

*Directory of the*

**J. R. BURDICK**

**COLLECTION**

*Trade and Souvenir Cards  
and Other Paper Americana*

*in the*

**METROPOLITAN  
MUSEUM OF ART**



## INTRODUCTION

The Burdick Collection of cigarette insert cards, post cards, and other pictorial advertising matter, is by far the largest section of ephemeral printing in the Print Department of the Metropolitan Museum of Art. The Burdick Collection, which is mostly American, is supplemented by gifts from Mrs. Bella C. Landauer of European trade cards, bill heads, labels, etc., which date from the late 1600's until the present. The Museum has also bought manufacturers' illustrated trade catalogues of clothing, furniture, tableware, carriages, etc. issued in the United States and abroad. Taken all together, these collections constitute a continuous record of design, and a history of the pictorial media that business has used to present itself to the public.

A. Hyatt Mayor





## JEFFERSON R. BURDICK

25 February 1900 -- 13 March 1963

Jeff Burdick impressed one by what he managed to do, but even more by the way he did it. Early in life arthritis began to stiffen his joints and warp his fingers until finally so simple an act as putting on his hat cost him a painful minute to contrive. Defying torture, he made his living at the Crouse-Hines Company in Syracuse by assembling intricate electrical connections for use in mines, flour mills, or wherever an open spark might set off an explosion. Illness probably prevented him from marrying. The energy that he might have put into making a home and bringing up a family, he poured instead into studying insert cards, into editing the *Card Collector's Bulletin*, and writing a series of books on the subject, until he had made himself into an expert whose opinion carried authority far and wide.

Living in meager lodgings and spending little on himself, he threw his earnings as well as his energy into publishing books and acquiring the finest collection of American cards and of ephemeral printing in general. Then in time he had to decide what to do with his life's accumulation. One day in 1947 he brought this problem to me at The Metropolitan Museum. I told him that much as we would like to have his collection, he must look at other institutions that might care for it equally well and make it equally available to the public. After a week or so he returned to say that he had weighed everything and wanted to give his great collection to us. This honor brought responsibility, as we realized when the first of several annual shipments arrived that December. How could we keep these thousands of cards, labels, banners, etc. from being disarranged by public handling? How should we mount them to preserve them from damage? We tried one thing after another until Jeff was satisfied. But then we asked ourselves where we could get the patient, neat and intelligent hands to mount so many thousands of papers in their proper places? At that moment Jeff's health forced him to retire from his work in Syracuse, and he moved to New York to give his whole time to making his collection safe for public use. He brought his little **art nouveau** oak desk from home and installed it in the only available corner of the crowded print department, which at once became the American headquarters of cortophiles from everywhere. Many enthusiasts came to help him, the chief support being given by Fred Baum. We bought him more and more scrapbook binders, more and more pure rag pages, and more and more pots of paste.

As he labored, his stiffening arthritis obliged him to take an amount of cortisone that made him feel still worse. He was boxed in the choice between dying of the disease or dying of the remedy. The mounting pile of full scrapbooks drove him to work at an ever more desperate pace. From time to time he would say quite impersonally, as though he were talking about a race horse: "I may not make it." But he did. On the 10th of January 1963 he told us at five o'clock that he had mounted his last card. As he twisted himself into his overcoat he seemed suddenly tired. When he bade us goodbye, he added "I shan't be back."

The next day he walked from his hotel on Madison Avenue at 26th Street to the nearby University Hospital, where almost exactly two months later, he died of an exhausted heart. The will that drove him to achieve, drove him on until his work was done. And then it snapped.

On first meeting, one felt sorry for this racked, frail man, with black-lashed eyes of a haunting gray violet, but pity quickly gave way to admiration — even envy — at his making so much of so bad a bargain. All in all, he triumphed more than many.

A. HYATT MAYOR

# DIRECTORY

by Jefferson R. Burdick.

Like individuals, museums have differing ambitions. Some strive to amass quantity, others seek only the most valuable or attractive items. At The Metropolitan the aim has been to obtain a well rounded showing of various types of art — one that, under one roof, will answer most questions and satisfy practically everyone who wishes to learn more about any particular field. In many categories there are larger collections elsewhere. You can, for example, find larger collections of Arms and Armour in old museums of Central Europe and students of early Egyptian art can see a larger collection by journeying to the National Museum in Cairo.

The Card Collection is much the same. In many card types there are larger collections but to inspect all such would require considerable travel and expense.

No attempt has been made to collect quantity by including every minute difference that is of no particular importance to the vast majority of card students. While many recent issues are shown in whole or in part, there has been no effort to obtain completeness in the flood of new cards since 1952. Most of these can readily be seen in many contemporary collections in all parts of the country. A very few actual duplicates are included for a specific purpose, such as showing both front and back of a card, or an open and closed metamorphic.

In older material, the problem has been to find cards. It is impossible to over-emphasize the extreme scarcity of many old cards. Many whole sets are known by a single specimen and even where considerable quantity survive, they often are found as a single lot and never appear again. The fortunate finder of the lot has all there is.

Under such conditions, a collector can only hope to obtain all of the commoner cards and a good showing of the scarcer ones. The present collection, through the help of friends and fortune, is better than average in both quantity and quality, and will answer all card questions better than would be possible in any one other place. A few of the cards were obtained in about 1910, but most of them have been acquired since 1933 from every corner of the country and several foreign states.

To give credit to all who have assisted in the assembly of the collection would constitute an almost complete directory of collectors and dealers of the past thirty years. Even a museum could not have afforded the tremendous amount of detail and correspondence involved. The collection was presented to the Metropolitan Museum in 1948, and two to six cartons of cards were forwarded annually for twelve years as they were made ready. Thirty-four albums were filled in that period and in 1959 the work was resumed, requiring more than three years to sort and arrange the balance of the cards so that they could be examined with least time and effort.

The collection is numbered and mounted in conformity with the 1960 edition of The American Card Catalog and should be examined in conjunction with that Catalog. It should be pointed out that most of the albums are quite large (12-1/2" x 15") and heavy (average 12 to 14 pounds) and cannot be handled or inspected very rapidly. Those who plan on a few hours at the Museum to "see the collection" will find this quite impossible. If no more time is available it would be well to prepare in advance a list of the particular albums and boxes it is most desired to see. Such a list should be sent before arrival so that the Print Department staff can give the best and quickest possible service. On a busy afternoon, this will be greatly appreciated.

Most of the collection is mounted in albums, but some material, too large or otherwise unsuitable, is in boxes which can be called for the same as albums. Visitors are requested to report to an attendant any damage to cards or albums or any loose cards that need refixing. Most cards are pasted down or hinged so that normally they will turn with the page without damage, but it is requested that some care be given to avoid bending cards.

Cards with back inscriptions are hinged, have corner mounts or other devices so that the back can, if desired, be read. In some cases the pages have a cellophane covering which can be taken off by removing the small clips. Clips should be replaced as found and any that become bent will be replaced. It has been endeavored to make available all backs that show anything of importance. Unfortunately, it has not always been possible to do this in a manner that will permit rapid examination of backs.

While the cards are arranged according to catalog listings and an effort has been made to keep sets and types together, there are some misplaced items, as when additions have been made at the end of a section, or for other reasons that unavoidably will occur in sorting so many thousands of cards, some of which can be placed in two or more categories with equal propriety. Students looking for a particular card or subject should inspect the entire section or sections where it might be placed. For many cards there is no ideal method of sorting or classifying that would be satisfactory to everyone.

The collection consists of a total of 306,353 items and is housed in 394 numbered albums and boxes as listed in this booklet. Further breakdown in quantities are given in section headings and album listings. All quantities have been corrected to 1963. In counting, a published but uncut sheet is counted as the total designs shown. Printed albums and books are counted as single items, as are multiple page booklets, greetings, etc.

The Museum's Print Department Study Room has tables and chairs where visitors may comfortably inspect the material they ask to see. Attendants will bring whatever is asked for from several storage cabinets in other rooms. The primary purpose of this booklet is to enable visitors to ask for the specific items they wish to see as, obviously, it would be impossible for the Museum staff to guess which of the hundreds of albums would be most enjoyed.

The Print Room is open by appointment Monday through Friday from 2:00 to 5:00 P.M. These conditions are designed to thwart a tendency of visitors to "bunch up" and consequent inability of the staff to properly care for them. In fact, the problem, at times, has been to find sufficient chairs so that all may sit down. The telephone is TRafalger 9-5500, extension 254.

Jefferson R. Burdick

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## ADVERTISING CARDS

This vast field includes not only all types and sizes of cards for both store and consumer use, but banners and posters of all sorts, booklets, albums, catalogs, calendars, labels, and tags beyond description. The entire division has a total of 65,994 items. Few collections of this material cover its entire range. Some collections include thousands of clippings from magazines and newspapers (ads and news) and great quantities of business invoices, receipts, and similar stationery. Such material is not usually classed in the card category. Other collections contain only the most beautiful and striking specimens and, of course, make a showing that a general collection of all types cannot equal in brilliance. Such a collection, however, does not present a true picture of the field. Actually, most of the cards were surcharged for retailers and the cheaper stock sets constitute the bulk of the output. It is possible to find some of these stock items with the imprints of dozens of retailers (and possibly a few manufacturers) but to avoid undue monotony, no effort has been made to include all such variations in the collection.

### Pre-1870 Advertising Types

The pre-1850 group, as in the Catalog, has been changed to pre-1870, which is a more natural division point between the early types and the more ordinary later cards. The group is a miscellaneous assembly of practically everything of an advertising nature prior to approximately 1870. These are not the pretty kind of card, being mostly uncolored, but are of primary interest to the student of card origin and development. The better collections of these cards are almost entirely in the very oldest museums and historical institutions of the country and very few cards become available to present day collectors. Those shown will acquaint collectors with the style of the period, which goes back into the late 1700's. The extremely interesting Clipper Ship cards and the fascinating Currier & Ives trade issues are also included here. All Prang advertising cards are in Albums 515 through 520. Additional pre-1870 data can be found in the following books which are available in the Department:

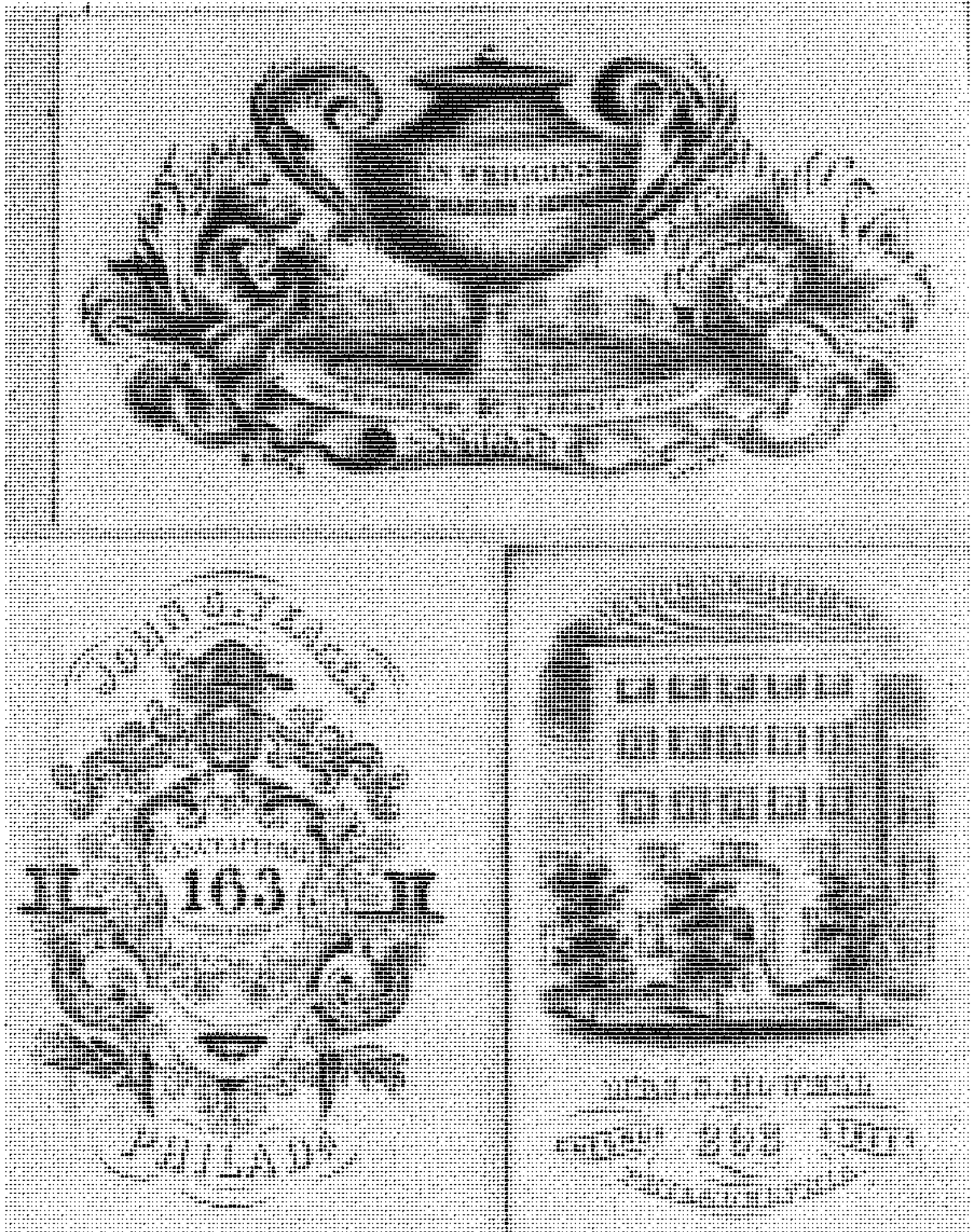


Fig. 1854 advertising cards of Philadelphia. The top design (P & S) for Thomas Weigman, founder is signed by Seth C. B., a famous designer. Below: John G. Younger, owner's flat iron; Arthur and Sam. S. Brown who operated the American House.

- Early American Trade Cards, Landauer, 1927, 44 plates.  
 London Trade Cards of the XVIII Century, Ambrose Heal, 1925, 110 pages.  
 Trade Cards, George Francis Dow, 1936.  
 The Trade Cards and Engravers, Heal, 1927.
- Album No. 1**—Pre-1870 cards ..... 789 items  
 Grouped under headings of: Hotels, Social Items, Education, Books, Printing, Photography, Political, Travel, Horse & Gun, Jewelry, Medicines, Food.
- Album No. 2**—Pre-1870, Clipper Ships, Currier & Ives ..... 1353 items  
 Clothing, Services, Home Furnishings, Industrial, and Miscellaneous.

# ADVERTISING CARDS SINCE 1870

The vast bulk of American Advertising Cards was issued in 1880-1895, although a fair amount continued to about 1905 and a smattering in later years to the present. The collection is arranged by subject matter rather than dates and follows the Grouping Outline on page 15 of the Catalog, with booklets, banners, labels, etc. in later separate groupings. The product Groups, or general advertising designs, feature the product advertised, its factory; use, or more often children and pretty girls as seen today. They total 20,471 items and are housed in 30 albums, and boxes numbered 5 through 47.

## HP1 TOBACCO PRODUCTS

Albums No. 5-10 include the product sets on Catalog page 23 except H234 and H245 which are in Box No. 140.

Album No.	5—Allen & Ginter, Duke, Goodwin, Kimball .....	405 items
Album No.	6—Kinney, Lorillard, Marburg, Mayo .....	297 items
Album No.	7—Gail & Ax, General Tobacco (part) .....	672 items
Album No.	8—Gen. Tobacco (balance), Cigars (part) .....	331 items
Album No.	9—Cigars (continued) .....	619 items
Album No.	10—Cigars (bal), Cigarettes, Snuff, Retail .....	812 items

## HP2 FOODS AND BEVERAGES

Albums No. 15-20 include all food sets listed on page 24 of Catalog.

Album No.	15—Meat Products, Liebig's, Sea Foods .....	946 items
Album No.	16—Milk, Bread, Starch (part) .....	752 items
Album No.	17—Starch (bal), Extracts, Soups .....	768 items
Album No.	18—Canned Goods, Vinegars, Liquors .....	603 items
Album No.	19—Coffee (part) .....	589 items
Album No.	20—Coffee (bal), Candy and gum .....	831 items

## HP3 CLOTHING AND SHOES

Albums No. 24-27 include the Clothing sets listed on page 24 of Catalog.

Album No.	24—Women's Suits, Coats, Corsets, Millinery .....	572 items
Album No.	25—Men's Clothing, Shirts, Children's Clothing .....	771 items
Album No.	26—General Clothing, Locals, Footwear (part) .....	783 items
Album No.	27—Shoes (balance), Fashion cards .....	729 items

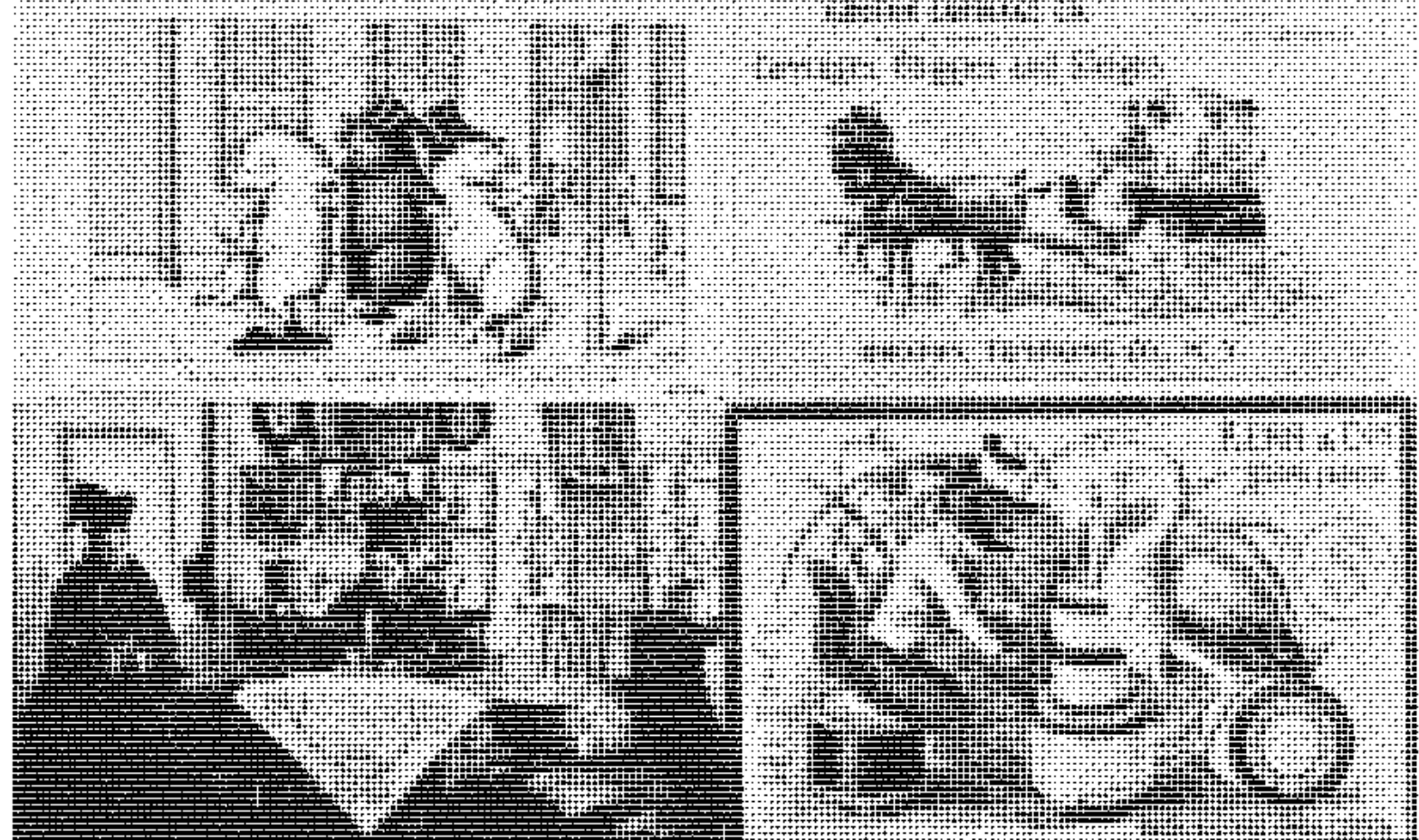
## HP4 PERSONAL ACCESSORIES

Albums 30-36 include Accessories listed on page 24.

Album No.	30—Soaps and cleaners (part) .....	872 items
Album No.	31—Soaps (bal), Potent Medicines (part) .....	749 items
Album No.	32—Patent Medicines (continued) .....	840 items
Album No.	33—Patent Medicines (balance) .....	711 items
Album No.	34—Perfumes, Threads (part) .....	876 items
Album No.	35—Threads (bal), watches, jewelry, Polishes ..	1040 items
Album No.	36—All small items .....	935 items

## HP5 HOUSEHOLD FURNISHINGS

Album No.	39—Stoves and ranges (part) .....	705 items
Album No.	40—Stoves (bal), Sewing Machines .....	714 items
Album No.	41—Pianos, organs, furniture, carpets .....	670 items
Album No.	42—Laundry, sweepers, clocks, house fittings .....	707 items



Advertising Cards. H348-Dr. Haas Remedies "Razzle Dazzle — will need Haas Remedy to brace up on" HP6a-Groton Carriage Co., N. Y. H447-Singer in Foreign Lands (Denmark). H760-Aesop's Fables by Kerr & Co. (The Fox and the Stork).

## HP6 FARM AND BUSINESS

Album No. 45—	Carriages, wagons, farm implements (part) .....	566 items
Album No. 46—	Implements (bal), seeds, harness, pumps, scales ....	806 items
Album No. 47—	Paints, cash registers, factory equipment .....	703 items

## SERVICE GROUPS

Cards advertising services are of the same general nature as the product groups except that a service, rather than a tangible product, is offered. There are four main divisions and the cards, numbering 3134 items are housed in Albums No. 52 through 56. For H384 see Box No. 146. For Menus and Programs see Box No. 156 and 132.

Album No. 52—	Transportation (ships, rail, etc.), Hotels (part) ....	584 items
Album No. 53—	Hotels (bal), Amusements (part) .....	750 items
Album No. 54—	Amusements (continued) .....	617 items
Album No. 55—	Amusements (bal), Business Services (part) .....	504 items
Album No. 56—	Business Services (bal) .....	679 items

## DESIGN GROUPS

These cards are illustrated with pictures of general interest, most of which have no possible relation to the products advertised. They total 16,482 items and are in Albums No. 60 through No. 83. The arrangement roughly follows the listing on Catalog pages 26-34 and includes most of these sets, with exceptions:

- All small and medium Tobacco items are in Albums No. 5-10.
- All large Tobacco items are in Box No. 140-141 (H562, 636, 814, 918).
- For Hood's Photos of World H439 see also Albums in Box No. 146.
- For Tetlow Perfume cards see also Special Album No. 131.
- For Booklets H572 and VanHoutens H855 see Box No. 146.
- For Enlarged Sodas H680 see Box No. 141.

Album No. 60—	Views (part) .....	710 items
Album No. 61—	Views (continued) .....	810 items
Album No. 62—	Views (bal), Expositions (part) .....	526 items





Advertising Cards. H916-French print type. HP2k-Red Cross Coffee. HP3e-Fisk, Clark & Flagg's Men's Gloves. H550-3 Shakespeare Scenes by Libby, McNeill & Libby. H57a-Boston & Maine Railroad 1868 schedule to resort areas. HP3a-1876 Centennial Souvenir of Devlin & Co. American Clothing House, N. Y.

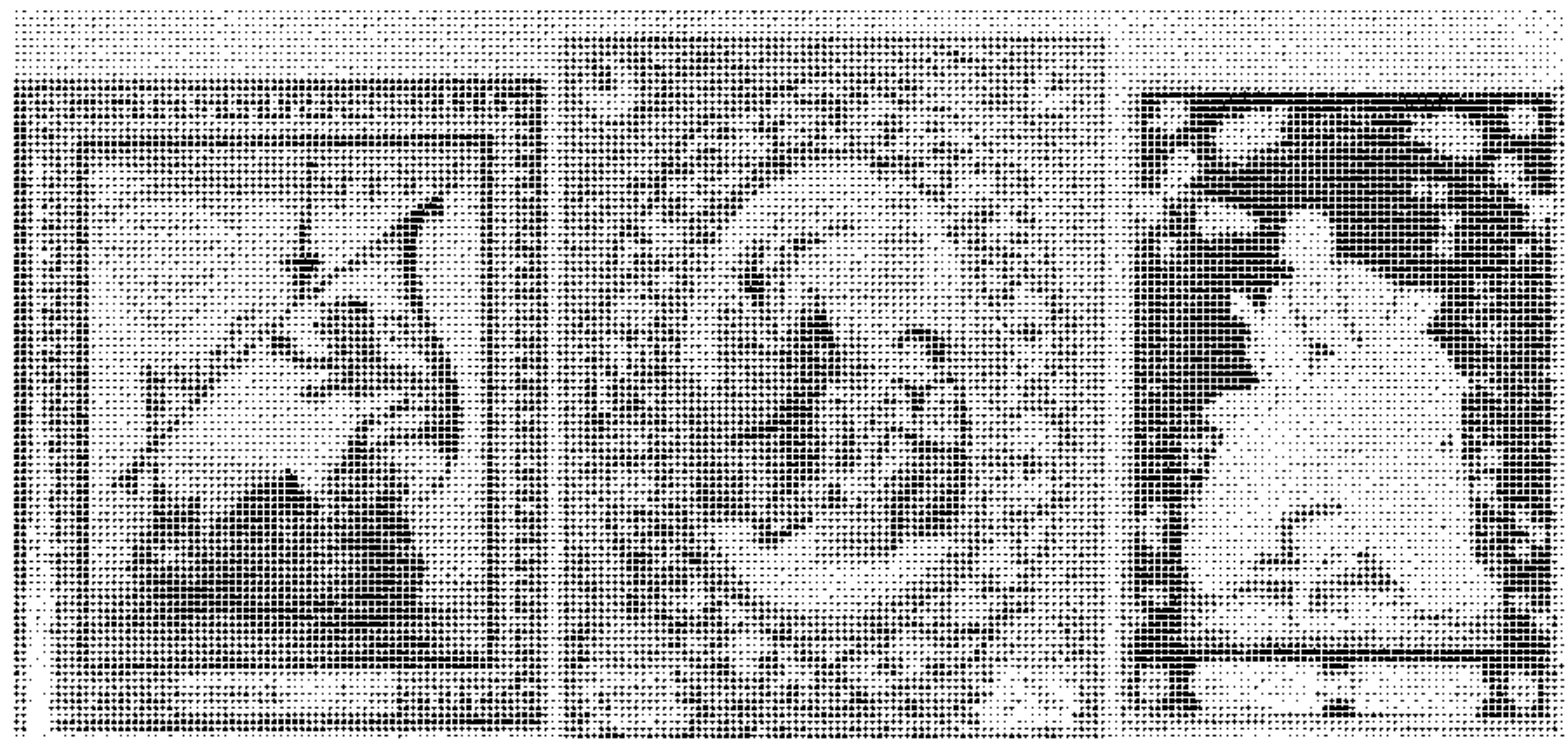
Album No.	63—Expositions (bal), Historical, Celebrities (part) .....	466 items
Album No.	64—Celebrities (bal), HD2a Presidents (part) .....	956 items
Album No.	65—Presidents (bal), flags, military, political (part) ...	840 items
Album No.	66—Political (bal), natives, HD3 Natural History (part)	643 items
Album No.	67—Natural History (continued) .....	560 items
Album No.	68—Natural History (bal), Childrens Designs (part) ...	1036 items
Album No.	69—HD4 Childrens Designs (continued) .....	557 items
Album No.	70—Childrens Designs (bal), HD5 Sports designs .....	804 items
Album No.	71—Puzzles and Tricks, Comics (part) .....	608 items
Album No.	72—Comics (continued) .....	1115 items
Album No.	73—Comics (bal), Art types (part) .....	847 items
Album No.	74—Art types (continued) .....	441 items
Album No.	75—Arts (bal), Steel engravings (part) .....	723 items
Album No.	76—Steel engravings (continued) .....	632 items
Album No.	77—Steels (bal), Small print type, French type (part) ..	830 items
Album No.	78—French type (bal), Japanese types (part) .....	1032 items
Album No.	79—Jap type (bal), Bookmarks, Lg. diecuts (part) .....	591 items
Album No.	80—Diecut Novelties (continued) .....	171 items
Album No.	81—Diecuts (bal), C & S American Adv., Linen Labels ..	631 items
Album No.	82—Early cigar box labels to 1880 .....	443 items
Album No.	83—Calendars, Tablets, baggage labels .....	510 items

## Notes on Advertising Issues

**METAMORPHIC AND MECHANICAL.** Practically all of the listing on pages 202-209 of the Catalog is shown but the cards are not segregated and will be found scattered about, mostly in Albums 5-47.

**ADVERTISING BOOKLETS.** Show most of the items listed on Catalog pages 199-202. Some tobacco items are in Albums 5-10 but most are in Boxes 144-145 with the former showing Tobacco, Food, Clothing, Patent Medicines, and Furniture; and the latter: Personal Accessories, Farm Implements, and all Service type issues.

**BANNER AND LARGE ITEMS** over 20 inch length are in Boxes 160-163. See listing of these Boxes on next page. Box 646 contains Adv. Albums (page 36, not the premium albums in Box 269), sheet music as on page 38 only, and Hood's Albums.



Linen Labels. Lithographs, center measuring 4 x 5. Left, a Glasgow manufacturer. Right, blue and gold embossed design.

**CIGAR BANDS AND LABELS** come in 3 boxes and 5 albums.

**CADDY LABEL** Album No. 101 contains a copy of the Barton booklet "Plug Tobacco and Fine Art". There are no categories for Movie Stills and Catalogs.

**MATCH FOLDERS** IN Albums No. 346-347 should be distinguished from Match Labels in Box No. 152.

### Adv. Albums (Private makes) and Boxes

Album No. 101-103—Caddy Labels .....	421 items
Album No. 106—Liggett & Myers window news bulletins .....	120 items
Album No. 108—Cigar Box Labels c1890 .....	821 items
Album No. 109—Cigar Box Labels c1890 .....	474 items
Album No. 110—Cigar Bands, Large, Foreign and Trim .....	571 items
Album No. 111—Cigar Bands, U. S. General issues .....	3638 items
Album No. 112—Paper Plug Labels, Coupons and Adv. ....	1394 items
Album No. 113—Gum wraps c1900 and adv. matter .....	81 items
Album No. 117—Liquor Labels .....	532 items
Album No. 120—Typical Scrap album, about 9½ x 12 .....	628 items
Album No. 121—Scrap Album (cheap seed catalog type) .....	132 items
Album No. 122—Scrap Album, typical fancy, some coffee .....	432 items
Album No. 123—Scrap Album, typical about 8 x 10 .....	469 items
Album No. 130—French Album, large c1880 .....	509 items
Album No. 131—Tetlow's Perfumes, labels and cards .....	562 items
Album No. 132—Program and Calendar sample book .....	260 items
Box No. 140—Large Tobacco cards, all types .....	121 items

<b>Box No. 141</b> —Lg. Cards incl. 42 tobacco & 58 Soda H681 .....	234 items
<b>Box No. 144</b> —Adv. Booklets (part) .....	562 items
<b>Box No. 145</b> —Adv. Booklets (balance) .....	475 items
<b>Box No. 146</b> —Adv. Albums, Sheet Music, Hood's, Brownie, etc.....	389 items
<b>Box No. 147</b> —Tobacco packages and containers .....	186 items
<b>Box No. 150</b> —Cigar Box Labels, Large .....	2606 items
<b>Box No. 151</b> —Cigar Box Labels, mostly large .....	2458 items
<b>Box No. 152</b> —Cigar & match labels, tin tags & ribbons .....	4405 items
<b>Box No. 155</b> —Calendars, large .....	468 items
<b>Box No. 156</b> —Menus & Programs, Lg. Theatrical, some Adv. Buttons, Gum & Food wraps and clips .....	451 items
<b>Box No. 160</b> —Very large Banners, all types .....	275 items
<b>Box No. 161</b> —Unlisted Banners & Cards, all types .....	160 items
<b>Box No. 162</b> —Listed Banners, Blankets, Uncut Silks .....	836 items

## INSERT CARDS

All insert cards were made especially for collecting and consequently those who issued them endeavored to develop interesting and novel designs. On the whole, they have been quite successful in this effort. Even the modern cereal inserts, while usually made for children, are sufficiently intriguing to merit their inclusion in most of the adult collections. The older series especially the tobacco and coffee issues, have steadily increased in popularity and value.

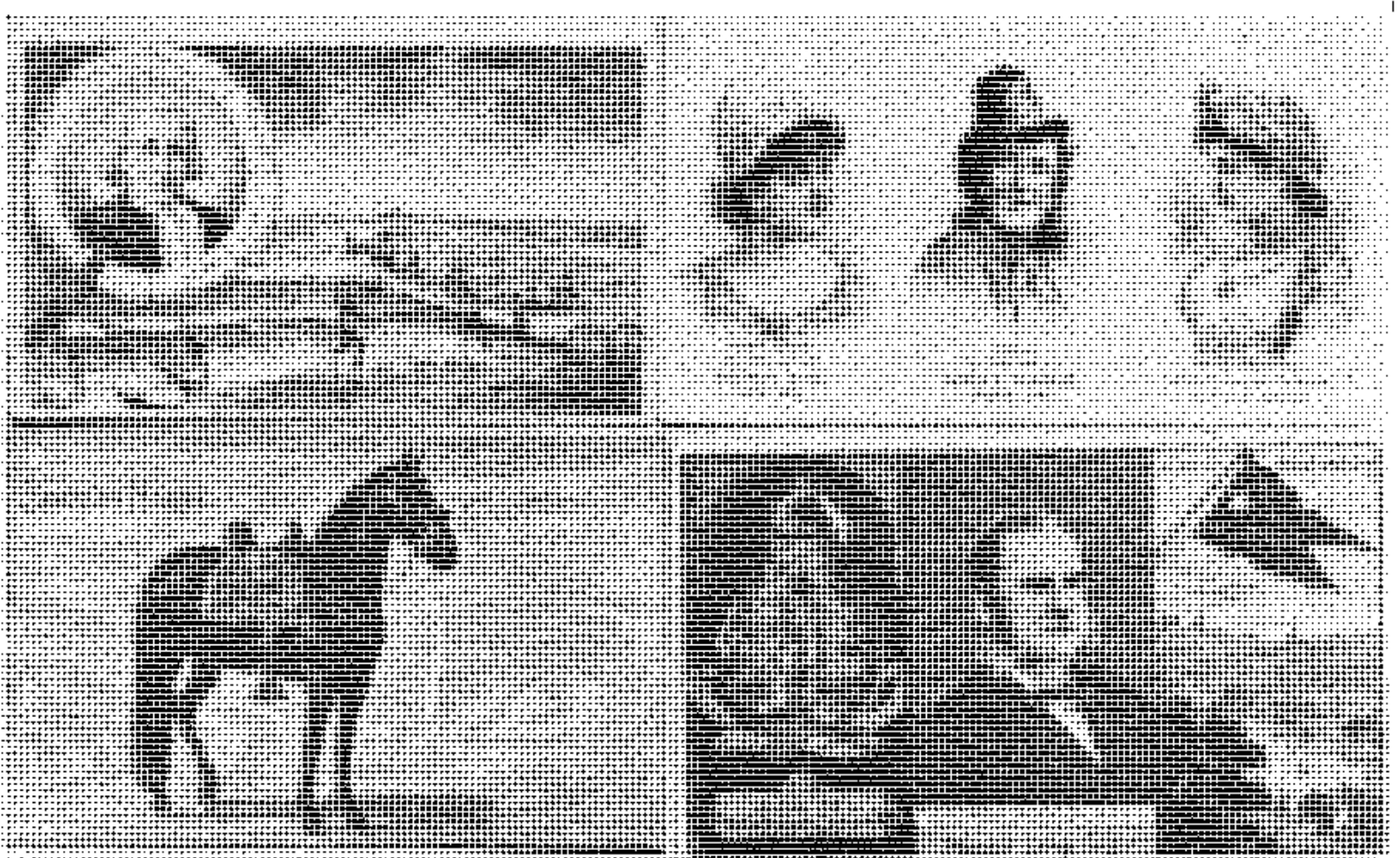
The collection contains a total of 136,670 insert items and is housed in 121 Albums and Boxes numbered 201 through 374. The group features only American issues (North & South America) but a typical assortment of other foreign issues is appended at the end of the section (see Catalog page 195).

### U. S. 19th Century TOBACCO ISSUES

The division contains 31,728 items and is housed in Albums No. 201 through 233.

(Note: For Kimball 181 see Album in Box No. 269 and for very large items (as Marburg 415, etc.) see Box 162.) For detail listing see Catalog pages 42-58.

<b>Album No. 201</b> —Allen & Ginter sets 1-30 .....	1658 items
<b>Album No. 202</b> —A & G sets 31-44 and 57-67 .....	1004 items
<b>Album No. 203</b> —A & G sets 45-54 .....	1661 items
<b>Album No. 204</b> —Duke sets 70-92 .....	1481 items
<b>Album No. 205</b> —Duke sets 94-112 .....	538 items
<b>Album No. 206</b> —Duke sets 113-129 .....	622 items

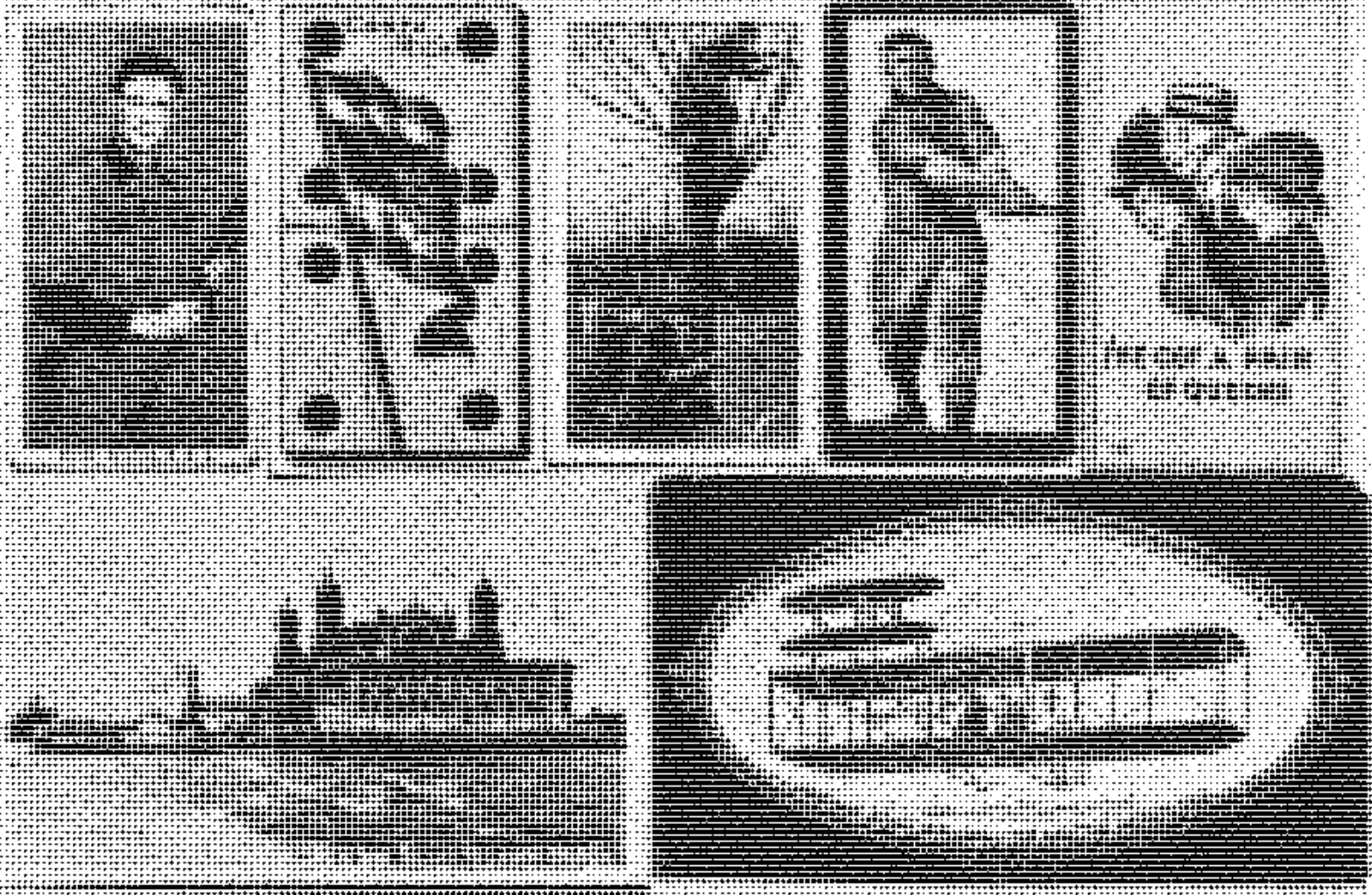


Large Tobacco inserts. 554—Finzer's Inventors and Inventions (Lionel Lukin, inventor of life-boat in 1785) 94—Duke's Actors and Actresses (Marie Jansen—Daboll—Belle Urquhart). 101—Breeds of Horses (Spanish Horse). 133a—State Governors (Gov. Ames, Massachusetts).



Small Cigarette cards, 77-Gymnastic Exercises (Forward Wheel Swing). 166-Occupations for Women (Journalist). 366-Language of Flowers (Water Lily—Purity of Heart). 189-Savage Chiefs and Rulers (Eagle, N. American Chief). 388b-National Types (Swedish). 188-Goddesses of the Greeks and Romans (Thalia, Muse of Comedy). 220-Harlequin Cards, Series 2. 83-Ocean and River Steamers (Hamburg American Packea Co. S. S. Bohemia). 184-Champions of Games and Sports (James O'Neil, Champion Base Ball Batter). 353a-Ladies of the White House (Mrs. Ulysses S. Grant).

Album No. 207—Duke sets 130-145 (part) .....	1045 items
Album No. 208—Duke 145 (balance) .....	1323 items
Album No. 209—Duke 146, 150 (part) .....	651 items
Album No. 210—Duke 150 (part) .....	510 items
Album No. 211—Duke 150 (part) .....	627 items
Album No. 212—Duke 150 (balance) 151 .....	575 items
Album No. 213—Duke 152-158 .....	443 items
Album No. 214—Goodwin 162-168, 172 (part) .....	1368 items
Album No. 215—Goodwin 172 (bal), 171, 174 .....	1244 items
Album No. 216—Kimball 180-203 (part) .....	1141 items
Album No. 217—Kimball 203 (bal), Kinney 210-219 .....	1010 items
Album No. 218—Kinney 220-240 .....	1609 items
Album No. 219—Kinney set 245 (part) .....	1110 items
Album No. 220—Kinney 245 (balance) 246 .....	1063 items
Album No. 221—Lorrillard, Buchner 280-283 .....	930 items
Album No. 222—Buchner (bal), Mayo, Hess 321-331 .....	1187 items
Album No. 223—Hess (bal), Hall .....	1051 items
Album No. 224—Consol, Venable, Lone, Jack, S & M, National (pt) .....	1588 items
Album No. 225—Beck, Marburg, Am. Eagle, Drummond, Rose, Banner .....	942 items
Album No. 226—Moore & Calvi, Cameron Miller, Unclass (part)....	1020 items
Album No. 227—Unclassified 503-640 (except 622) .....	1031 items
Album No. 228—Unclassified set 622 .....	1765 items
Album No. 229—Unclassified 650-663 .....	363 items
Album No. 230—Unclassified 664-693 .....	493 items
Album No. 232—Kinney premium Racehorses .....	91 items
Box No. 233—Goodwin Lg. Baseball. Newsboy 566, 567 .....	584 items



20th Cigarette inserts. T212-Obak Coast Leagues (Frisk, Seattle N. W. L.). T177-Flag on Domino package design (Costa Rica). T121-World War I Scenes (French Sniper at work from a tree top). T211-Red Sun Baseball (Jordan, Atlanta). T88d-Mutt and Jeff Comics (I've got a pair of Queens). T116-Views and Art Studies (New York Ellis Island Bldgs.). T228-Speed Champion (Wright Bros. Biplane — the fastest aeroplane).

## 20th Century U. S. TOBACCO ISSUES

With Canada and Central & South America, includes 46,004 items in Albums No. 241 through 297. Note: For T301, 302, 307 and printed albums for T87 see Box No. 370. For T8, C273 proofs and large items in Silks and Blankets see Boxes No. 161 and 162. For detail listing see Catalog pages 59-92.

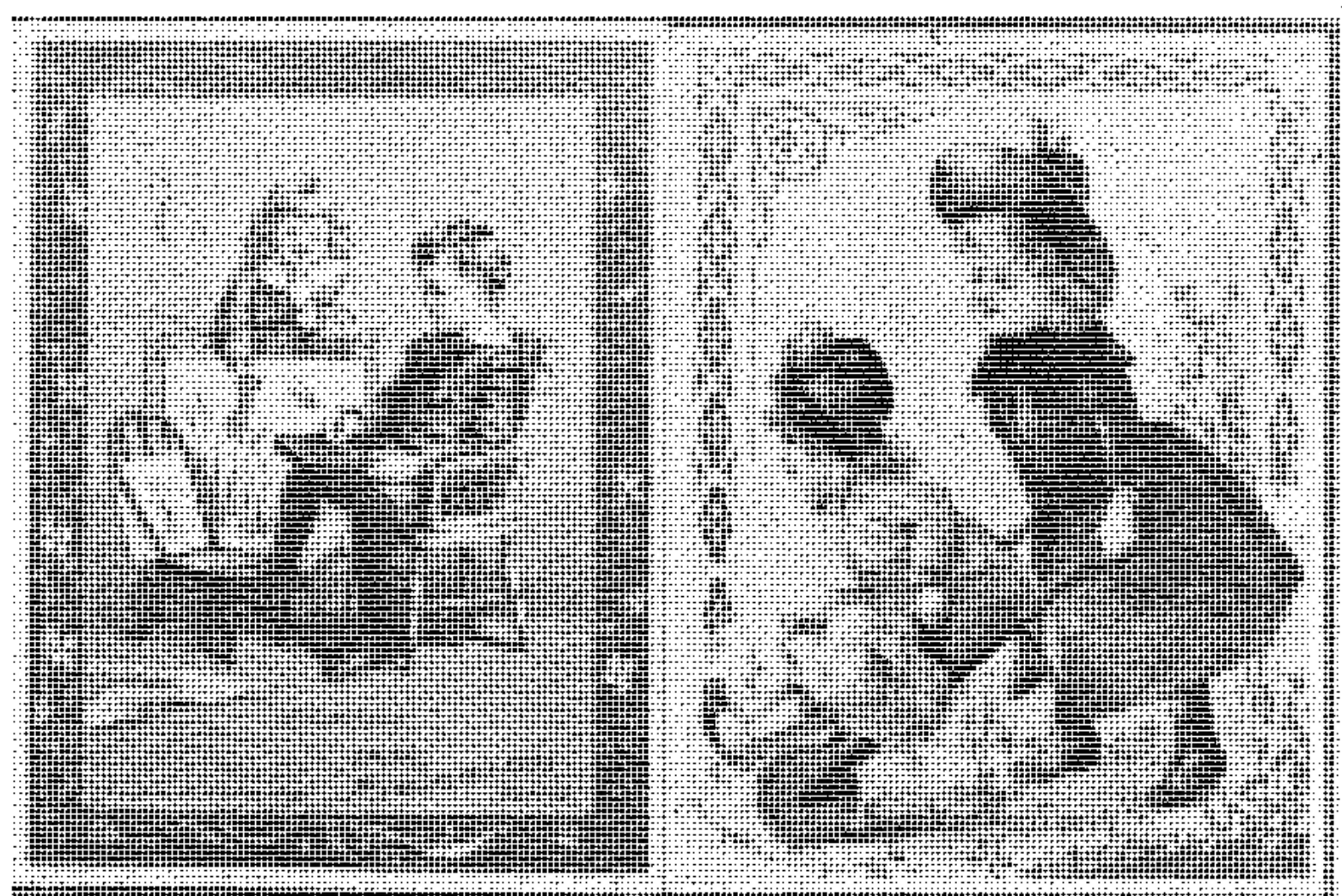
Album No. 241—Extra large sets T1-T6 .....	193 items
Album No. 242—Ex. Lg. T7-T14. General T25-38 .....	813 items
Album No. 243—Sets T39-T62 .....	1986 items
Album No. 244—Sets T63-T90 .....	2005 items
Album No. 245—Sets T91-T120 .....	2022 items
Album No. 246—Sets T121-T188. Sports T200-T212 .....	2416 items
Album No. 247—Sports T213-T235. Novelty T301-T309 .....	1305 items
Album No. 248—Sets T330-T331 (Poster Stamps) .....	509 items
Album No. 249—Poster Stamps T332-T352 .....	869 items
Album No. 250—Issues Abroad T400-T499 .....	2806 items
Album No. 255—Canada sets C1-C32 .....	1890 items
Album No. 256—Canada sets C40-C141 .....	2971 items
Album No. 257—Canada sets C142-C274 .....	1878 items
Album No. 260—C & S America inserts. Argentina-Jamaica .....	2032 items
Album No. 261—C & S America. Mexico-Venezuela .....	2317 items
Album No. 263—Cuba set N231 special album .....	494 items
Album No. 264—Cuba NW1-80 Wrappers .....	143 items
Album No. 265—Cuba NW type, etc. ....	780 items
Album No. 266—Cuba Actresses .....	599 items
Album No. 267—Fama de Cuba special album .....	1020 items
Box No. 269—Souvenir Tobacco Albums A1-A75 .....	75 items

Album No. 274—Silks: Indians, Animals, Girls, Personages .....	896 items
Album No. 275—Silks: Arms, Medals, Flowers, States .....	1189 items
Album No. 276—Silks: Colleges and Sports .....	389 items
Album No. 277—Silks: Colleges and Sports .....	384 items
Album No. 278—Silks: Flags .....	381 items
Album No. 279—Silks: Flags .....	157 items
Album No. 280—Silks: S23, 39, 41, 42, 76, 105, 106, SC11, S81	474 items
Album No. 281—Silks: S72 color varieties only .....	276 items
Box No. 283—Blankets, sets 2-13, 19-21 .....	1587 items
Box No. 284—Blankets, sets 14-16, 30-72 plus BF13 .....	2901 items
Album No. 287—Blankets B18 Baseball .....	180 items
Album No. 288—Various felt or cloth non-tobacco sets .....	385 items
Album No. 289—Various felt or cloth, incl. BF109 .....	281 items
Album No. 293—Leathers sets L1-L20 (part) .....	958 items
Album No. 294—Leathers L20 (bal) — L23 (part) .....	1217 items
Album No. 295—Leathers L23 (bal) -L55 .....	1001 items
Box No. 297—Celluloid & tin buttons P1-PX220 incl. 2317 tob. ...	4226 items

### Food, Gum, and Miscellaneous Inserts

Includes 58,938 items in Albums numbered 301 through 371. Coffee and Dixie Albums are in Box 370. For detailed listing see Catalog pages 92-132.

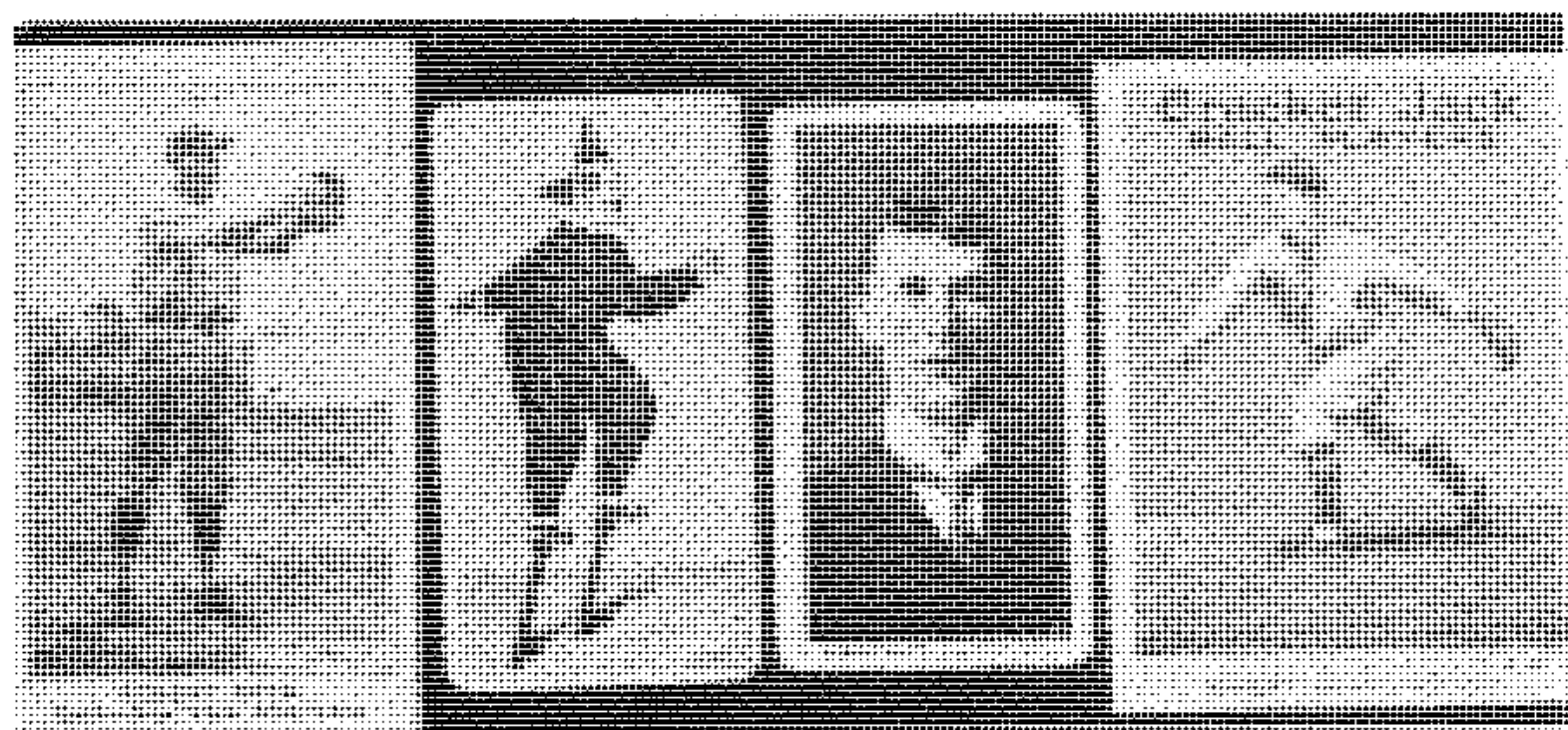
Album No. 301—Coffee K1 (Arbuckle - K22 Lion (part) .....	757 items
Album No. 302—Coffee K22 (bal) - K23 (part) .....	550 items



McLaughlin's Coffee. Two of the 225 designs in series K57. (The Young Artist, left, and The Excursion).

Album No. 303—Coffee K23 (bal) - K38 .....	768 items
Album No. 304—Coffee K52-K67 McLoughlin .....	504 items
Album No. 305—Coffee K68-K132 McLoughlin, Dayton, Dilworth	904 items
Album No. 306—Coffee K153-K159. Soda J1-J17 .....	2021 items
Album No. 307—Bakery D1-D317 .....	1549 items

Album No. 308—Bakery D322-DC9. Foods F1-F5 (part)	. 1480 items
Album No. 309—Foods F 5 (bal) - F272 (part)	. 1001 items
Album No. 310—Foods 272 (bal) - F275	. 411 items
Album No. 311—Foods F276-F387	. 961 items
Album No. 312—Canada Foods FC1-FC8	. 807 items
Album No. 313—Canada Foods FC9-FC33	. 1126 items



Early Candy and Gum E121-American Caramel BB Stars (Robert Roth, Ouff. N.Y. Americans).  
 E43-Circus Caramels. E96-30 Ball Players, Phila. Caramels (Connie Mack, Athletic A. L.). E145-  
 Cracker Jack Ball Players (Wheat, Brooklyn — Nationals).

Album No. 314—Early Candy and Gum E1-E137 (part)	2435 items
Album No. 315—Early Candy and Gum E137 (bal) - E286	1700 items
Album No. 316—Candy & Gum 1933-1942. R1-R26	1259 items
Album No. 317—C&G 33-42. R27-R59	875 items
Album No. 318—C&G 33-42. R60-R73	951 items
Album No. 319—C&G 33-42. R75-R96 (part)	972 items
Album No. 320—C&G 33-42. R96 (bal) - R122	1150 items
Album No. 321—C&G 33-42. R123-R134	1033 items
Album No. 322—C&G 33-42. R135-R162	1040 items
Album No. 323—C&G 33-42. R163-R189	1097 items
Album No. 324—C&G 33-42. R300-R318 Sports	1138 items
Album No. 325—C&G 33-42. R319-R332	1026 items
Album No. 326—C&G 33-42. R333-R346. Since 48: R401- R406-2	1257 items
Album No. 327—C&G since 48. R406-4 - R407-3	1555 items
Album No. 328—C&G since 48. R407-4 - R414-9	905 items
Album No. 329—C&G since 48. R414-10 - R701-16	973 items
Album No. 330—C&G since 48. R701-17 - R709-4	1234 items
Album No. 331—C&G since 48. R710-1 - R714-16	1236 items
Album No. 332—C&G since 48. R714-17 - R808	1530 items
Album No. 335—Canada Candy and Gum V1-V67	1698 items
Album No. 336—Canada C&G V75-V154	1776 items
Album No. 337—Canada C&G V250-V306	1126 items
Album No. 338—Canada C&G V310-V335	989 items
Album No. 339—Canada C&G V356-V412	1170 items
Album No. 342—Periodicals (Supplements) M1-M27	363 items
Album No. 343—Periodicals M28-M131 and unlisted	595 items



Edward G. Ross, Edith Lippner's Wedding Dress at Mrs. Lippner's Wedding — a photo of Edith Lippner; Edith Lippner's Major League All-Star (George Clyde Ruth); Edith Lippner's Ted Williams Sharp (Ted's Idol — Babe Ruth).

<b>Album No. 346</b> —Match Covers U1-U44 .....	1280	items
<b>Album No. 347</b> —Matches U45-U302, Oils, Theatre, Misc. ....	1327	items
<b>Album No. 348</b> —U032 Standard Oil Western Scenics .....	217	items
<b>Album No. 349</b> —Scrap Album, mostly Supplements .....	32	items
<b>Album No. 350</b> —Foreign Cigarette Cards .....	1672	items
<b>Album No. 351</b> —Foreign Cigarette Cards .....	1387	items
<b>Box No. 355</b> —Foreign inserts (British) mostly loose .....	7530	items
<b>Album No. 360</b> —South Africa Wildlife .....	104	items
<b>Box No. 370</b> —Coffee, Dixie, and other Booklets, etc. ....	861	items
<b>Box No. 371</b> —Large Supplements .....	372	items
<b>Albums No. 373-374</b> —Nabisco Inserts F275 .....	434	items

## SOUVENIR CARDS

Souvenir cards are those purchased in the same manner as ordinary merchandise of any kind. Normally, they are not given away or sold with a product although a few were issued as advertising matter and given away and a few inserts are of the souvenir type. Of these few exceptions, the adv. souvenirs are included in this section but the insert souvenirs are included with the appropriate insert group. (See list on Catalog page 159). See also the group of Exhibit cards, many of which have Post Card backs. Most Souvenir Cards were sold as travel mementoes, game cards, greetings, parlor entertainment or educational cards, calling cards, rewards, etc., etc. The entire group contains 103,700 items housed in 179 albums and boxes numbered 401 through 660.

### Index to Post Card Albums

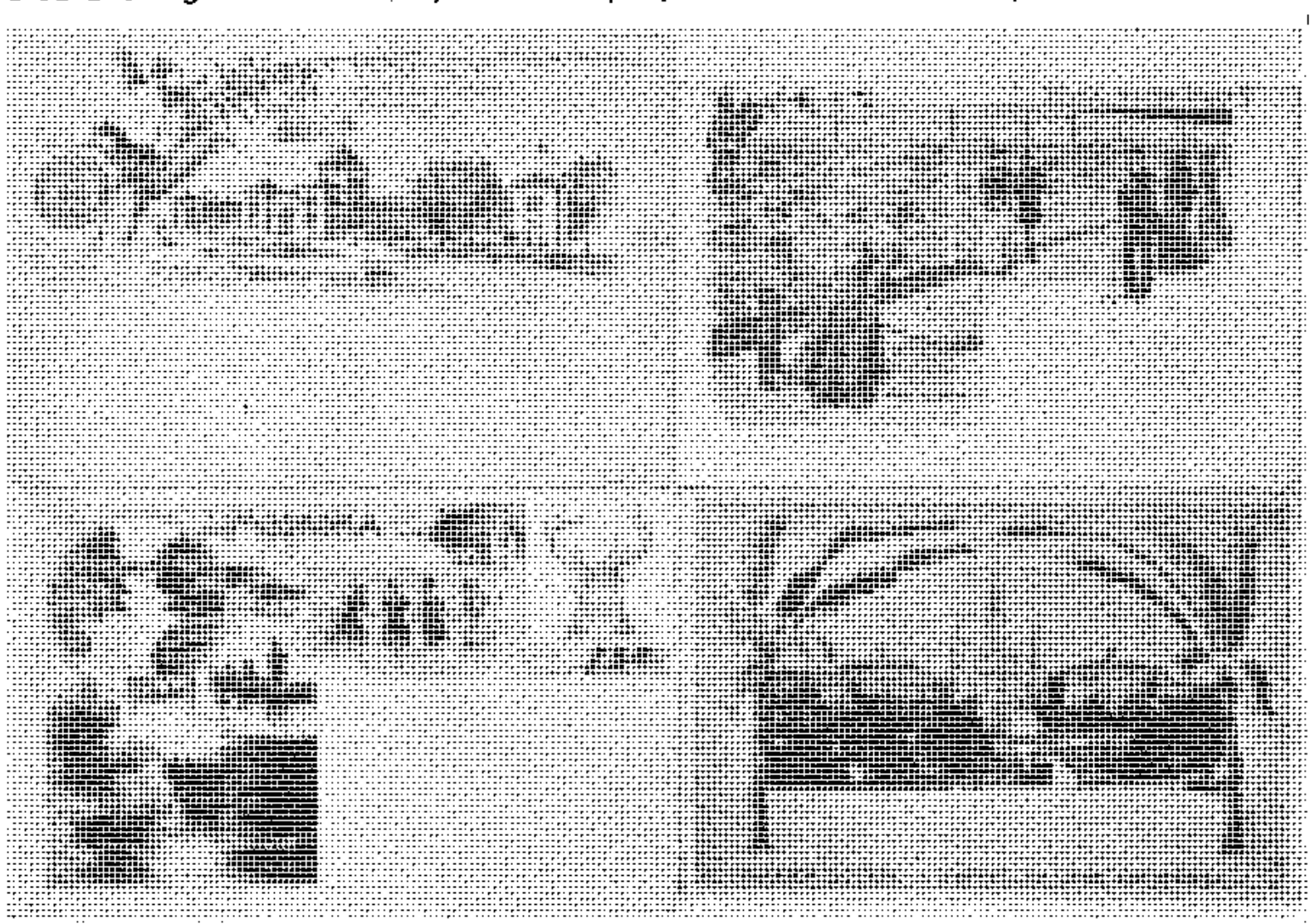
This is a vast group of world-wide origin. It probably would not be difficult to assemble a collection of a million different cards. No attempt has been made to obtain the untold local views of every community, and only in the Detroit Publishing issues has anything like completeness been attempted. Even here, the very minor items have been disregarded. The primary aim has been to obtain a good representation of all types and classifications that will answer most questions that may arrive. Most Post Cards before 1898 are very scarce and many years are usually necessary to build a good collection of them.



For convenience, the arrangement follows the order of listing in the Catalog on pages 141-168. The collection is in 74 special albums and one box which contains very large or irregular items not suitable for albums. No inserts or Exhibit types are included in this section.

"Judkinsville, U.S.A." is probably a unique collection of 540 uncolored photo views of American Life in the first decade of the century. Town and farm life is here faithfully depicted in actual camera studies of almost every phase of activity. "Circus Collection" is a group selected from those purchased by a performer of the Ringling show at various stops on their tour of Europe in 1899-1901. "Vaudeville Collection" is a group of publicity post cards used to sell bookings of acts in the days when the variety show was at its height.

The Detroit Publishing group (Albums 409-432) is probably the largest single collection of this great publisher. The collection is somewhat specialized with most of the major printing varieties shown and despite the unusual quantity of cards shown, the number still missing would fill about three more albums. Following the earliest Photochromes and 1899 issues, the regular Phostint views are divided into 8 geographical areas with each area headed by a few items pertaining to the entire area and high numbers (79,000 and up) plus unnumbered cards, at the end.

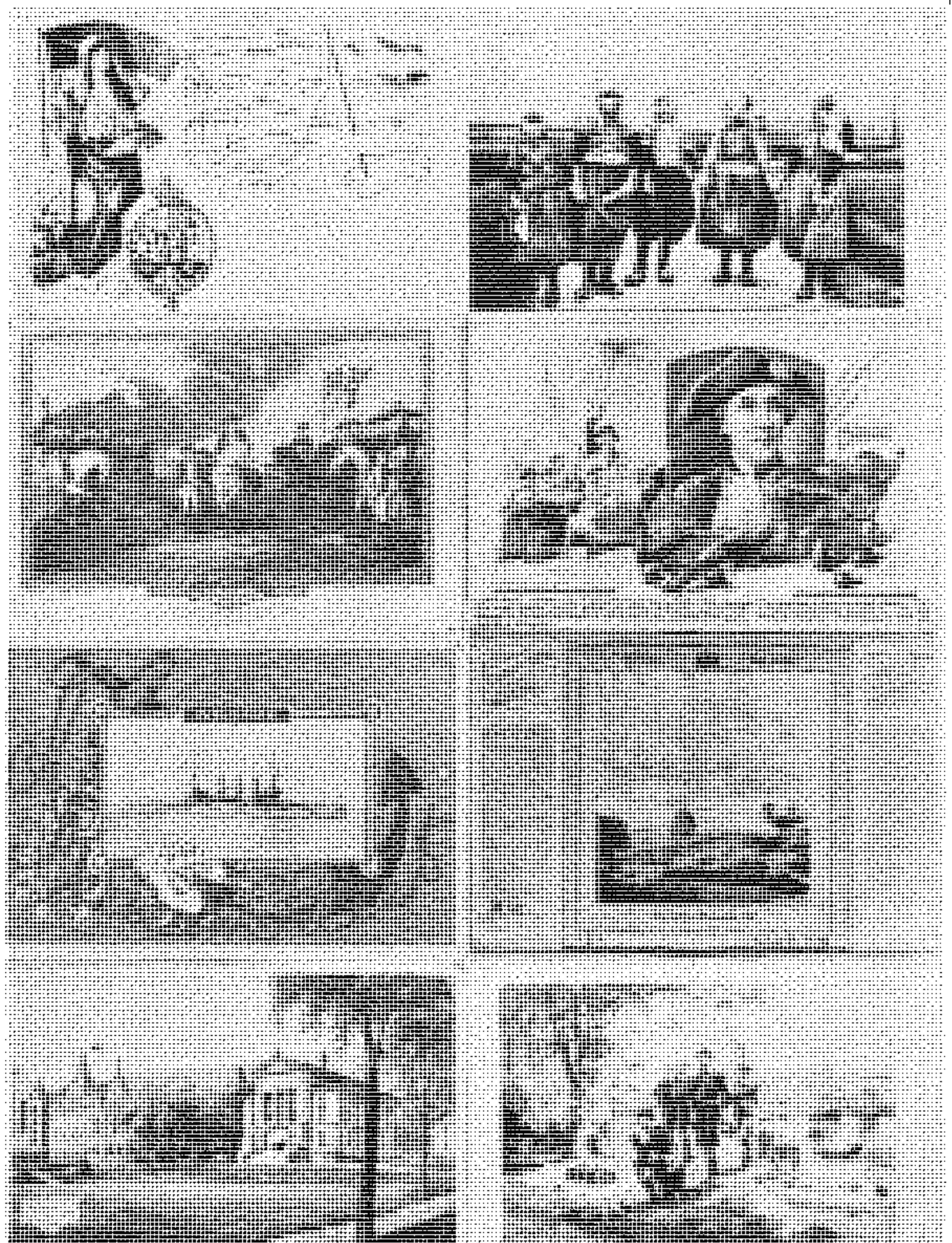


Pioneer Post Cards. 1-Cotton States exposition (Negro building). 2-Panoramic, voyage to Europe (Games on Board-Shuffleboard). 3-Toronto Litho Co. of Muskoko Lakes (South Falls-bathing-Shadow River). 4-New Orleans (Jackson Square & Statue-St. Louis Cathedral) on Gov't. postal.

## POST CARDS

<b>Album No. 401—U. S. Viewcards.</b> Pioneer Issues, Private Mailing Cards (part) .....	673 items
<b>Album No. 402—Private Mailing (bal), Post Card Views</b> (Celebrities) .....	638 items
<b>Album No. 403—(Indians) part</b> .....	676 items
<b>Album No. 404—Indians (bal), Cowboys, "Judkinsville, U.S.A."</b> ....	699 items
<b>Album No. 405—World Wars, Ships, Disasters, Postal Card Views,</b> New York City (part) .....	661 items
<b>Album No. 406—N. Y. City (bal), Ass't. U. S. Views (part)</b> .....	695 items
<b>Album No. 407—Ass't. U. S. Views (cont'd)</b> .....	696 items
<b>Album No. 408—Ass't. U. S. Views (bal)</b> .....	696 items

Album No. 409—	Detroit Pub. Co.: New England, General, Maine, N. H., White Mountains (part) .....	681 items
Album No. 410—	White Mtns. (bal), Vt., Mass. (part) .....	636 items
Album No. 411—	Massachusetts (cont'd) .....	672 items
Album No. 412—	Mass. (bal), Boston .....	615 items
Album No. 413—	Mass: Burbank & Gardiner, Cann., R. I., Eastern States, General, N. Y. Upstate (part) .....	691 items



Popular Post Card Types. 1-National Girl with flag, arms, and map. (Spain) European issue. 2-Photochromie of peoples and costumes (Dutch Children of Marken). 3-Colonial Heroes (Parade at Yorktown, Oct. 1871). 4-American Heroes by Donaldson (John Paul Jones). 5-Japanese card commemorating visit of the American Fleet, Oct. 1908. 6-English Fab Card with picture (The Capitol, Washington, D. C.) printed on a silk insert. 7-Lydia E. Pinkhams College Campus Views (McGill University, Montreal). 8-Jamestown Exposition A&V series (Landing at Jamestown in 1607).

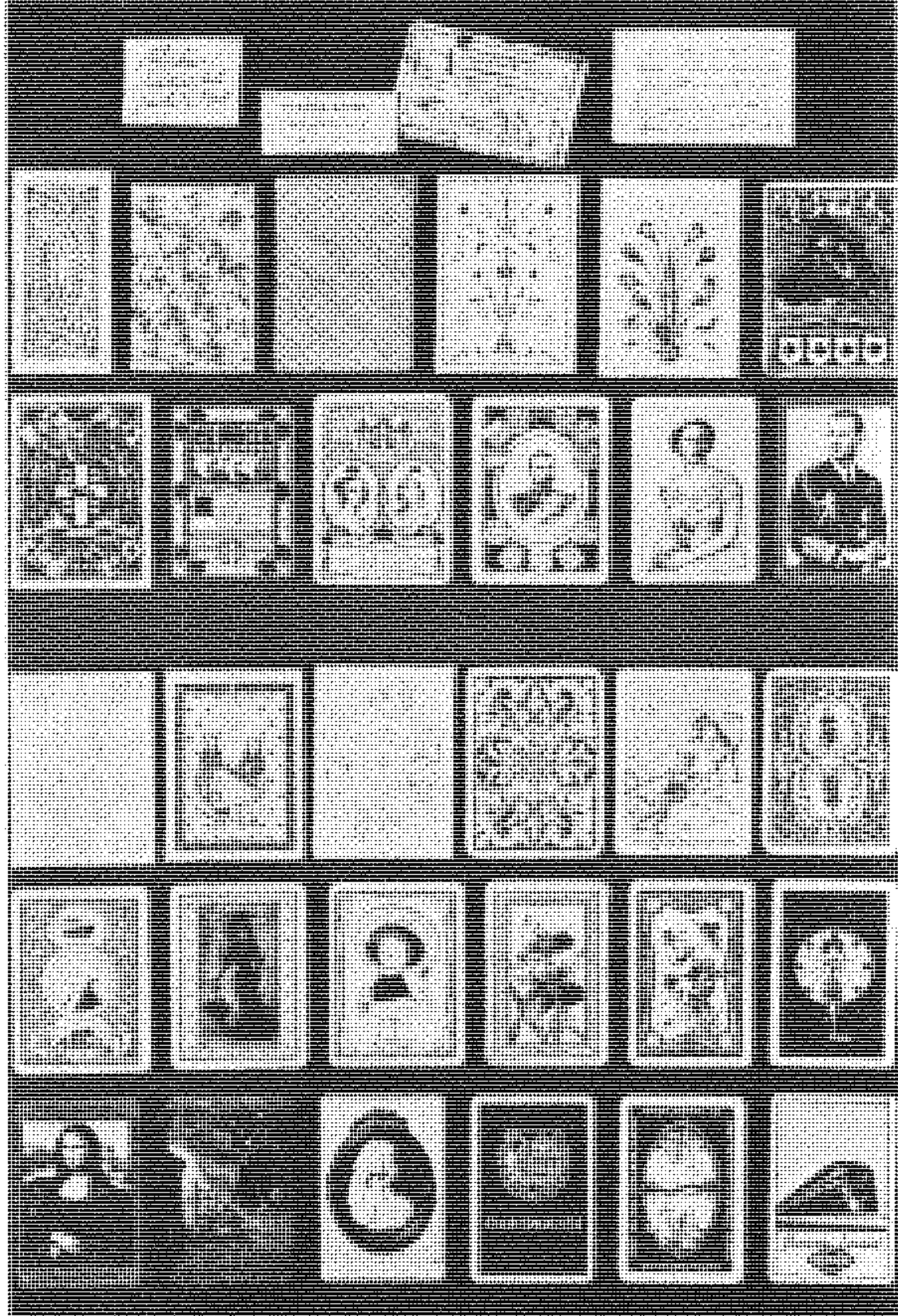
Album No. 414—N. Y. Upstate (cont'd.) .....	648 items
Album No. 415—N. Y. Upstate (bal), Adirondack & Catskills (part)	660 items
Album No. 416—N. Y. A & C areas (bal), N. Y. City (part) .....	659 items
Album No. 417—N. Y. City (bal), Penna., Philadelphia (part) .....	660 items
Album No. 418—Phila. (bal), N. J., Atlantic City, Md., Del., Wash- ington D. C. (part) .....	658 items
Album No. 419—Wash. D. C. (bal); <b>Lake States:</b> General, Wisc., Mich. (part) .....	656 items
Album No. 420—Michigan (bal), Ohio (part) .....	648 items
Album No. 421—Ohio (bal), Ill., Ind., <b>The South:</b> General, Va. (part)	649 items
Album No. 422—Va. (bal), N. C., S. C., Ga., Miss., La., Fla. (part)	648 items
Album No. 423—Florida (bal), La., Tenn., Ky., Ark., W. Va. (part)	659 items
Album No. 424—Tenn. etc. (bal), Negroes, <b>Central States:</b> General, Minn., Mo., Kansas, Neb., Iowa. ....	672 items
Album No. 425—Kansas, etc. (bal); Mountain States, General, Colo., Utah, Mont., Wyo., Idaho .....	653 items
Album No. 426—Utah, etc. (bal), Yellowstone, <b>The Southwest,</b> Gen- eral, Indians, Arizona (part) .....	677 items
Album No. 427—Arizona (bal), The Grand Canyon, N. M. (part) ....	672 items
Album No. 428—N. M. (bal); <b>Coast States:</b> General, Calif. (part) ..	696 items
Album No. 429—Calif. (bal), Yosemite (part) .....	660 items
Album No. 430—Yosemite (bal), Wash., Ore., Missions, Chinese, Canada (part) .....	673 items
Album No. 431—Canada (bal), Mexico, Cuba, P. R. Bermuda, Bahamas, unclassified, Cartoon types, 60,000 Arts (part) .....	649 items
Album No. 432—60,000 Arts (bal), Misc. Arts, P-Arts, Mottos and Miscellaneous. <b>Mitchell prints</b> .....	695 items
Album No. 433— <b>Expositions</b> , PC175-PC217-1 (through James A&V)	695 items
Album No. 434—PC217-2 to PC222-9 (Sesquis) .....	616 items
Album No. 435—PC223 - PC227 (Sesquis - Locals) .....	655 items
Album No. 436— <b>Foreign Events. Views:</b> Pioneer and Early, Early Gruss Aus .....	691 items
Album No. 437—Foreign Views: English Issues, Continental issues ....	668 items
Album No. 438—Continental issues (cont'd) .....	694 items
Album No. 439—Cont. Issues (bal), Circus Collection (part) .....	690 items
Album No. 440—Circus Coll. (bal), Royalty, Costumes, World Wars (part) .....	684 items
Album No. 441—World Wars (bal), Africa & Asia, Canada & Latin America (part) .....	695 items
Album No. 442—Canada (bal), Tuck U. S. issues, Tuck Home Issues (part) .....	633 items
Album No. 443—Tuck Home Issues, Tuck Overseas Issues (part) ....	611 items
Album No. 444—Tuck Overseas Issues (bal), Royalty and Military, Arts, Greetings and Comics (part) .....	600 items
Album No. 445—Tuck Comics (bal), <b>Card sets</b> PC428-464 (part) ..	645 items
Album No. 446—Card Sets: PC464 (bal)-PC483 (part) .....	632 items
Album No. 447—PC483 (bal)-PC496. <b>Art Cards:</b> Stengels (part) ..	606 items
Album No. 448—Arts: Stengel (bal), Sborgi, Meissner & Buch, Cusumano (part) .....	579 items
Album No. 449—Cusumano (bal), Photochrom, Nister, Illus PC, Ger- Amer, Ass't. "Grade A", Ass't. "Grade B" colored (part) .....	611 items
Album No. 450—Ass't. "Grade B" color (bal), Grade B uncolored (part) .....	658 items
Album No. 451—Grade B uncolored (bal), Historical & Western Art, Bible and Childrens Art, PC560 Illus. Songs (part)	674 items

<b>Album No. 452</b> —Illustrated Songs (bal), PC562-564 Literature, etc., <b>Novelty Cards</b> PC600-PC617 .....	610 items
<b>Album No. 453</b> —Novelties: PC630-PC632 (part) Leather, wood, etc.	177 items
<b>Album No. 454</b> —PC632 Decorated (bal), PC633-635 Embossing, Receptacles, Mechanicals .....	276 items
<b>Album No. 455</b> —PC635 Mechanicals (bal), PC637-641 Hair, tinsel, HTL, Puzzles, PC462 Booklets (part) .....	387 items
<b>Album No. 456</b> —PC642, 644 booklets, Miniatures, Ass't. Novelties	313 items
<b>Album No. 457</b> —Ass't. Novelties (bal), <b>Greetings:</b> Christmas, New Year, Easter (part) .....	506 items
<b>Album No. 458</b> —Greetings: Easter (bal), Other Holidays, Birthdays, Quotations, Sentimental-girls .....	634 items
<b>Album No. 459</b> —Sentimentals (bal), French types, general greetings	648 items
<b>Album No. 460</b> —General Greetings (bal), <b>Comics</b> PC720-733 (part)	634 items
<b>Album No. 461</b> —Comics (bal), <b>Sports</b> (all), PC820-840 <b>Postal Ads.</b>	723 items
<b>Album No. 462</b> — <b>Listed Adv. Cards:</b> PC860-876 Union Oils (part) ..	612 items
<b>Album No. 463</b> —PC876 Union Oils (bal) - PC904 Calendars (part)	670 items
<b>Album No. 464</b> —PC904 Calendars - PC961 Roosevelt Bears .....	635 items
<b>Album No. 465</b> —PC962-992, Exposition Ads, Institutionals (part) ..	620 items
<b>Album No. 466</b> — <b>Adv. Cards:</b> Institutionals (bal), Transportation (part) .....	653 items
<b>Album No. 467</b> —Transportation (bal), General Theatre Ads. ....	694 items
<b>Album No. 468</b> —Special Vaudeville Collection, Tobacco, Food & Drugs Adv. (part) .....	644 items
<b>Album No. 469</b> —Food & Drugs (bal), Clothing & Accessories (part)	653 items
<b>Album No. 470</b> —Clothing (bal), Home Equipment, Farm & Business (part) .....	681 items
<b>Album No. 471</b> —Farm & Business (bal), Factories & Stores (part) ..	669 items
<b>Album No. 472</b> —Factories & Stores (bal), Hotels & Restaurants (part) .....	669 items
<b>Album No. 473</b> —Hotels (bal), Publications PC1049-1067 (part) ....	645 items
<b>Album No. 474</b> —Publications (bal), Large size items, Additions to collection .....	571 items
<b>Box No. 475</b> —Large; thick or irregular items. Includes 71 Detroit. Novelty Types .....	558 items

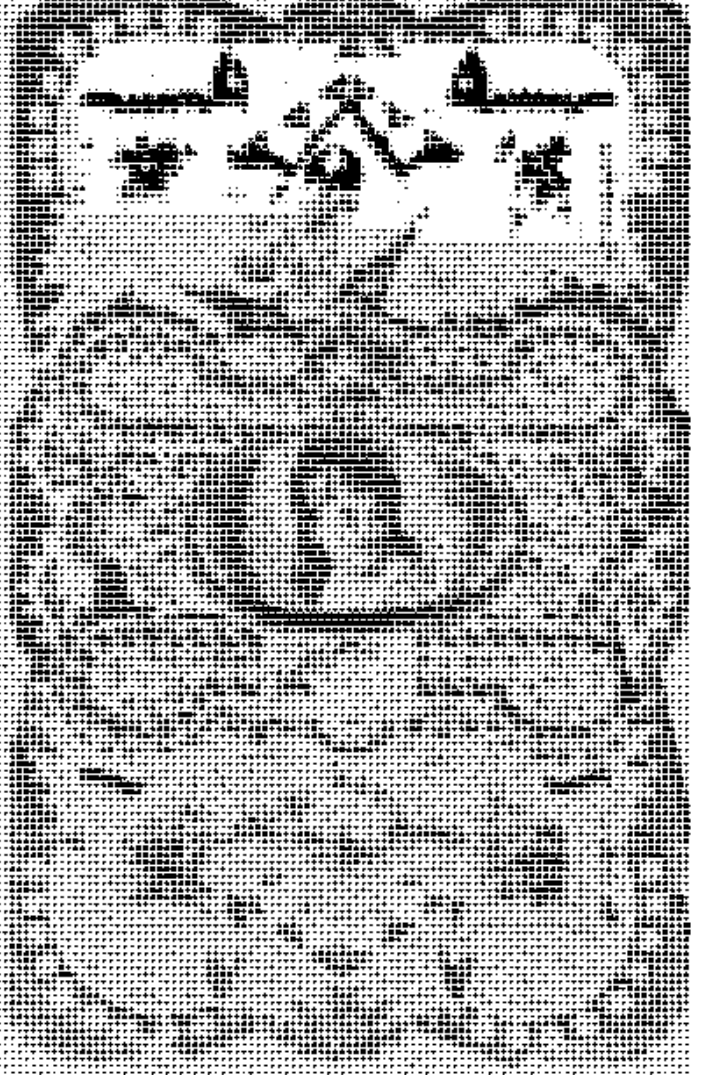
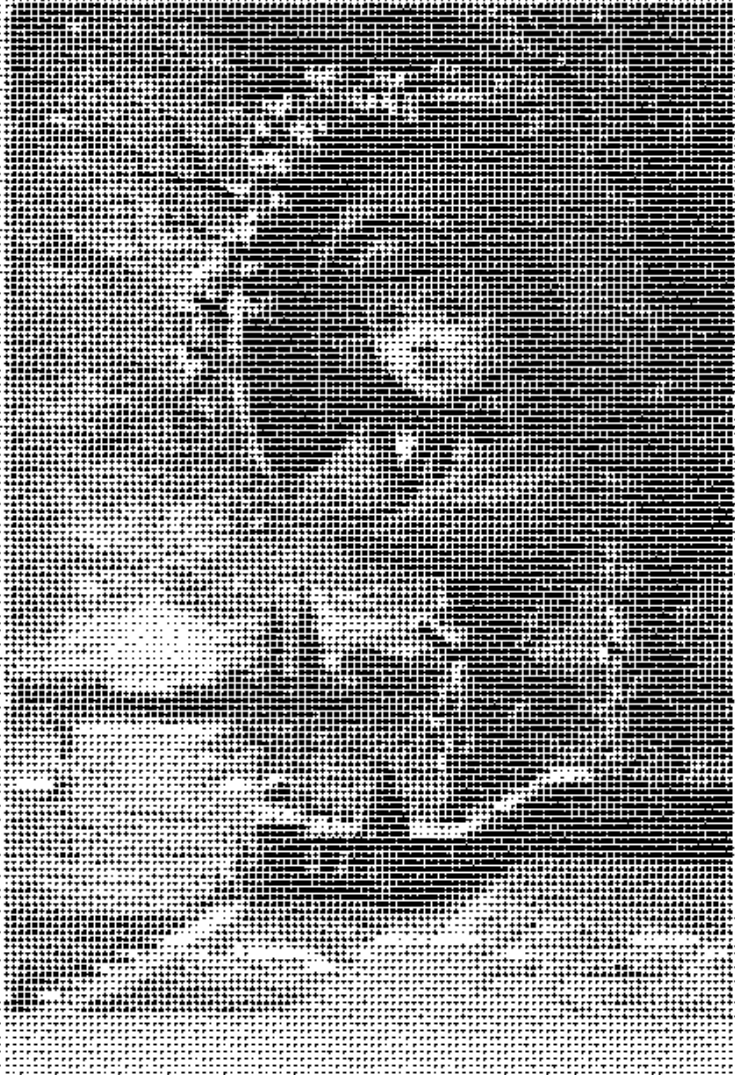
## PLAYING CARDS

This is not an especially large collection and no attempt has been made to compete with the many rare and valuable collections scattered throughout the country, most of which are open to public inspection. There are shown, however, representations of the various card types, and the Advertising back group is quite good to about 1945. The two albums of game cards are also most interesting.

<b>Album No. 501</b> —Advertising backs A-O .....	1672 items
<b>Album No. 502</b> —Adv. backs O-Z, tobacco, ships, rails .....	1676 items
<b>Album No. 503</b> —Adv. liquors, foreign, colleges, art etc. ....	1567 items
<b>Album No. 504</b> —Views, Jokers, Novelty, etc. ....	1288 items
<b>Album No. 506</b> —Game and Educational cards .....	1328 items
<b>Album No. 507</b> —Game and Educational cards .....	1227 items



Playing Cards, Back Designs: Row 1—Blank Backs Used for Various Purposes: (1) Quartered visiting or calling card—French, c. 1730; (2) "Summer Baths" pass card—American, c. 1828; (3) "Billet de Confiance"—French, c. 1791; (4) Assembly Invitation—French, c. 1812. Row 2—Foreign Backs: (1) Hombre pack—Italian, early 1800's; (2) Marbled-type pack—French, early 1800's; (3) Plaid back of Duty Ace deck—English, early 1800's; (4) Reynolds back design—English, c. 1865; (5) De la Rue back design—English, c. 1870; (6) Goodall back design—English, c. 1880. Row 3—English Royalty Card Backs: (1) (2) and (3) Worshipful Company cards of 1882, 1911 and 1897; (4) King George V, 1920; (5) Queen Elizabeth II, 1953; (6) Prince Phillip, 1953. Row 4—Early American Card Backs: (1) Lewis I. Cohen, c. 1850; (2) Civil War.



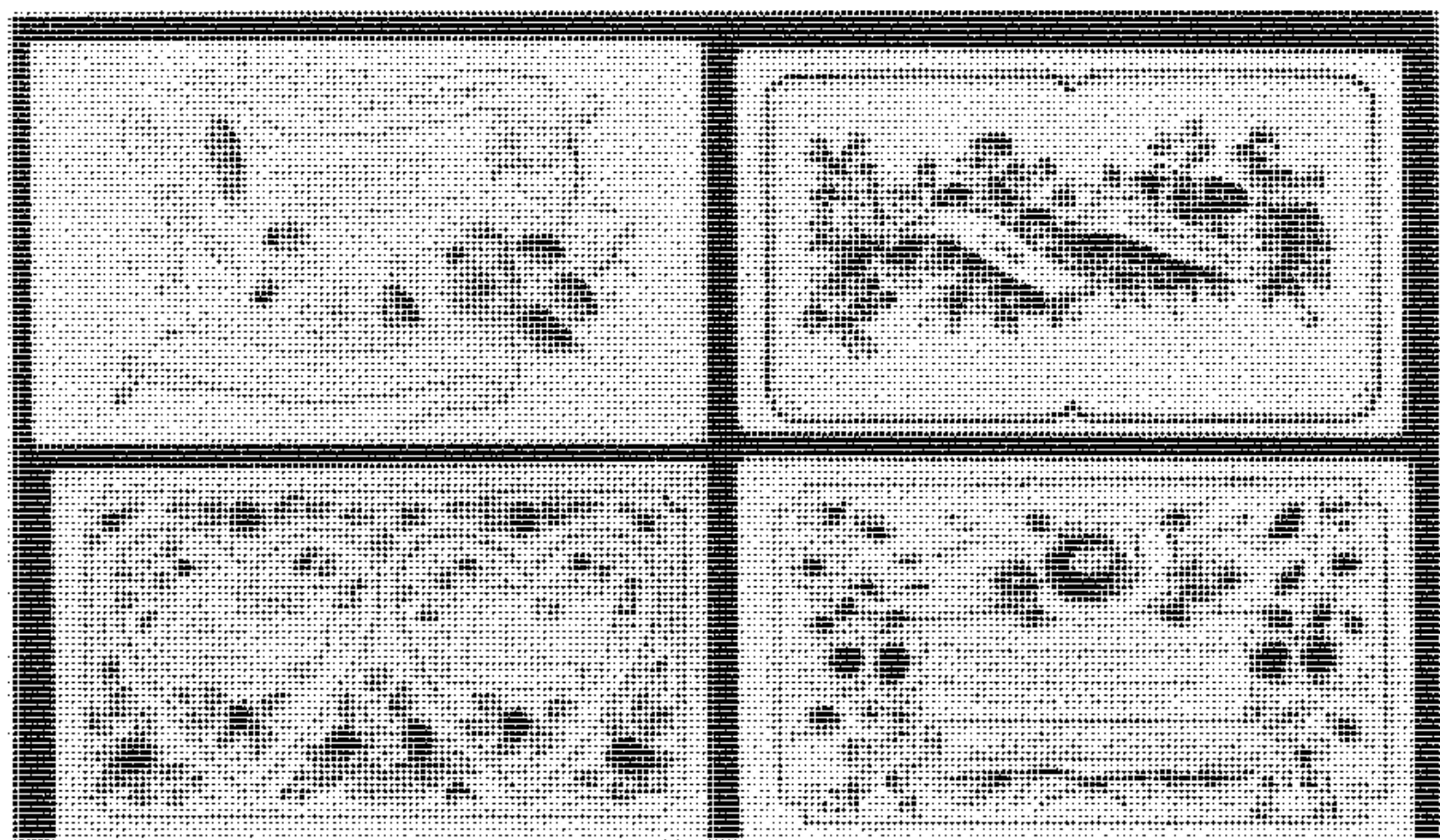
Illustrations of the 1880's. A Tuck Christmas card. A large Valentine card. Early on the left.

### GREETING AND SOUVENIR CARDS

Greetings are shown in two groups: the usual types of the 1880's listed here, and in additional private albums listed at No. 561-606.

<b>Album No. 515</b> —Prang Greeting Cards, mostly large .....	245 items
<b>Album No. 516</b> —Prang Greeting Cards, mostly large .....	140 items
<b>Album No. 517</b> —Prang Greeting Cards, fringed .....	360 items
<b>Album No. 518</b> —Prang Greeting Cards, fringed and medium .....	514 items
<b>Album No. 519</b> —Prang Greeting Cards, medium grade .....	700 items
<b>Album No. 520</b> —Prang Greeting Cards, medium and miniatures ..	191 items
<b>Album No. 521</b> —Tuck Greetings, Xmas, New Year, Easter .....	480 items
<b>Album No. 522</b> —Tuck Valentines, etc. Marcus Ward (part) .....	464 items
<b>Album No. 523</b> —Ward (bal), de la Rue, Hildsheimer, Obpacher .....	500 items
<b>Album No. 524</b> —Bufford, Canada, etc. Anon. Christmas .....	448 items
<b>Album No. 525</b> —Anon. Christmas (Cont'd) .....	332 items
<b>Album No. 526</b> —Anon. Christmas (Cont'd) .....	132 items
<b>Album No. 527</b> —Anon. Christmas (bal), Anon. New Year (part) ..	719 items
<b>Album No. 528</b> —Anon. New Year (part), Anon. Easter (part) ..	515 items
<b>Album No. 529</b> —Anon. Easter (bal) Anon. Valentines (part) ....	388 items
<b>Album No. 530</b> —Anon. Valentines (bal), Birthdays .....	436 items
<b>Album No. 531</b> —General Greetings, Greeting type (part) .....	463 items
<b>Album No. 532</b> —Greeting type (bal) .....	690 items
<b>Album No. 534</b> —Early Album Cards, Large (part) .....	668 items
<b>Album No. 535</b> —Early Album, Lg. (bal), Trading W-cards (part) ..	354 items
<b>Album No. 536</b> —Trading cards (bal), General W-cards (part) ..	052 items
<b>Album No. 537</b> —General issue W-cards, W600 etc. (part) .....	984 items
<b>Album No. 538</b> —General issue W-cards (bal) .....	975 items
<b>Album No. 540</b> —Ball Club issues, Rewards of Merit, early .....	172 items
<b>Album No. 541</b> —Rewards of Merit, early (bal) .....	853 items

Album No. 542—Rewards, late issues .....	973 items
Album No. 543—Tokens, Escorts, Hidden name calling (part)	140 items



Typical Tokens of Affection in Calling Card size.

Album No. 544—Hidden Name (Cont'd) .....	787 items
Album No. 545—Hidden Name (bal), plain calling .....	1055 items
Album No. 546—Name cards, plain (bal) .....	1218 items
Album No. 547—Bible Cards, early, Catholic, later .....	968 items
Album No. 548—Bible Cards, Cont'd) .....	805 items
Album No. 549—Sunday School Cards .....	668 items
Album No. 550—Sunday School Cards .....	1566 items
Album No. 551—Sunday School Cards .....	1175 items
Album No. 552—Sunday School (bal), Diecut scrap pictures	2523 items

### Additional Greetings

The 40 albums of recent greetings are mostly sample books of Christmas but a few other types are shown. No. 601 contains some better than ordinary mechanicals, early lithos, and a few German New Year cards of the 1800 period.

Albums No. 561-584—Recent Greeting Cards (24) .....	4079 items
Albums No. 601-606—Lacy Valentines, etc. (6) .....	463 items



**Paper Dolls** Lower left: The Jenny Lind of 1850 with five of her ten operatic role costumes. There are two or more sizes and a beautiful box container. Lower right: Tuck's Belle of Newport with two of her gowns. Above: "Susie's Pets" a McLoughlin Doll (1857-1885) with five gowns and envelope. Top left: Sunday Supplement Doll of The Boston Globe. Just below: Four advertising dolls of Enameline (College Dolls).

Courtesy Herbert H. Hosmer

## PAPER DOLLS

There is no separate category for Paper Dolls. Most of the Advertising issues are shown with the Children's cards of Albums 68-70, the coffee issues in Albums 303-305, Supplements in 343 and 371, and 3 large items in Box No. 649. A few others are scattered elsewhere throughout the collection. A number of the Souvenir types are appended to the Children's Cards.



## Scrap Books and Boxes

Album No. 635—Fancy red plush (mostly Greetings) .....	99 items
Album No. 636—Small Scrap Album (mostly scrap items) .....	469 items
Album No. 637—Medium Scrap Album (mostly scraps) .....	809 items
Album No. 638—Large Scrap Album (mostly scrap pieces) .....	627 items
Box No. 645—Greetings, mostly very large .....	41 items
Box No. 646—Greetings, booklets, stand-ups, large, etc. ....	639 items
Box No. 647—Greetings, fancy calendars, booklets, boxed, etc. ...	724 items
Box No. 649—Souvenir Booklets, Small Prints (mostly wildlife) ...	671 items
Box No. 650—Souvenir Calendars, 3 Dolls, Playing card containers	156 items

## ALBUM CARDS

Small early Album Cards are in four Prang albums. Larger ones are in No. 534, 535, and 630. Educational Cards, sometimes included with this group, are in Albums 506-507. Recent cards include a good showing of Exhibits of all periods.

Album No. 626—Prang Album Cards (Large, 12 to page) .....	601 items
Album No. 627—Prang Albums (Medium, 6 to page) .....	282 items
Album No. 628—Prang Albums (Small, 4 to page) .....	68 items
Album No. 629—Magnus and Anon. Album Cards, small .....	185 items
Album No. 630—Large Album Cards, mostly English issue .....	118 items

## PHOTOGRAPHIC

Photographic items (Stereoscope cards, corte-de-visites, and Cabinets) have a representative showing in Boxes No. 651-654 but the collection is not a large one and there are no outstanding pieces. Most of the Cabinets show actresses of the period and the 40 very large 7½ x 13 items (Box 652) are especially attractive. A stereo viewer is in Box 650.

Box No. 651—Assorted Stereoscope cards .....	794 items
Box No. 652—Large & very large Cabinets, Philippine views .....	540 items
Box No. 653—Stereos and Cartes (in albums) .....	676 items
Box No. 654—Loose Cartes (1215) plus various Catalogs and Checklists of all types of cards .....	1257 items

## Exhibit Cards

Album No. 613—W401 Movie Stars & Scenes A-C .....	402 items
Album No. 614—W401 D-H .....	421 items
Album No. 615—W401 H-M .....	419 items
Album No. 616—W401 M-T .....	408 items
Album No. 617—W401 T-Z, Baseball, Fighters (part) .	417 items
Album No. 618—Fighters (bal), Girlies .....	388 items
Album No. 619—Tom Mix, Indians, Cowboys, Lindbergh	383 items
Album No. 620—Military (bal), Playing, Comics, W439	343 items
Album No. 621—Various sets, cut in sections .....	107 items

## Books and Magazines

See No. 654 for Catalogs of all kinds.

Box No. 655—Books pertaining to or associated with cards .....	32 items
Box No. 656—File of Bulletin, Cartophilic World & CC News .....	531 items
Box No. 657—Magazines, Small Booklets, clippings, etc. ....	534 items
Album No. 659—Clips on Post Cards .....	83 items
Album No. 660—Clips on Greetings, Trade, etc. ....	65 items

Books included are a large Portfolio of the 1876 Centennial Exposition and several of the Columbian and other Expositions, Postkarten Album (German) and Pictures in the Post (Carline-England), Baseball (Orem) and One for a man (Carson on Patent Medicine cards), Two Points of View (Jenkins-Stereoscopes), Compliments of the Season (greetings), 2 by John Bain, Jr. on tobacco and cigarettes, 3 on cigarette cards by English authors, and several small booklets on miscellaneous topics. Pioneer Post Cards and other Checklists and Catalogs are in Box No. 654. Also in Box 655 are two large catalogs of Type Specimens, one by Connors 1888 and the other by American Type Founders 1923.