

Historic Postcards and Trade Cards from Willimantic, CT

Obtained from www.threadcity.com on March, 4, 2011

Directions: using the note-taking/summary column to the right, analyze each image and take notes on what you see. Refer to the detailed directions in your packet as well.

Notes/Summary

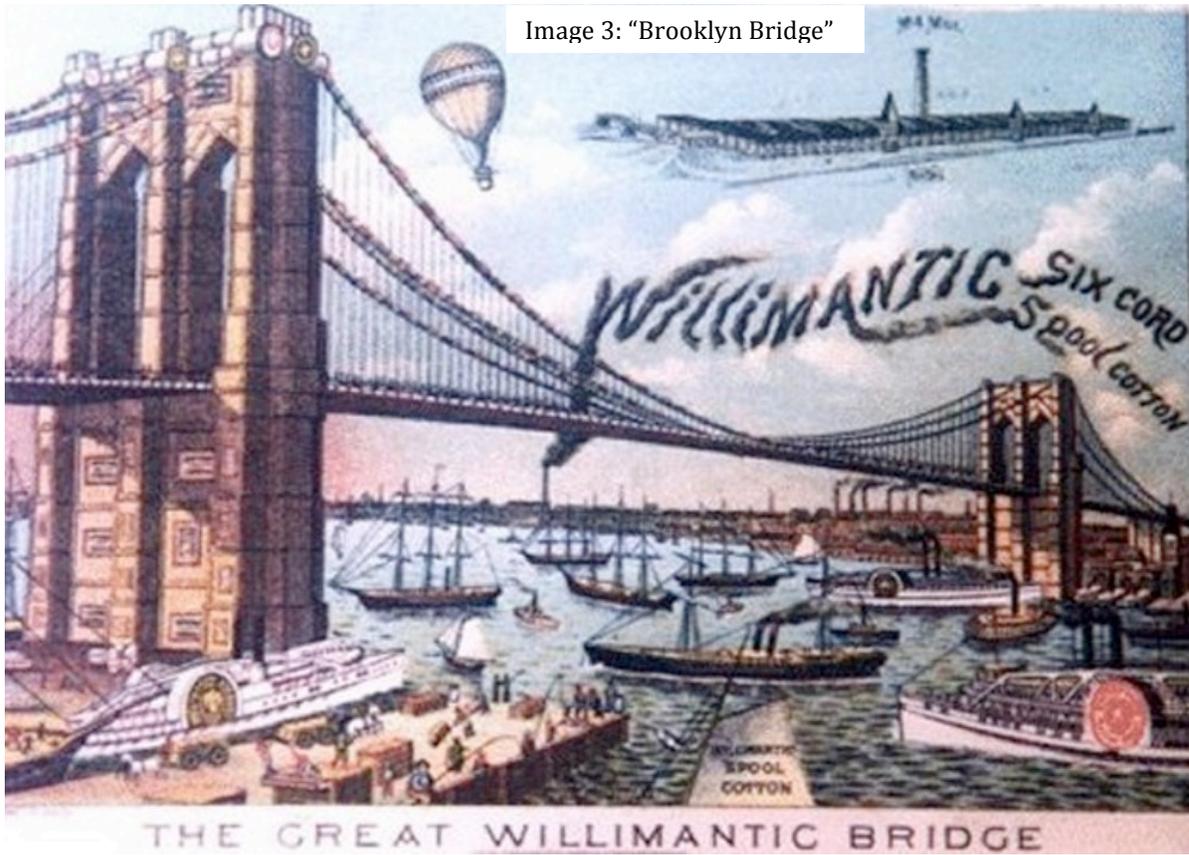
Image 1: "Cute Kids"



Cute kids are favored by advertisers today. It was no different a century ago! This card depicts three young girls becoming entangled in Willimantic cotton thread.



The Willimantic Linen Company employed both popular and elite culture to advertise their products. This 1888 card depicts the mischievous Puck, from Shakespeare's *Midsummer Night's Dream*, wrapping not a girdle of silver thread around the earth, but a girdle of Willimantic cotton thread!



The Willimantic Linen Company were early pioneers in the production of color lithographic advertising cards. This card was published in 1883, and depicts the recently completed Brooklyn Bridge in New York City, constructed from Willimantic cotton thread, spools, bobbins, and thread packing cases. Note the juxtaposition of the largest mill in the world. The Linen Company's Mill Number Four, built in 1880, floats in the sky above the world's largest bridge.



Image 4: Willimantic Linen Company's Number Three Mill
This 1910 postcard depicts the Willimantic Linen Company's Number Three Mill. It was erected in 1845 by the Wellesville Company on the site of Willimantic's first cotton mill built by Perez Richmond in 1822. The Wellesville mill became part of the Linen Company in 1876. It was demolished in the late 1920s, and stood on the city's Recreation Park. This idyllic view depicts the mill raceway and provides a somewhat over romantic view of industrialization, in a style known as "the factory in the garden."



Image 5: "Welcome to Willimantic"

This welcome to Willimantic card was one of a series of colorized postcards of the city produced in the late 1940s. Each letter of the city depicts another local scene published in the series.



Image 6: "Gulliver"

When first published in 1726, Jonathan Swift's book Gulliver's Travels caught the public's imagination and instantly became a best seller. The Willimantic Linen Company quickly exploited the book's popularity. This 1884 lithograph depicts the Lilliputians tying down Lemuel Gulliver with Willimantic's "best six cord spool