

The Leverhulme Collection of British Trade Cards

Volume 15 (2008) of *Tools and Trades*, the journal of the Tools and Trades History Society, includes a very interesting article by Louise Muse on 'The Leverhulme Collection of British Trade Cards', pp 39-84. This collection of over 1200 18th and early 19th century trade cards, bill heads and receipts, are in the print room at the Metropolitan Museum, New York. They are held in three scrapbooks known as 'The Baron Leverhulme Volumes'. Louise Muse has created a database of all the items that relate to trades that produce a product and this database is included in the article. In addition she has photographed 39 of the items; all 39 have been included in the article.

The database includes 34 cabinet makers (including the trade card of John Chew of Liverpool, a copy of which I tried, but failed, to obtain for this year's conference notes), one carpenter and joiner, one carver and sign maker, 20 clock makers, two coffin makers, one gaming table maker, 15 trunk makers and seven turners. One of the cards included among the photographs is a 19th century card of Robert Spencer, turner and carver, Groat Market, Newcastle upon Tyne. This shows a lathe and mentions bench and other screws, and '*bed pillars of various patterns on hand*'.

Louise Muse has also included a history of the collection and it would appear that it now represents a considerable 'Dorset wrong' that should be corrected. Although it was owned by Lord Leverhulme, it was not collected by him: he purchased it in 1916 at the sale of the library of Alexander Meyrick Broadley of Bradpole, Dorset, who had assembled the collection. A.M. Broadley (1847-1916) was born in Bradpole, the son of Canon Broadley, vicar at Bradpole for 50 years until his death in 1893. The young Alexander became a barrister, his most famous case being the defence of the Egyptian rebel officer, Arabi Pasha, whose life he saved. His somewhat exotic career also involved archaeology in India, practising law in Tunis, and publishing a newspaper in Brussels. In his mid-forties he returned to Bradpole and devoted the rest of his life to his historical and literary interests, collecting and writing on subjects as varied as autographs, and Dr Johnson and Mrs Thrale. Three of his main interests were the Napoleonic period, Charles II, and Dorset history.

Among his books in the library of the Dorset County Museum is a copy donated by him to the library of *Flight of King Charles II on horseback from Worcester to Brighton, September 3rd to October 15th, 1651 [and the] Commemorative pilgrimage by motorcar in the footsteps of the King, September 3rd to September 9th 1911*. Luckily his own copy of the county history by John Hutchins, which he grangerised, extending it from the original four volumes to

15 volumes, remains in the county, in the Dorset History Centre in Dorchester.

It is a great pity that his collection of trade cards did not stay in Dorset: following Lord Leverhulme's death in 1925, the three volumes of trade cards were in Lord Leverhulme's collection that was sold at the Anderson Galleries, New York, where they were bought by a Mrs Morris Hawkes for \$2,200 (Louise Muse notes that a Model T Ford cost \$290 at the time). Mrs Hawkes donated the scrapbooks to the Metropolitan Museum in 1927. Surely a more correct title for the collection would be The Alexander Meyrick Broadley Collection of British Trade Cards.

Polly Legg

Trade cards and Ephemera from Waddesdon Manor

A fully searchable and illustrated catalogue of Waddesdon Manor's unique collection of over 700 items of continental commercial printed ephemera dating from circa 1600 to 1800 is now available online via www.waddesdon.org.uk

The result of a joint venture between the University of Warwick and Waddesdon, funded by the Leverhulme Trust and the British Academy, the catalogue offers high quality data for historians of art, design, visual culture, economic and social history. All text has been transcribed and translated into English, making it accessible for non-specialist researchers. Items have been catalogued in a number of ways including visual and textual subjects, trades, products and themes to facilitate advanced level research. The vast majority of the prints are trade cards: a unique resource that offers many possibilities for study. These items help to address questions about the production of advertising, the imagery of consumption, the types of products on sale, the location of trades, as well as classed and gendered modes of commercial sociability.