

Collection #  
P0440

**RAYMOND D. EVERSON  
COLLECTION, CA. 1880–CA. 1915**

[Collection Information](#)

[Biographical/Historical Sketch](#)

[Scope and Content Note](#)

[Contents](#)

[Cataloging Information](#)

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November 1997  
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August 2013

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## COLLECTION INFORMATION

VOLUME OF COLLECTION: 4 Graphics folders  
1 artifact

COLLECTION DATES: Ca. 1880–ca. 1915

PROVENANCE: Mary Dean Williams, Indianapolis, Indiana, 1987

RESTRICTIONS: None

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ALTERNATE FORMATS:

RELATED HOLDINGS: *Everson Farm Manual: for the Busy Man and Woman...*  
General Collection S501 .E9 1945  
*Everson's farmers guide almanac : for ...*  
General Collection AY81.F3 E84  
*Everson's Hi there neighbor !:*  
General Collection TX355 .E9 1949

ACCESSION NUMBER: 1987.0161

NOTES:

## BIOGRAPHICAL/HISTORICAL SKETCH

Journalist, writer, and educator, Raymond D. Everson, (1884–1902) was born in Shelby County, Indiana. He was educated at St. Paul, Indiana, and attended Vories Business College and Central Normal College. He taught school for three years in Danville and then served as superintendent of schools for Shelby County. Everson wrote for a number of Indiana newspapers including the *Shelbyville Democrat*, *Indianapolis Sentinel*, *Indianapolis News*, *Indianapolis Star*, and the *Shelbyville Morning News*. He edited the *Indiana Farmers Guide* from 1941 to 1952 and wrote four books. He married Ethel Wooley of Shelbyville 2 January 1906.

Trade cards were popular sources of advertising in this country through the nineteenth century until the rise of mass produced pictorial magazines at the turn of the century. By 1910 magazines had virtually replaced trade card as a source of advertising. The trade cards in this collection promote products made or distributed in Indiana and represent a range of images and themes common to trade cards produced in the United States in the late nineteenth century. These include tobacco, medicines, and household products. Medicine companies often used images of children to promote their products.

The Shelby County businesses in the collection include: Morrison and Prez Druggists, Shelbyville, operated from 1879 to 1938. West, Buckingham, and Company of Brookville was established ca. 1890, and druggists Chapman and Lauremore operated in Waldron through the 1880s and 1890s. Dentist H. C. Goodrich lived in Shelbyville ca. 1902.

Indianapolis businesses in the collection include the Indiana Coffee Company, Louis G. Deschler, and E. Rauh and Sons. The Indiana Coffee Company was located at 62–68 South Meridian Street through the 1890s. The Louis G. Deschler Company sold cigars at a number of locations in Indianapolis beginning in circa 1889. E. Rauh and Sons (Elias, Leopold, Henry and Samuel) processed hides at a plant on South Pennsylvania from the 1870s, and began producing fertilizer circa 1890.

Sources:

Items in the collection.

Chadwick, Edward H. *History of Shelby County, Indiana*. Indianapolis: B. F. Bowen and Co., 1909

*Hoosier Farmer* 58, no. 1: 23 (January 1961).

*Indiana State Gazetteer and Business Directory*. Indianapolis: R. L. Polk and Co., 1883.

*Indiana State Gazetteer and Business Directory*. Indianapolis: R. L. Polk and Co., 1890.

*Indiana State Gazetteer and Business Directory*. Indianapolis: R. L. Polk and Co., 1916.

Jay, Robert. *The Trade Card in Nineteenth-Century America*. Columbia: University of Missouri Press, 1987.

McFadden, Marie. *Biography of a Town, Shelbyville, Indiana, 1822–1962*. Shelbyville: Tippecanoe Press, 1968.

*Polk's Indianapolis Directory, 1870*. Indianapolis: R. L. Polk and Company, 1870.

*Polk's Indianapolis Directory, 1890*. Indianapolis: R. L. Polk and Company, 1890.

*Polk's Indianapolis Directory, 1907*. Indianapolis: R. L. Polk and Company, 1907

## **SCOPE AND CONTENT NOTE**

The collection contains printed material belonging to Raymond D. Everson of Shelbyville, Indiana. The items consist of nine trade cards, nine postcards, one pamphlet, and one burlap pouch.

### **Folder 1 Trade Cards:**

General Arthur Cigar Company, a bawdy die-cut image of a can-can dancer with the message "If you want a Good Cigar...Spread Yourself and Smoke." distributed by cigar merchant Louis G. Deschler of Indianapolis.

"Lydia E. Pinkham's Vegetable Compound," card with two pink-cheeked girls identified as "Lydia E. Pinkham's grandchildren," distributed by Morrison and De Prez Druggists, Shelbyville.

"Use Pettit's Pile Remedies" card with characters Buster Brown and his dog Tige, distributed by Bailey and Bailey of St. Paul, Indiana

"West, Buckingham, & Co." of Brookville, Indiana, two lithograph cards made by Ward Brothers of Los Angeles, California list medicines made by Buckingham.

"Diamond Dyes" by Chapman and Laurimore, druggists in Waldron, Indiana shows a child dipping her doll and the family cat into a bowl of red dye. The message reads "It's easy to dye with Diamond Dyes."

"Compliments of Dr. H. C. Goodrich, Dentist, Shelbyville, Ind." promoted his business by producing a card with a child on a sled, circa 1902.

"Indiana Coffee Co. Indianapolis, Ind., Use Banner Coffee," a fashionably dressed woman in profile was made as part of a "picture card" series.

"Why Not Be in Clover?" from the F.M. Luther & Son, Real Estate Brokers, of Cimarron, Kansas" a die-cut fold-out card advertising real estate in Kansas features a pair of boots.

### **Folder 2 Holiday Postcards:**

Seven postcards Christmas and New Year cards addressed to Mr. Everson, printed on postcard paper. Postmarks date from 1907 to 1910.

**Folder 3 Holiday Postcard:** Papie-mâché Christmas postcard, 1915.

### **Folder 4 Postcard:**

Published 1907 by the Import Post Card Company of Indianapolis includes a verse from the "The Raggedy Man" by James Whitcomb Riley and a color graphic by Cobb Shinn.

The collection also includes a pamphlet for "Pure Bone Fertilizers" manufactured by E. Rauh and Sons of Indianapolis. The canvas pouch was distributed by the Sattley Manufacturing Company of Springfield, Illinois. The Sattley Company made farm equipment. Drawings of Sattley plows and cultivators decorate the pouch and Everson is written in ink on the outside of the pouch. Inside the pouch is bound notepaper bearing the message "Georges Dilts body arrived Wednesday, Mar. 18, 1900." Everson may have used the pouch to hold notepaper during his career as a news reporter.

For conservation reasons, pamphlet and the pouch are catalogued and stored separately from the main collection.

## CONTENTS

### CONTENTS

Trade Cards

Holiday Postcards

Papier-mâché Christmas Postcard

“The Raggedy Man” postcard

“Pure Bone Fertilizers” manufactured by E. Rauh and Sons of Indianapolis

Sattley Manufacturing Company of Springfield, Illinois, Riding and Walking Plows, Riding and Walking Cultivators, Harrows, Corn Planters, Shoveling Boards, Straw Stackers, Etc. [canvas pouch]

### CONTAINER

Graphics:  
Folder 1

Graphics:  
Folder 2

Graphics:  
Folder 3

Graphics:  
Folder 4

Pamphlets:  
1987.0161

Artifacts:  
1987.0161

## CATALOGING INFORMATION

For additional information on this collection, including a list of subject headings that may lead you to related materials:

1. Go to the Indiana Historical Society's online catalog:  
<http://opac.indianahistory.org/>
2. Click on the "Basic Search" icon.
3. Select "Call Number" from the "Search In:" box.
4. Search for the collection by its basic call number (in this case, P0440).
5. When you find the collection, go to the "Full Record" screen for a list of headings that can be searched for related materials.