**John Johnson Collection: pre-1960 ephemera**

**Trade cards**

The majority of the Trade Cards in the John Johnson Collection are catalogued and digitised. Book trade trade cards are in a separate sequence. Additionally, trade cards can be viewed through Zegami, an interactive database.

Oxford trade cards are in the Oxford Trade section and are available through the ProQuest project: [The John Johnson Collection: an archive of printed ephemera](#).

Records for trade cards enable searching by all trades and products.

**Extent:** 30 boxes (main trade card sequence)

The recent acquisition of the Lennox-Boyd collection has added substantially to our trade ephemera, especially trade cards, bill headings and hotels. Finding aids are in preparation.

There is a parallel sequence of Bill Headings (see separate index) and a small folder of Trademen’s Lists.

**Box I**
- Accountants
- Agriculture and Agricultural Implements
- Antique Dealers
- Architects, Bricklayers and Builders
- Art Galleries
- Artists

**Box II**
- Artists Materials, Colourmen
- Astrologers
- Auctioneers, Appraisers
- Bakers
- Basket and Hamper Makers
- Baths and Spas

**Box III**
- Bell Hangers
- Bellows Makers
- Bill Posters and Deliverers
- Blacking Manufacturers
- Boatmen
- Boots and Shoes
- Brass Founders
- Brewers

**Box IV**
- Brush Manufacturers
Butchers
Cabinet Makers

**Box V**
Carriers
Cheesemongers
Chemists and Druggists

**Box VI**
Chimney Sweeps, Carmen and Nightmen
Chinamen and Glass Sellers

**Box VII**
Coach Manufacturers
Coal and Coke Merchants
Coffee Houses
Confectioners

**Box VIII**
Coopers
Corn Merchants
Court Plaster Warehouse
Cupping
Cutlers
Dairy Produce
Dentists

**Box IX**
Doctors and Bone Setters
Dyers and Cleaners
Educational
Engineers
Farriers
Fishmongers and Fisheries, Game Dealers
Flagmakers
Floor Cloth and Carpet Manufacturers
Fruiterers and Greengrocers
Furniture Removers

**Box X**
Furriers
Goldsmiths, Silversmiths, Jewellers

**Box XI**
Grocers, Tea and Coffee Dealers

**Box XII**
Haberdashers
**Box XIII**  
Haberdashers  
Hairdressers and Perfumers  
Hat Makers

**Box XIV**  
Hawkers  
Horticulture, Nurserymen and Seedsmen

**Box XV**  
Hotels

**Box XVI**  
Hotels

**Box XVII**  
Hotels Booklets

**Box XVIII**  
Hotels Booklets

**Box XIX**  
House Decorators  
Instrument Makers

**Box XX**  
Iron Founders and Ironmongers

**Box XXI**  
Ivory Turners  
Japanners  
Job Masters and Livery Stables  
Lace Makers  
Laundry  
Leather Sellers Merchants  
Linen and Woollen Drapers

**Box XXII**  
Mercers  
Mill Makers  
Milliners  
Minerals

**Box XXIII**  
Money Lenders  
Music, Musical Instruments  
Oilmen  
Opticians  
Paper Hangers
Box XXIV
Paper Stainers
Pewterers
Photography
Picture Frame Makers, Carvers, Guilders
Picture Restorers

Box XXV
Playing Card Manufacturers
Plumbers and Glaziers
Poulterers
Rat Catchers
Razor Makers
Restaurants
Rocking Horse Makers
Saddlers

Box XXVI
Shipping
Shirts and Shirt Buttons
Shop Fitters
Snuff Makers
Sporting Purveyors
Stay Makers

Box XXVII
Surveyors
Tailors
Tallow Chandlers

Box XXVIII
Tattooing
Taxidermists
Timber Merchants
Tin Plate Workers
Tobacconists
Tripe Warehouses
Trunk Makers
Truss Makers
Umbrellas
Undertakers

Box XXIX
Upholsterers
Veterinary Surgeons
Watch and Clock Makers
Whale Merchants and Cutters
Wheelchair Makers
Wig Makers
Window Blinds

**Box XXX**
Wine and Spirit Merchants
Woollen Manufacturers
Miscellaneous

*See also*
Trade Cards: Watchpapers
Bill Headings
Trademen’s Lists