-hotels	19	1	1			
Darling's Regent Hotel (Edinburgh)		hotels	:873-hotels	16	1			advertising postcard	
Donegana Hotel (Montreal)		hotels	:873-hotels	16	2				
Everett House (Boston, Massachusetts)		hotels	:873-hotels	16	1				
Exposition Hotel (Philadelphia, Pennsylvania?)		hotels	:873-hotels	16	2				
Falmouth Hotel, Portland, Maine		hotels	:873-hotels				Series II (VIA) only		
Fonda de America, Jose Baro, Proprieter (Marsella)		hotels	:873-hotels	16	1			with map and schedule	
Ford's Eutaw Hotel (Baltimore, Maryland)		hotels	:873-hotels	16	1				
Fort Lee Park Hotel (New York)		hotels	:873-hotels	16	1				
Fullerton Hotel (Chester, Vermont)		hotels	:873-hotels	16	1				
Geo. F. Leidig's Hotel (Yosemite Valley)		hotels	:873-hotels				Series II (VIA) only		
Grand Exposition Hotel (Philadelphia)		hotels	:873-hotels				Series II (VIA) only		
Grand Hotel, Catskill Mountains		hotels	:873-hotels	16	1				
Hotel Belvedere		hotels	:873-hotels	16	1			French	

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Hotel Brighton, Brighton Beach		hotels	:873- hotels	16	1				
Hotel Munsch (Vienna)		hotels	:873- hotels	16	1			German	
Hotel Negresso (Nice, France)		hotels	:873- hotels	16	1			French; no illustration	
Hotel Royal de L'Union a Chamonix		hotels	:873- hotels	16	1			French	
Hotel Schweizerhof (Lucerne)		hotels	:873- hotels	16	1			French	
Hotel Victoria (San Remo)		hotels	:873- hotels	16	1			Photographic print	
Hotel Zacatecano (Zacatecas, Mexico)		hotels	:873- hotels	16	1			Spanish	
Island House (Oak Bluffs, Martha's Vineyard, Massachusetts)		hotels	:873- hotels	16	1				
La Veta Hotel (Gunnison, Colorado)		hotels	:873- hotels				Series II (VIA) only		
Madison, Wisconsin, attractions		hotels	:873- hotels	16	1				
Majolica, Grand Hotel de la Ville de Milan		hotels	:873- hotels	16	1				
Marine Hotel (Oban, N.B.)		hotels	:873- hotels	16	1			advertising postcard; partial card	
Nautilus Hotel, McGuinness & Harper, Proprietors		hotels	:873- hotels	16	1				
Ottawa Hotel (Montreal)		hotels	:873- hotels	16	1				
Park Hotel (Madison, Wisconsin)		hotels	:873- hotels	16	1				
Pawnee House (Oak Bluffs, Martha's Vineyard, Massachusetts)		hotels	:873- hotels	16	1				

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Pemigewasset House (Plymouth, New Hampshire)		hotels	:873-hotels	16	2			menu cards, 1880	
Pension Anglaise (Naples)		hotels	:873-hotels	16	1			French; no illustration	
Point of Pines, Chelsea Beach (resort area)		hotels	:873-hotels	16	1			leaflet (advertising variety of businesses)	
Prospect House (Lagoon Heights, Martha's Vineyard, Massachusetts)		hotels	:873-hotels	16	1				
Sea Grove (Cape May Point, New Jersey)		hotels	:873-hotels	17	1				
Sinclair House (Bethlehem, New Hampshire)		hotels	:873-hotels				Series II (VIA) only		
St. Cloud Hotel (New York, New York)		hotels	:873-hotels	17	1				
St. Lawrence Hall (Montreal)		hotels	:873-hotels	17	1				
Thomas McCormack's Royal Victoria Naval and Military Hotel (Cork)		hotels	:873-hotels	17	1				
Tonyawatha Spring Hotel (Madison, Wisconsin)		hotels	:873-hotels	17	1				
Traveller's Home (Buffalo, New York)		hotels	:873-hotels	17	1			no illustration	
United States Hotel (Boston, Massachusetts)		hotels	:873-hotels				Series II (VIA) only		
United States Hotel (Portland, Maine)		hotels	:873-hotels	17	1		See also Series II (VIA)		
Wentworth-by-the-sea (Portsmouth New Hampshire)		hotels	:873-hotels	17	1				
White Hart (Amsterdam)		hotels	:873-hotels	17	1			no illustration	

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Windsor (Montreal)		hotels	:873- hotels	17	2				
Windsor Hotel (Saratoga Springs, New York)		hotels	:873- hotels	17	1		See also Series II (VIA)	leaflet	
Barton's English Kitchens (Chicago, Illinois)		restaurants	:873- restaurant s	17	2				
Blue Bell House, Wines, Ales, Liquors, Cigars ...		restaurants	:873- restaurant s	17	2				
Brock & Coy's Dining Room (Boston, Massachusetts)		restaurants	:873- restaurant s	17	1				
Brooks' Dining Rooms (Boston, Massachusetts)		restaurants	:873- restaurant s	17	1				
C.S. Arsborn, Proprietors of Dining & Lunch Rooms (Ashtabula, Ohio)		restaurants	:873- restaurant s	17	3				
Cosmopolitan Dining Rooms (Boston, Massachusetts)		restaurants	:873- restaurant s	17	2		See also Series II (VIA)		
Dining Rooms, 17 Essex St. (Boston, Massachusetts?)		restaurants	:873- restaurant s	17	1			hold-to-the-light trade card	
Flynn's Continental Dining Hall; Flynn's Mammoth Continental Restaurant (Chicago, Illinois?)		restaurants	:873- restaurant s	17	2			Verso: the Husband's Commandments	
Frank's Dining Room (Boston, Massachusetts)		restaurants	:873- restaurant s	17	2		See also Series II (VIA)		
H.E. Norton's (Boston, Massachusetts)		restaurants	:873- restaurant s	17	1				

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Hampton House (Nantasket Beach, Massachusetts)		restaurants	:873- restaurant s	17	1				
Henrici's Café (Chicago, Illinois)		restaurants	:873- restaurant s	17	1				
J.M. Lennon, Sample Room - Wines, beer, Liquor, Cigars (Buffalo, New York)		restaurants	:873- restaurant s	17	1				
Jim and Bill's Restaurant		restaurants	:873- restaurant s	17	1				
Johnston's Ladies and Gents Oyster and Eating Rooms (Newburyport, Massachusetts)		restaurants	:873- restaurant s	17	1				
Lauber's Centennial Restaurant (Philadelphia, Pennsylvania)		restaurants	:873- restaurant s	17	1				
Morgan's Ladies and Gent's Restaurant (Chicago)		restaurants	:873- restaurant s	17	1				
Norris & Goodspeed, Golden Rule Dining Rooms (Boston, Massachusetts)		restaurants	:873- restaurant s	17	1				
Partridge's Dining Rooms (Philadelphia, Pennsylvania)		restaurants	:873- restaurant s	17	1				
Physical Culture Restaurant (Boston, Massachusetts)		restaurants	:873- restaurant s	17	2			includes partial bill of fair	
Race Bros.' New England Oyster & Coffee House (Chicago, Illinois)		restaurants	:873- restaurant s	17	2				

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Richmonds' Cafe (New Bedford, Massachusetts)		restaurants	:873- restaurant s				Series II (VIA) only		
Schlenker's Restaurant and Sample Room (Chicago, Illinois)		restaurants	:873- restaurant s	17	1				
Scrafford & Waldron, Ladies & Gents' Continental Dining Hall (Chicago, Illinois)		restaurants	:873- restaurant s	17	1				
Senate Club House (Niagara Falls, New York)		restaurants	:873- restaurant s				Series II (VIA) only		
Tapestry Dining Room		restaurants	:873- restaurant s	17	1			playing card	
Union Coffee Room (Boston, Massachusetts)		restaurants	:873- restaurant s				Series II (VIA) only		
West End Restaurant and Oyster House (Chicago, Illinois)		restaurants	:873- restaurant s	17	1			subject: Don Quixote	
William Buge, Wine and Lager Beer Saloon and Restaurant (Chicago, Illinois)		restaurants	:873- restaurant s	17	1				
Albiston, R.W., Tailor		tailors	:874				Series II (VIA) only		
Bay State Laundry		laundries	:874	17	4		See also Series II (VIA)		
Cambridge Laundry	Anti-Bleach or Home Laundry System	laundries	:874	17	1				
Cashman Laundry		laundries	:874	17	1			postcard (request for pickup)	
Dam & Blackie, Merchant Tailors		tailors	:874	17	1			no illustration	
E. S. Perry, Merchant Tailor		tailors	:874	17	3				

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E.W. Woodward & Son, Tailors & Importers		tailors	:874	17	1				
Emerson & Maynard, Custom Tailors		tailors	:874	17	1				
Fred Jennings, Merchant Tailor		tailors	:874	17	2				
Gemmill, Burnham & Co., Merchant Tailors		tailors	:874	17	2				
George H. Kumpel		tailor	:874	19	1	1		fake currency	
Graham, H., Merchant tailor (Chicago)		tailors	:874				Series II (VIA) only		
Lewando's French Dye House		laundries	:874				Series II (VIA) only		
M.L. Morton, Tailor		tailors	:874				Series II (VIA) only		
Mrs. A.C. Casler	French Dress Plaiting, Shirring, Pinking and Fringing by a New Method	tailors	:874	17	1				
New England Crepe Refinishing Co.			:874	17	1				
Nicoll the Tailor		tailors	:874	17	14		See also Series II (VIA)		
Plumer, Holton & Co.			:874	17	1				
T.W. McKean, Tailor		tailors	:874				Series II (VIA) only		
W.C. Loftus & Co.		tailors	:874	17	1				
John Stott's Hairdressing Rooms		hairdressers	:875				Series II (VIA) only		
Mme. Jacob, Hairdresser		hairdressers	:875	17	1				
Mrs. C. Thompson, Patentee	Thompson Patent Wave	hairdressers	:875	17	1		Hairdresser folder		
Russian Baths		baths	:875	17	1			leaflet	
Snell, A.W., Hair Dressing	Hair Dressing	hairdressers	:875				Series II (VIA) only		

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Thome's Hair Bazaar		hairdressers	:875				Series II (VIA) only		
Crossman & Co.'s Livery		livery; stables	:876	17	1			greeting card	
William Allen, Livery, Sale and Boarding Stables		stables	:876	17	1				
National Temperance Society		voluntary associations	:88	17	1				
Warren County Agricultural Society		voluntary associations	:88	17	1				
Southern Exposition	Edison Incandescent Electric Light	expositions	:886	17	1				
A. Delpit Factory		unknown	?	17	1				
Conrad's		unknown	?	17	1				
Cowperthwaits		unknown	?	17	1			die cut folding screen calendar 1883	
D.B. Keeler, President; T.Y. Brown, Secretary; G.B. Walton, Supt. Of Agencies		unknown	?	17	2			calendar	
F.F. Capen & Co.		unknown	?	17	2				
Hadley & Pierce		unknown	?	17	2			premium coupons	
Hogg, Brown & Taylor		unknown	?	17	1				
Marcus Ward & Co.		unknown	?	17	1			pamphlet (Christmas with Punch and Judy)	
R.H. White & Co.		unknown	?	17	3				
Shepard, Norwell & Co.		unknown	?	17	1				
W.H. Parsons		unknown	?	17	1				
Wilmot's		unknown	?	17	2				
M. Bristol & Son, Dealers in Boots, Shoes and Rubbers		shoe stores	:773-shoes	19	1	1	Shoe stores folder		Birth of Modern Advertising, TC7730.0082 olvwork729360
blank stock card		none	:999	21					Birth of Modern Advertising, TC9990.0001 olvwork730086

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Haddock's cards	Allegorical cards, 4 designs (night)	none	:999	21					Birth of Modern Advertising, TC9990.0002 olvwork730095