



## FINDING AID

# **BLOOM BROS. CO. PHOTOGRAPH ALBUM** **ca. 1950**

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12/2/2010

Yellowstone National Park Archives  
P O Box 168  
Yellowstone National Park, WY 82190-0168

Catalog Number: YELL 192403

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## ***HISTORY***

The Bloom Bros. Co., based in Minneapolis, Minnesota, printed and sold postcards and commercial photographs from at least the 1910s through at least the early 1930s. The company began publishing a series of postcards, retouched from Asahel Curtis's Northern Pacific Railroad images, in the 1910s. A second set of cards, many copied from F. Jay Haynes images, was produced about 1915. A 3rd series of postcards was published around 1923.

Before the 1916 consolidation of concessioners, the postcards were sold in Yellowstone National Park by the Hamilton Stores. Despite the consolidation, which licensed photographic and postcard sales exclusively to the Haynes Photo Stores, the Bloom Bros. Co. postcards continued to be sold both within and outside the Park. Finally, in 1930, an agreement between the National Park Service and the Haynes Photo Stores tightened licenses and, by 1931, Bloom Bros. Co. ceased producing Yellowstone postcards. It appears from this collection, however, that the company continued to produce related materials such as this photograph album, which would have been empty (and thus non-infringing) at the time of purchase.

It seems likely that the Bloom Bros. Co. was primarily a publishing company rather than a photography studio; the Directory of Minnesota Photographers, published online by the Minnesota Historical Society, lists only the company name with no added historical information available. No date for the cessation or dissolution of the business was located.

[Administrative history derived from: Saunders, Richard. "Graphic images and publisher exploitation of Yellowstone Park in postcards: 'Viewing the marvelous scenes of wonderland'" in Stevens, Norman D. Postcards in the Library: Invaluable Visual Resources. New York: Haworth Press, 1995. Print. Saunders, Richard. Glimpses of Wonderland: The Haynes and their postcards of Yellowstone National Park. Bozeman, Mont.: Saunders, 1997.]

## ***SCOPE AND CONTENT***

### BLOOM BROS. CO. PHOTOGRAPH ALBUM ca. 1950

*CATALOG NUMBER* YELL 192403

*VOLUME* 0.2 LF

*DESCRIPTION* Commercial album containing cartoons and purchased photographs of Yellowstone, Glacier, and Grand Canyon National Parks as well as the Columbia River Highway (Ore.), the Redwood Highway (Calif.), and Catalina Island (Calif.).

The photo album consists of a cardboard cover with ink drawings and what appears to be hand-coloring depicting Old Faithful Geyser and a framed portrait of a man with a question mark over his face. The album is labeled: Photo Faces from Odd Places, Yellowstone National Park.

Contents of the album include a written list of instructions, ink cartoons, and commercially produced photographs. The instructions pertain to the cartoons and suggest that real photos be cut up and pasted to the blank faces in the cartoons to personalize them. The cartoons are titled and include captions: West Gate with "Take our Picture", untitled with "Got a bit too close to this geyser", Triple Tunnels and "Going my way?", the Grand Canyon from Artist's Point with "That's me on top", Great Falls with "try anything once," and Cleopatra Terrace with "come up and see me sometime."

The photographs, while most are commercial, appear to have been purchased and included in the album by the owner rather than part of the album at the time of purchase. The first series of photographs depicts the Cody Road (Wyo.) and Yellowstone National Park (Wyo.) including Buffalo Bill Memorial statue, Museum, Dam, and Reservoir; Box Canyon of the Shoshone River; Triple Tunnels, Kaiser's Face, Laughing Pig, Goose, Holy City,

Elephant Head , and Chimney Rock formations; and Henry's Ford across the Shoshone River. The next series of photographs are Haynes images of Yellowstone including the Great Falls of the Yellowstone, Morning Glory Pool, Grotto Geysers, Jupiter Terrace, Lake Yellowstone, Tower Falls, a faun, Norris Geysers Basin, Dragon Mouth Spring, Old Faithful Geysers, several black bears, and a moose.

The series of photographs of Glacier National Park (Mont.) appear to be by the same photographer although the verso is not stamped. A group of photographs by Cross Studios and R.E. Cross and Son depicts Waterton Park (Alberta, Canada). The photographer of the Columbia River Highway (Ore.) series is unnamed. The Trees of Mystery Park (Calif.) and the Redwood Highway (Calif.) series is by the photographer Sawyers. Catalina Island (Calif.) images are unlabeled. The Grand Canyon National Park (Ariz.) images are by Sam Levitz. The Petrified Forest (Ariz.) images appear to be the same photographer. The final group of photographs may be personal snapshots rather than commercial images and depict the Black Hills (So. Dakota), Yellowstone National Park including the Grand Canyon of the Yellowstone and Lower Falls, California, Bird Park (Calif.), Catalina Island, and Arizona including Hopi Indians. There is one snapshot of a couple, perhaps the unknown creators of the album.

*ORGANIZATION*

The album remains in its original order.

*PROVENANCE*

Gift of Timothy Manns in 2006.

*RESTRICTIONS*

NO

*ASSOCIATED  
MATERIALS*

Postcards published by the Bloom Bros. Co., Yellowstone National Park Museum Collections

***CONTAINER LIST*****Box 1**

<b>File Unit Nbr</b>	<b>Title</b>
01	Photograph album