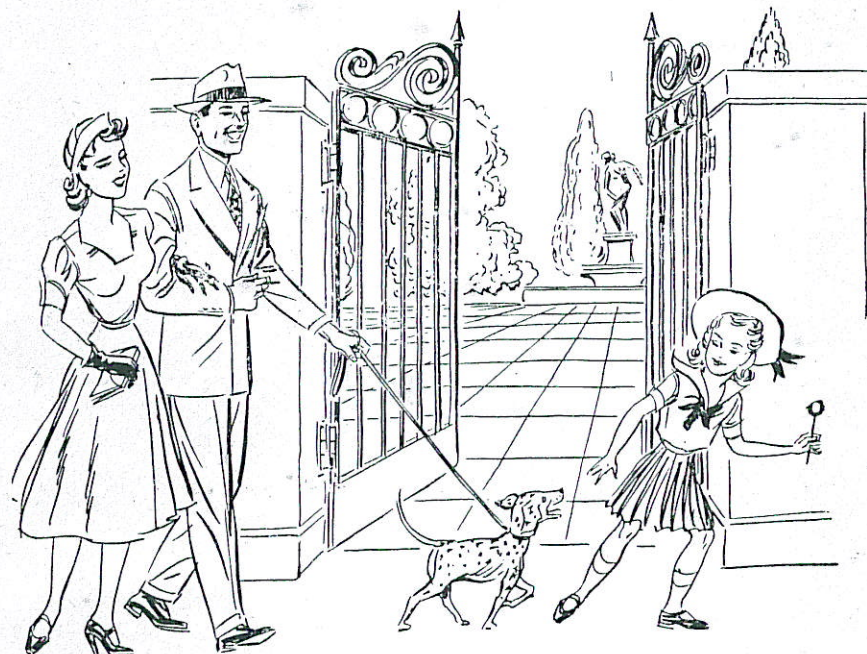


The American Card Catalog



A Gateway to the Enchantment of days gone by.

Published February 1953 by

J. R. BURDICK, 420 So. Crouse Ave., Syracuse 10, N. Y., *Managing Editor*

CHARLES R. BRAY, East Bangor, Pa., *Associate Editor in charge of Prices*

GENE DeNARDO, 97 E. Stewart Ave., Lansdowne, Pa.,

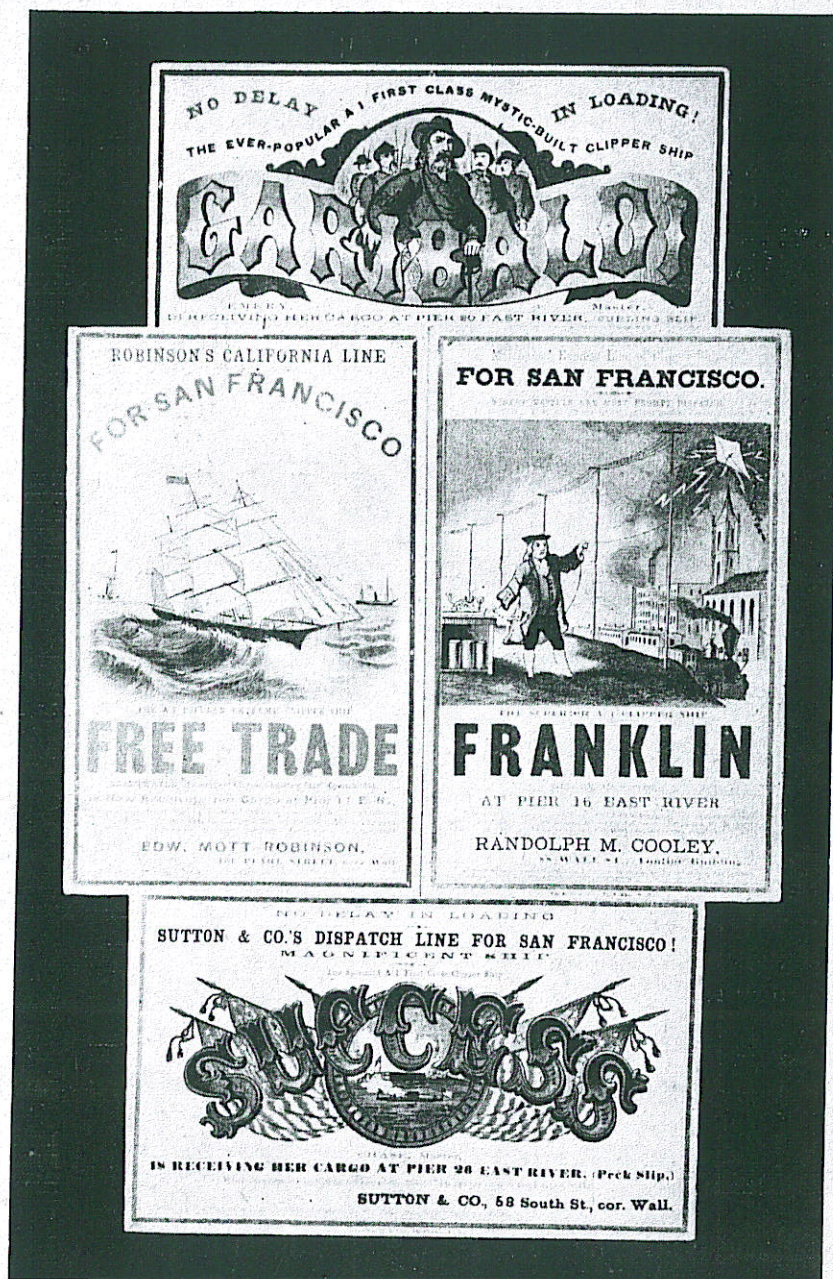
Associate Editor in charge of Copy Revision

WOODY GELMAN, 247 West 46th St., New York 36, N. Y.

Associate Editor in charge of Advertising and Publication

Price \$~~1.00~~

Copyrighted 1953 by J. R. Burdick

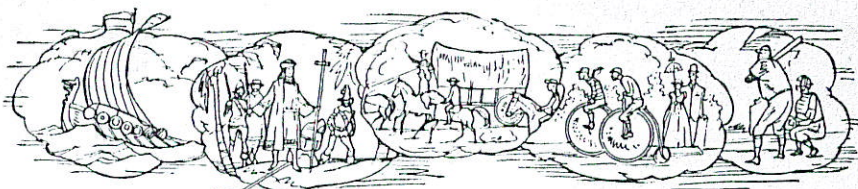


Clipper Ship cards of typical design and in the average 4 by 6½ inch size. Patriotic, historical, and ship subjects are considered the most desirable. See Section 19.

Contents

INTRODUCTION TO CARDS	4
The Card Field. Collecting Methods. Value and Condition. Acknowledgments.	
INSERT CARDS	
1—U. S. 19th Century Tobacco Issues	7
2—U. S. 20th Century Tobacco Issues. (T)	23
3—Canada Tobacco issues (C)	32
4—Central & South American Tobacco issues (N)	35
5—Tobacco Albums (A)	40
6—Silks (S); Canada (SC)	42
7—Blankets and Rugs (B)	45
8—Leather inserts (L)	46
9—Celluloid (pin) Button inserts (P)	47
10—Coffee Cards (K)	48
11—Soda Cards (J)	50
12—Bread and Bakery (D); Canada (DC)	51
13—Foods, including Ice Cream (F); Canada (FC)	53
14—Early Candy and Gum Cards (E)	57
15—Recent Candy and Gum Cards (R)	62
16—Canada Candy and Gum (V)	70
17—Periodicals (M)	73
18—Unclassified Inserts (U)	74
Match Folders. Theatres. Misc.	
ADVERTISING CARDS	
Pre 1850. Clipper Ship. Currier & Ives. Prang.	
19—The Grouping System. Special Groups	77
20—Product and Service Groups (H)	83
21—Design Groups (H)	88
22—Banners and Labels (G)	96
SOUVENIR CARDS	
23—Post Cards (PC)	103
24—Playing Cards and Game Cards	115
25—Greeting Cards	118
26—Stereoscope Cards	123
27—Album Cards (W)	124
Educational. Ball Clubs. Exhibits.	
28—Minor Card Types	131
Name. Bible. Rewards. Photos.	
GENERAL	
29—Foreign Cards	132
30—Bibliography	134
31—Appendix	136
32—Advertising Section	148

*As the Card Fairy with her wand creates a vista of magic yesterdays,
so can she bring to you a procession of happy tomorrows.*



Introduction to Cards

Pictures have always been fascinating. Primitive man drew them on rock faces, tree barks, and hides. In medieval days wealthy nobles hung their castles with paintings and rich tapestries; and patient monks worked years illuminating valuable parchment books. From the earliest times pictures have been collected by people who loved beauty, history, and the arts; but only since the development of efficient reproductive processes has it been possible for such collecting to spread beyond the

few who could afford the costly originals. The 19th century saw the crude woodcut develop into the fine engraving, the photograph and the lithograph—forerunners of the more modern halftone and gravure processes.

For many years after the invention of printing there were no illustrations worth mentioning, but gradually they began to show up in a crude form among the better works. A picture hungry people literally ate them up. Engraving became a skilled trade. Early lithographers like Currier & Ives turned out hundreds of thousands of cheap prints for the people; and the camera focused its lens everywhere. Into this whirling development came that babe of industry in its swaddling clothes—Advertising. Large photos and lithos were converted into advertising matter, but the small card won out as the most popular medium for many years. Louis Prang's Album Cards, made especially to fill the public want for pictures, were probably the most influential single factor in the start of this trend. And people were saving all these cards—to look at again and again during long evenings when snow piled high outside the windows.

Thus our love of picture cards is an inherited one from many generations back. Today we have highly illustrated books, magazines and papers, plus movies and television, but many of us still enjoy drifting back to the days of our forefathers and reliving the scenes and customs of those bygone times. Even the old scrapbooks bring back a picture of loving fingers clipping and pasting to make the cards more presentable, and incidentally preserving them for our enjoyment long years afterward.

Probably no other medium so vividly portrays life in America over that span of years when we were changing from an agricultural to a commercial nation. We see the homes and business places of the country and how they were operated. We see the clothes people wore, the food they ate, their tools and equipment, and their recreations and pleasures. We get revealing glimpses of their social, political, cultural and economic life. We see the growth of those traits which have made America a great nation with a great people dedicated to high purposes and ideals. It's a true and simple picture done without ulterior purpose or design.

Card collecting has long been a popular hobby—even almost a universal one at times, as is evidenced by the old albums and collections which are still being found throughout the country. Apparently, however, it was entirely an individual matter with no effort toward cooperation among collectors or any study or research on the cards themselves. Modern card collecting began twenty years ago with collectors working together to build collections, publish catalogs, and develop the hobby on a larger scale. This modern collecting is really a re-collecting process in which the

older collections are studied, re-sorted and re-classified in a systematic manner, with research on their history, and their effect on the lives of both the peoples of their times and of today.

While untold quantities of all kinds of cards have been saved, there are far more that have fallen into unsympathetic or unknowing hands and so are lost. Quantities of some are so sketchy that the original makeup cannot be deduced. Completeness should not be the sole aim in card collecting. The best that can be hoped is to obtain all of the commoner ones and most of the scarcer. A companion pleasure is piecing together the fabric and history of old issues—a type of research that pays off with happy hours and invaluable friendships. As a result, a library of information is gradually being assembled that adds immeasurably to the interest of the hobby.

It's an intriguing study that will never be fully completed as there is no end to the many angles that await exploration. As with many other relics of a past day, here is, indeed, a gateway to a world that was, where every turn brings delightful vistas of more leisurely, carefree days that exist only in pictures and memories.

The Card Field

Modern collecting divides cards into three primary groups. The first of these is Advertising Cards, or cards given away and used solely as advertising matter. They were not sold or paid for in any way. There are two types: those given to the consumer, and those intended for display use in stores. They are commonly called Store Cards or Trade Cards since they were distributed through the retail tradesmen. Store display items include small counter cards, hangers, and also very large banners several feet long. Such items were intended solely for store use but many have been saved and are now choice possessions.

The second group is known as Insert Cards, because they were packed or inserted with a product and sold to the consumer in that manner. They could be obtained only by purchasing some product with which they were packed. The first inserts may have been in the form of magazine supplements, but shortly afterward they were issued with cigarettes, coffee, candy and many other products. Because of such use, they are commonly called cigarette cards, gum cards, etc. Their interesting subject matter and small size has made them extremely popular with collectors. The term "Inserts" includes many things so distributed which are not actually cards, such as silks, pins and similar novelties. It also includes many items given for coupons which were packed with products.

The third group are the Souvenir Cards. They are, briefly, cards sold to the public with no other consideration than their own merits. Most of them have some practical use, but they have no connection with any product or advertising project. They include picture Post Cards, Playing Cards, Stereoscope Cards, Greetings, Rewards of Merit, and a number of minor types. Post Card collecting is a most active field with thousands of followers and much research being carried on. All through the years there have been published sets of Picture Cards of various kinds simply because people like them and will purchase them. Other incentives, such as use for mailing, games, greetings, or rewards merely adds to the popularity of these cards and in some cases makes them the more cherished because of the personal association. Millions of them have been saved as souvenirs of a joyous trip, a happy visit, a holiday party, a long awaited vacation, and the last day of a school term when we were very young.

Collecting Methods

Card collecting is not an "easy" hobby with unlimited supplies available by merely forwarding the cost. Many are unbelievably scarce, and sentiment makes countless others unavailable. However, patience and perseverance, if practiced consistently, should build up most any kind of collection. There are still many old cards waiting to be brought to light. The best advice is to collect general, as far as possible, as enjoyment is usually in proportion to the breadth of interest. Likewise your circle of card friends will grow larger, and that is one of the major considerations in the pleasures of any hobby.

There are but few who deal exclusively in cards, but there are hundreds who deal in antiques, old books, prints, curios, and other Americana, and these people are constantly finding old forgotten card collections. Many collectors go after them directly through advertisements and feature stories in magazines and papers and by small exhibits in stores and libraries. The auction sales are also a popular method of buying and selling.

Value and Condition

The values in this catalog are for single cards in good condition. Complete sets are valued at the total of the singles plus 50%. Short sets (75% or more complete) at the total of the singles plus 25%. Single cards as priced in the Appendix are not subject to these added percentages, but are figured as part of the completeness of a lot. A complete set shows all of the major designs regardless of varieties. Any additional varieties in a lot are figured as singles only.

These values are not subject to discounts except for: 1) poor condition, and 2) duplicates (in lots). Good condition means without tears, creases, stains, tack holes, or similar defacements; or a card good enough to permanently satisfy the average collector. High catalog cards retain a higher percentage of value if damaged than do low catalog cards. Items listed 5c or less usually have a very little value in damaged condition. The value of recent and new issues can only be estimated until supply and demand can be accurately determined.

Auction sale results have been fully considered. In these, it should be noted that the two high bids determine the amount realized. It is more important to know the total number of bids and their range. In other words, the quality of the total demand must be balanced with the scarcity of an item. Collector want lists and buying offers have also been studied and here again it is pointed out that such offers are often above the normal value as they represent an offer for the few items a collector needs and is willing to pay an extra premium to obtain.

Since 1945 there has been a gradual inflationary trend in price levels that is expected to continue well into 1953. After that, a leveling out and possible recession may be expected, although the international situation is too unpredictable for accurate long range forecasts. Hobby prices have shown a tendency to follow the general trend, but at a safe distance, since hobby money is the balance left after necessity spending, and the latter is often very close to even the most inflationary incomes.

Values as shown have been set after wide consultation among all types of collectors and dealers. Every idea and shade of opinion has been considered, and barring unpredictable reasons, these rates should hold during the normal life of this catalog; as were the rates in the two preceding catalogs, each of which were in use for seven-year periods. They have been thoroughly revised according to present market conditions and final decisions have been made by the conductor of the card auction sales, who has handled hundreds of thousands of cards in 54 sales during the past 9 years. In every instance, the best interests of the hobby, of collectors, and of dealers have been carefully evaluated and the figures are believed to be as favorable to each of these elements as it is humanly possible to place them.

Acknowledgments

A catalog of this type can be compiled only by pooling the knowledge of many people as no one collector can possibly possess enough material on which to base so broad a work. The editors, as the assembling agents, have endeavored to consult all kinds of collectors and dealers in every corner of the country and combine every bit of knowledge and shade of opinion into a manual which can be accepted and used impartially by everyone interested in the vast field of cards.

Unhappily, it has not been possible to adopt all the suggestions proffered. The primary aim has been to tell what exists and its value. The historical background has been cut to a minimum as this is felt to be the province of research writers dealing with specific topics. Enough such material has already appeared to fill many volumes and more is constantly being written in magazines and books. Several have desired a large cloth bound book that would have to sell at double the price of this one. Others want illustrations of every card and extensive checklists which would add materially to costs. The decision to hold to the present size and scope has been a difficult one, but is believed to be in the best interest of all concerned.

Appreciation is extended to the great many who have assisted in the assembling of data. The spirit of cooperation shown and the evident desire to help have been especially gratifying. So many have done at least a small bit that a complete list would be very long. However, the editors wish to extend especial thanks to the following who have given exceptional help:

Charles C. Barker
Milton L. Bernstein
Lawrence Brandt
Sidney S. Burton
Mrs. W. C. Cabells
Grace B. Carleton
G. Lionel Carter
Freida Clark
Louise Collins
Walter E. Corson
Marion Winslow Emerson
Bob Finnegan
Mrs. Jean Heider
Lewis H. Hertz
Earl C. Hotchkiss
G. L. Howe, M.D.

Herbert Hulse
Harry A. Jansen
Anthony J. Kigas
Wm. B. Knapp
Leonard Lauder
A. G. Lyon, Jr.
Paul S. Masser
Ethel McPhail
Carroll Alton Means
Earl D. Moore
Miss Rebe Murphy
Jos. J. Nardone
Ernest Newman
C. Glidden Osborne
John C. Page
Lewis A. Plummer

Felix J. Polek
Horace Rush
E. L. Sampter
John Sperling
Robert Stoker
Fred G. Switzer
Paul D. Tapley
Anthony Tarr
Fanny Gregory Troyer
Roy C. Votow
Orville C. Walden
Walter E. Welp
E. Wharton-Tigar
Victor H. White
Ed. Whittaker
Jack Zeransky

The Checklists

In the checklists that follow, the first number shown is a catalog number identifying the set. The title is either as stated on cards or is a supplied descriptive. Number in parentheses following title is the quantity in a set. 1-2-3 sub-divisions are type designations of entirely different cards, and may be written as 228-2 to designate type 2 of set 228. a-b-c sub-divisions are varieties of the same general design. B&w means uncolored black and white pictures, as half tones or line drawings.

The numbering system of the previous catalog has been retained in sections 1-18 of this catalog. Individual numbers are also continued as far as possible since they have been quoted and used quite widely in many publications and collections. Sections on advertising and souvenir cards are entirely re-written. Additions to some lists are at the end, and not in alphabetical order.

SECTION 1

19th Century U. S. Tobacco Insert Cards



During the last third of the 19th Century few people held the affection of the country as did those Thespians who "trud the boards" of old-time Opera Houses and Music Halls in the almost forgotten days when there was no other kind of public entertainment. From small town minstrel shows to grand opera, they were a part of the American Scene; and probably no other medium gives as good a gallery of these famous faces as does our 19th Century tobacco insert cards. An affinity has seemed to exist between stage and cigarette, and show people were once thought to be the main consumers of the new "paper cigars". Seemingly, every actress is shown, from the glamorous Lillian Russell to the little known ladies of the chorus. The cards range in size from tiny photos to beautiful 6 x 9 color studies. While hundreds of other subjects are shown, the actresses of the period hold the main spotlight.

There is evidence that tobacco inserts were in use by 1880 by a few firms, but the bulk of these issues appeared in the 1885-1892 period when practically every tobacco manufacturer used them. The original American Tobacco Co. was formed in 1890 and subsequently controlled most of the industry for a number of years. Card issues of the older firms gradually disappeared from the scene.

Cigarette cards have been a favorite with collectors from their inception. While this listing is substantially complete, there are unknown series still occasionally found. All cards as listed are small and in color unless otherwise noted. Standard small size 1½ x 2¾ inches. Large cards, unless otherwise stated, are about 2½ x 4 inches. Photo types are the actual paper photo pasted on a thick card backing.



Allen & Ginter types: No. 3 Arms of all nations (Bowie Knife), No. 21 Quadrupeds (Deer), No. 23 Song Birds of the World (Araguira), No. 27 World's Beauties (Miss Manthuer), No. 33 World's Smokers (English Naval Officer), No. 35 American Editors (Joseph Medill and the Chicago Tribune Bldg.), No. 36 American Indian Chiefs (Big Chief, Ponca Tribe).

Richmond, Va. Brands: Virginia Brights, Richmond Gem, Richmond Straight Cut No. 1, Right Bower, The Pet, Little Beauties, Dixie, Old Rip, Opera Puffs, Dubec, Dixie Dainties, Napoleon, Louisiana Perique, Old Dominion, Perfection, etc.

1—American Editors (50) 1st Series, numbered	.50
A 2nd series was not issued.	
2—American Indian Chiefs (50)	.20
There are four name error cards. See Appendix 1.	
3—Arms of All Nations (50)	.25
4—Birds of America (50)	.10
5—Birds of the Tropics (50)	.10
6—City Flags (50)	.20
7—Fans of the Period (50) numbered	.25
8—Fish from American Waters (50)	.15
9—Flags of All Nations (48) 1st Series	.10
There are ten main varieties in addition. See Appendix 2.	
10—Flags of All Nations (50) 2nd Series	.10
11—Flags of the States and Territories (47)	.10
There are about 100 scroll color varieties. See Appendix 3.	
12—Fruits (50)	.50
13—Game Birds (50)	.10
14—General Government and State Capitol Buildings (50)	.15
15—Great Generals (50)	.50
16—Natives in Costume (50)	.40
17—Naval Flags (50)	.20
Union Jack and U. S. Jack, as on backs, are in set No. 9.	
18—Parasol Drill (50)	.10
19—Pirates of the Spanish Main (50) numbered	.25
20—Prize and Game Chickens (50)	.10
21—Quadrupeds (50)	.15
22—Racing Colors of the World (50) a) with white edge	.10
b) same without white edge	.20
23—Song Birds of the World (50)	.20
24—Types of All Nations (50)	.50

25—Wild Animals of the World (50)	.10
26—World's Beauties (50) 1st Series	.20
27—World's Beauties (50) 2nd Series	.25
28—World's Champions (50) 1st Series	.10
29—World's Champions (50) 2nd Series	.25
30—World's Decorations (50) Medals, numbered	.15
31—World's Dudes (50)	.25
32—World's Racers (50) Horses	.40
33—World's Smokers (50)	.10
34—World's Sovereigns (50)	.50

Large Cards

Measure 3 x 3¼ inches. All show the corresponding small card design with other pictorial matter added.

35—American Editors (50) 1st Series, numbered	.50
36—American Indian Chiefs (50)	.40
37—Birds of America (50)	.30
38—Birds of the Tropics (50)	.30
Two var. of Red and Blue Macaw and New Zealand Parrot.	
39—Fish from American Waters (50)	.40
40—Game Birds (50)	.30
41—Quadrupeds (50)	.30
42—Song Birds of the World (50)	.40
43—World's Champions (50) 2nd Series	.40
44—World's Decorations (50) numbered	.30
Coloring variety for No. 31.	

Actual Photos

45—Actors and Actresses	.05
May be divided into 7 types, one of them slightly larger measuring nearly 1¾ x 3.	
See Appendix 4.	
46—Cigarette Making Girls	.20
47—Dogs	.10
48—Girl Baseball Players	.15
Type 1—Polka Dot type, with dotted tie, numbered.	
Type 2—Playing positions stated. Different.	
49—Girl Cyclists, numbered	.15
50—Famous Ships (mostly warships) (Est. 50)	.25
a) issued by A&G (Virginia Brights)	
b) issued by Duke.	
c) issued by Kinney (Sweet Caporal).	
d) issued by Kimball (Vanity Fair).	
51—Presidents of the United States (22) 1¾ x 2⅞	.40
52—Racehorses, 1⅞ x 2⅞, (Est. 50)	.25
53—Views	.25
54—Actresses, Opera Puffs, 7¼ x 13 premiums	1.00

Special Issues

With "Our Little Beauties" cigarettes—	
57—Actresses (girls) sepia, blue backs	.30
58—Girls and Children, thin, gold bkgd.	.25
Two types backs, one bearing the address of a London depot.	
59—Girls (children's portraits) brown backs	.50
1⅞ x 1⅞ actual photo on small card.	
60—Actresses and Celebrities, 1½ x 2¼, gold edge, actual photos	.25
Type 1—with brand name on front.	
Type 2—without brand name on front.	
61—Dickens Characters (comic) issued abroad	.30
With "Virginia Brights" cigarettes—	
64—Girls and Children, medium thickness, gold bkgd., plain backs	.25
65—Girls and Children, thin, gold bkgd.	.30
With Va. Brights, Richmond Gem, Opera Puffs, etc., similar to No. 58.	
66—Actresses, similar to Kinney No. 213, later issue	.20
A small quantity of this set of 25 (named actresses) appear to have been distributed in the U.S. See illustration in Tobacco War Fig. 27. For other similar cards see note after set T400 in section 2.	
67—Actresses, photo reproductions (collotype)	.05
See also the Unclassified issues of this Section for sets issued with "Dixie", "Sub Rosa", and others which cannot be identified closely with the Allen & Ginter name. Other sections also show many series issued with former A&G brands, but in later years when the brand, rather than the firm name, was stressed. The plates of many A&G sets were later used by other firms for candy and advertising card sets.	

Duke Issues

Durham, N. C. and New York, N. Y. Brands: Dukes, Dukes Special, Duke of Durham, Pinhead, Cameo, Cross Cut, Turkish Cross Cut, Dukes Mixture, Dukes Best, Preferred Stock, Honest Long Cut, Fair Play, etc. See also notes after sets 415 and T400.

70—Actors and Actresses, 1st Series (50)	10
a) with Dukes Mixture, 1 3/4 x 3 1/8	.20
71—Actors and Actresses, 2nd Series (50)	10
a) with Dukes Mixture, 1 3/4 x 3 1/8	.20
Several of above 2 sets with transposed backs. See Appendix 5.	
72—Coins of All Nations (50)	10
a) white bkgd. b) shaded bkgd. (two varieties for some).	
About 90 different known in both types.	
73—Fancy Dress Ball Costumes (50)	10
a) with Dukes Mixture, 1 3/4 x 3 1/8	.20
74—Fishers and Fish (50)	10
75—Floral Beauties and Language of Flowers (50)	10
76—Great Americans (50)	25
Two types of Beecher, facing l. and r.	
77—Gymnastic Exercises (25)	25
a) firm name in blue. b) firm name in brown.	
78—Histories of Generals (50)	40
Booklets, 16 pages with covers. May be collected with cover bkgd. colors of a) green. b) gray. c) yellow. d) buff.	
79—Histories of Poor Boys and Other Famous People (50)	60
Booklets as No. 78. One type only.	
80—Holidays (50)	15
a) Duke issue. b) Goodwin issue (Old Judge).	
81—Jokes (50)	30
82—Musical Instruments (50)	15
83—Ocean and River Steamers (36)	50
84—Playing Cards (53) double lion backs	25
a) with symbols in diagonal corners. (Dukes Cigarettes).	
b) without diagonal corner symbols. (Turkish Cross Cuts).	
85—Postage Stamp Cards (50)	15
The value does not consider that of the attached stamp.	
86—Scenes of Perilous Occupations (50)	25
a) green bkgd. b) gray bkgd. c) yellow bkgd. d) violet bkgd.	
Some transposed backs are known.	
87—Shadows (50)	10
88—Terrors of America (50) small boys	15
a) with Duke's Mixture, 1 3/4 x 3 1/8	.20
89—Tinted Photos (50) girls, black border	25
a) ordinary small cards. b) die cut to shape.	
90—Vehicles of the World (50)	50
a) Duke issue. b) Goodwin issue.	
Some transposed backs are known.	
91—Yacht Colors of the World (50)	10
a) with Duke's Mixture, 1 3/4 x 3 1/8	.20

Large Cards

All approx. 2 1/2 x 4 1/4 and with Honest Long Cut unless otherwise stated.	
94—Actors and Actresses (30) 3 of No. 70-71 designs to card	30
95—Actresses (25) girls, full length, black edge	20
96—Actresses (25) girls, folders	30
Open 4 1/4 x 5, fold in both sides, five side decorations.	
98—Albums of American Stars (25)	50
Folders, open to 4 7/8 x 5, several cover designs. The inner cards, 2 x 3 3/4, is sometimes found alone, value .10. Five different back designs for each.	
99—Battle Scenes (25)	20
a) Duke issue. b) Gail & Ax issue. One title omitted on backs.	
100—Bicycle and Trick Riders (25)	25
a) Duke issue. b) Gail & Ax issue.	
101—Breeds of Horses (25)	25
102—Bridges (25)	40
103—Burlesque Scenes (25) "A Stroll in the Conservatory", etc.	40
104—Comic Characters (25) "Boss of the Ward", etc.	25
105—Cowboy Scenes (25)	40
106—Fairest Flowers of the World (50) Actresses with flowers	25
With seven borders for each portrait.	
107—Fancy Dress Ball Costumes (50) as No. 73	25
108—Fishes and Fishing (25) 2 of No. 74 to card	30
109—Flags and Costumes (25)	25

110—French Novelties (25)	25
a) Duke issue (HLC & Fair Play). b) Gail & Ax issue.	
c) Kimball issue (Old Gold).	
111—Gems of Beauty (25) girls	20
a) Duke issue. b) Kimball issue (Sweet Lavender).	
112—Great Americans (17) 3 of No. 76 to card	40
113—Habitations of Man (25)	40
114—Histories of Generals (50) as covers of No. 78	40
There are 8 different corner decorations. Bkgd. colors as for No. 78. All with and without firm name on face.	
115—Honest Library (25) 2 1/2 x 4 booklets	50
116—Illustrated Songs (25)	40
117—Industries of States (25)	25
a) Duke issue. b) Gail & Ax issue.	
118—Jokes (25) 2 of No. 81 to card	30
119—Lighthouses (25) die cut to shape	50
a) Duke issue. b) Gail & Ax issue.	
120—Miniature Novelties (25) 2 to card	25
The small designs mostly as Kinney No. 228-3. See set 228-6.	
121—Musical Instruments (25) 2 of No. 82 to card	30
122—Novelties (25) girls on objects, die cut to shape	25
a) Duke issue. b) Gail & Ax issue.	
124—Presidential Possibilities (25)	25
125—Puzzles (15)	50
126—Rulers, Flags, Arms of All Nations (50)	25
a) HLC thick type	
b) Cameo, Cross Cut thin triple folders	20
An extra card (Niagara Falls) .40. Complete set includes Siam, which is not listed on all backs.	
127—Sea Captains (25)	50
128—Snapshots from "Puck" (25)	25
129—Stars of the Stage, 1st Series (25) bust poses	20
a) Duke issue. b) Gail & Ax issue.	
Many are found inscribed "Third Series" in error.	
130—Stars of the Stage, 2nd Series (25) full length poses	30
a) Duke issue. b) Gail & Ax issue.	
131—Stars of the Stage, 3rd Series (25) black borders, busts	25
Often confused with No. 95, which are full length views.	
132—Stars of the Stage, 4th Series (25) die cut to shape	30
133—State Governors, Arms, Etc. (48) map backs	30
a) HLC thick non-folding	
b) Cameo, Cross Cut thin triple folders	20
135—Talk of the Diamond (25) comics	35
136—Terrors of America (50) as No. 88	25
With four border designs for each card.	
137—Transparencies, on paper, black edges	30
Designs of girls, views, warships, etc.	
138—Tricks with Cards (24)	50
139—Types of Vessels (25) die cut to shape	50
140—Yacht Colors of the World (50)	25
Five frame designs in blue, gold, or gray. As No. 91.	

Actual Photos

Small Cards—	
145—Actors and Actresses	05
May be divided into 8 main types, including one slightly larger than normal, 1 3/4 x 2 5/8. Dukes, Cameo, Cross Cut. See Appendix 6.	
146—Actresses and Celebrities, 1 5/8 x 2 7/8 varying	10
With Duke's Mixture, Duke of Durham.	
—Famous Ships, see No. 50b.	
Large Cards—	
150—Actors and Actresses, black borders, without names	10
a) Duke issue (HLC, Fair Play).	
b) Gail & Ax issue (Navy, Bob 'Link, Pay Day).	
151—Actresses, Celebrities, Children, White edge and back, named	15
HLC, Dukes Special, Dukes Mixture. Some 2 1/4 x 3 1/2, varying.	
152—Photos from Life (Actresses, named) 2 3/4 x 2 3/4, Preferred Stock	15
153—Living Pictures (girl poses) 1st Series (50) HLC	25
154—Presidential Baseball Club (comic)	35
155—Scenes and Buildings	20
a) Duke issue. b) Gail & Ax issue.	

- 156—**Spanish War Leaders**, 3 x 4, HLC40
 157—**Sunny South Series** (negro subjects)15
 a) HLC. b) Gail & Ax, Bob 'Link. c) Kimball Sweet Lavender. Most cards do
 not show the series title.
 158—**War Photographs**, HLC, 2 3/4 x 3 1/2, Spanish-American War40

Goodwin Issues

New York, N.Y. Brands—Old Judge, Dog's Head, Gypsy Queen, Temple Bar, Boudoir, Tennis Puffs, Blended Stock, Bon Bons, Chancellor, etc.

- 162—**Champions** (50)25
 163—**Dogs of the World** (50)15
 Found with and without name on face.
 164—**Flowers** (50)20
 165—**Games and Sports Series** (50)20
 —**Holidays**, see No. 80b.
 166—**Occupations for Women** (burlesqued) silver bkgd. (50)25
 a) Goodwin issue.
 b) American Eagle issue (pasted over Goodwin).
 167—**"Old Judge" Cards, sepia**20
 Type 1—Thick, 1 1/2 x 2 5/8, actresses.
 Type 2—Thin, 1 1/2 x 2 1/2, actresses, fighters, etc.
 —**Vehicles of the World**, see No. 90b.
 168—**Race Horses**, 1 3/4 x 3 1/2 sepia, Canvasbacks50

ACTUAL PHOTOS

- 171—**Actors and Actresses** (Old Judge, Gypsy Queen, Temple Bar)05
 172—**Baseball Players**, small25
 173—**Baseball Players**, 4 1/4 x 6 1/2 cabinet premium100
 174—**Celebrities and Prizefighters**15

Kimball Issues

Rochester, N.Y. Brands—Old Gold, Vanity Fair, Sweet Lavender, Black & Tan, Three Kings, Salamagundi, Latakia, Virginia Flakes, Peerless Straight Cut, Monte Cristo, Mellow Mixture, Hardtack, Mechanics LC, Athletic, etc. See note after set T400 in Section 2.

- 180—**Ancient Coins** (72)50
 181—**Arms of Dominions** (48)40
 182—**Ballet Queens** (50)15
 183—**Butterflies** (50) girls15
 184—**Champions of Games and Sports** (50)20
 a) with firm name on face. b) without firm name on face.
 Only 25 have been seen with name on face.
 185—**Dancing Girls of the World** (50)20
 186—**Dancing Women** (50)15
 187—**Fancy Bathers** (50)10
 188—**Goddesses of the Greeks and Romans** (50)40
 189—**Savage and Semi-Barbarous Chiefs and Rulers** (50)40
 190—**Actresses**, photo reproductions (collotype)10

Large Cards

- 192—**Beautiful Bathers** (20)30
 —**French Novelties**, see No. 110c.
 —**Gems of Beauty**, see No. 111b.
 193—**Girl Art Subjects**, 3 x 5 1/2, on tinted silks, card backs50
 Satin Straight Cut Cigs. Some designs on 16 x 22 pillowtops—3.00.
 194—**Household Pets** (25)25
 195—**National Flags**, 2 1/2 x 4, Hardtack, Mechanics LC Figleaf20
 196—**Pretty Athletes** (20) girls30
 197—**Sports and Art Subjects**, 3 x 3 and 3 1/4 x 550
 Package designs, special containers. Athletic, Four in hand.
 198—**Women's Portraits**, Wellstood etchings, 3 x 3 sepia30
 199—**Art Reproductions** (colored photos) 7 x 9 3/4, Sweet Lavender70
 200—**Comic Powder Novelties**, 3 x 3, b&w on paper50

ACTUAL PHOTOS

- 203—**Actresses**, Small (Kimballs and Vanity Fair)05
 205—**Actresses**, Large (Sweet Lavender and Old Gold)10
 —**Sunny South Series**, see No. 156c.
 —**Famous Ships**, see No. 50d.
 206—**Actresses**, 2 3/4 sq., Athletic15

Kinney Issues

New York, N.Y. Brands—Special Favors, Sweet Caporal, New York Standard, Sporting Extra, Special Straight Cut, Latest English, Full Dress, Cleopatra, Egyptian Flowers, etc. A "Memorandum Card" (Calendar 1890-91) was probably an insert. (Value .20). See note after set T400.

Actresses—

- 210—Set 1, numbered 1-2510
 211—Set 2, numbered 1-2540
 234—Set 3, numbered 1-25 1.00
 212—With frame line around picture (50)25
 213—No frame line, name printed in border (50)10
 214—No frame line, name inset in bottom of picture (50)10
 215—Sepia prints, 213-214 type, (Est. 125)10
 Mostly without typing, but known with Kinney backs.
 216—**Animals** (25) Lion, etc.10
 217—**Butterflies of the World**10
 Type 1—white bkgd., numbered 1-10.
 Type 2—gold bkgd., diff., not numbered (50).

- 218—**Famous Gems of the World** (25)10
 219—**Harlequin Cards**, 1st Series (52) playing cards15
 220—**Harlequin Cards**, 2nd Series (53) playing cards15
 221—**Jocular Oculars** (25 pairs) die cut monocle novelties25
 Some are marked 24 (pairs).

- 222—**Leaders** (25)15
 May be collected in two widths: 1 1/2 in. and 1 3/8 in.

- 223—**Magic Changing Cards** (50)30

- 224—**Military Series**. See Appendix 7 10 to 10.00

Longest series of colored cards with 622 listed titles plus over 70 listed minor (but regularly issued) types. Includes 563 types of uniforms, 27 State seals, 20 Military medals, 10 foreign arms, and 2 ancient warships.

- 225—**National Dances** (50)10
 a) with white border to picture10
 b) with gold to edge of card20

The a) type was redrawn, but with only very slight variations except on a few cards which are noticeably different.

- 226—**Naval Vessels of the World** (25)10

- 227—**New Years 1890 Cards** (50)15

- 228—**Novelties**15

- Type 1—Round (1 5/8 in) thick, no border (25)25

- Type 2—Round (1 5/8 in.) thin, colored border (50) diff.10

- May be collected with red, blue, or gray backs.

- Type 3—Irregular die cut to shape (75)10

- Girl's head on object. May read 25, 50, or 75 subjects.

- Type 4—Irregular die cut to shape, embossed (50)15

- Type 5—Small card shape (50)15

- Types 4 and 5 show the same 50 of the Type 3 designs.

- Type 6—Irregular die cut, marked "125 Subjects" 1.00

- Irreg. or egg shape (partly shown on set 120).

Racehorses—

- 229—**Famous Running Horses** (25 American)10

- 230—**Famous Running Horses** (25 English)10

- 231—**Great American Trotters** (25)25

- 232—**Surf Beauties** (50)10

- 233—**Transparent Playing Cards** (53)20

- Some marked "52 varieties". The Joker has not been seen.

- 234—See after No. 211 above.

Large Cards

- 237—**Inaugural Types**, 3 x 3 silhouettes on paper, b&w30

- 238—**International Cards**, (Ruler, flag, etc.) 3 x 3 1/4 (50)60

- 239—**Racehorse—**10

- Type 1—Famous Running Horses (75) 8 x 10 1.00

- As No. 229-230, plus 25 additional American horses.

- Type 2—Famous American Trotters (25) 10 x 12, as No. 231 (also used

- on large displays) 3.00

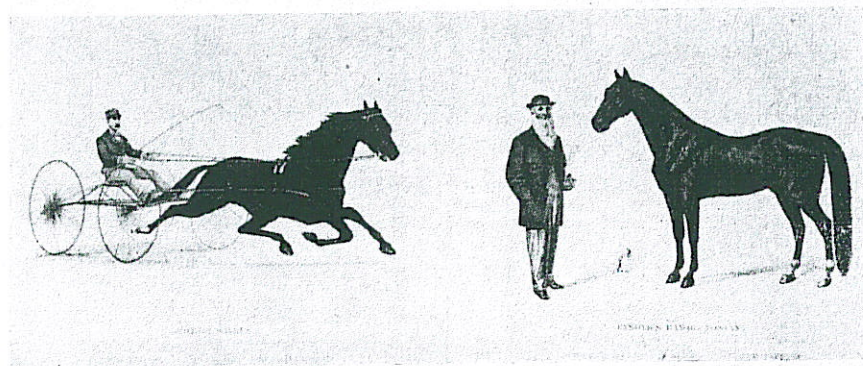
- 240—**Types of Nationalities** (25) triple folders25

- Open to 1 1/2 x 6 3/4, fold to small card size.

- 241—**Harlequin Playing Cards** (53) 2 1/2 x 3 1/415

- Designs as Second Series No. 220. The first series is also known in this size as

- printed by Tiffany, but not with the Kinney imprint.



Kinney No. 239-2 Famous American Trotters (George Wilkes, left, and Rysdyk's Hambletonian) also shown on set No. 231.

ACTUAL PHOTOS

- 245—**Actors and Actresses** (Sweet Caporal)02
Longest series of cards. About 2000 diff. known. Lots of over 500 different should be valued at .03 each.
- 246—**Actresses** (275) Sporting Extra. (Series of Photographs)15
Type 1—1 5/8 x 2 3/4 inches. Type 2—3 x 3 inches.
—**Famous Ships**, see No. 50c.

P. Lorillard Issues

Jersey City, N. J. Brands: 5c Ante, Tiger, Sweet Russet, Blot, Climax, Old Tom, Sensation, Red Cross, Mechanics Delight, Green Turtle, etc. Also Snuff.

SMALL

- 250—**Actresses** (25) Sweet Russet, Blot10
- 251—**Actresses**, Tiger, irregular fancy gold frame15
- 252—**Actresses**, Tiger, portrait in oval15
Six frame styles.
- 253—**Actresses**, Tiger, plain gold, bronze, or green bkgd.15
- 254—**National Flags**, 1 1/2 x 2 1/4, Snuff25

MEDIUM 1 3/4 x 3 3/8

- 256—**Ancient Mythology Burlesqued** (25) numbered15
A transposed back (No. 2 on 16) has been seen. Tiger, 5c Ante.
- 257—**Beautiful Women** (50) 5c Ante, Tiger, Snuff15
- 258—**Playing Cards** (53) girls, 5c Ante, Snuff20
- 259—**Types of the Stage** (25)15
- 260—**Types of Flirtation**, Snuff25

LARGE

- 263—**Actresses**, 2 1/4 x 3 1/2, Tiger20
- 264—**Actresses**, Red Cross, Sensation20
Type 1—Black or brown edge (25) Harris lithos
Many Sensation are plain back and without actress name.
Type 2—Black or brown edge (25) Julius Bien lithos20
Type 3—Gray edge (25) Thomas & Wylie lithos35
Sensation only.
- 265—**Actresses in Opera Roles** (25) Sensation30
- 266—**Boxing Positions and Boxers** (Est. 25)50
- 267—**Busts of Girls**, irregular die cut to shape40
- 268—**Circus Scenes** (25) Some plain backs30
- 269—**Prizefighters** (50) Mechanics Delight, numbered40
May be collected in light brown or green. Two designs for No. 17 are known.
- 270—**Song Albums**, 4 x 5 folded heavy paper, b&w40
- 271—**Everyday Annoyances**, b&w cartoons, numbered25

ACTUAL PHOTOS

- 275—**Types of Dances** (Actresses) Green Turtle, Small10
- 276—**Actresses** (10 small on one card) Climax, about 3 1/4 x 525
- 277—**Actresses**, Red Cross premiums, 6 1/2 x 11 Cabinet style50

Gail & Ax Issues

Baltimore, Md. Navy Long Cut. This firm used Duke designs. For full description see Duke listing. All large cards.

- Battle Scenes** (25) see No. 99b.
- Bicycle and Trick Riders** (25) see No. 100b.
- French Novelties** (25) see No. 110b.
- Industries of States** (25) see No. 117b.
- Lighthouses** (25) see No. 119b.
- Novelties** (25) see No. 122b.
- Stars of the Stage**, 1st Series (25) see No. 129b.
- Stars of the Stage**, 2nd Series (25) see No. 130b.

ACTUAL PHOTOS

- Actresses**, see No. 150b.
- A few very large 2 3/4 x 5 sizes are known. Value .15.
- Scenes**, see No. 155b.
- Sunny South Series**, see No. 157b.

D. Buchner Issues

New York, N. Y. Brands: Gold Coin, Bravest, Finest, Morning Glory, etc. All large cards unless otherwise specified.

- 280—**Actresses**, Finest (51 seen)20
a) yellow border. b) black border.
- 281—**American Scenes** (with a policeman) 2 1/4 x 3 3/450
- 282—**Butterflies & Bugs** (girls)25
- 283—**Defenders and Offenders**, folders (200)75
Open to 3 1/2 x 5. This set shows the Offenders only, the Defenders being in set No. 286.
- 284—**Leading Baseball Players, Police Inspectors and Captains, Jockeys, and Actors**, (Gold Coin) 1 3/4 x 325
Some inscribed "Leading Baseball Players" only. A display card showing 43 cards was overprinted with advertising. Cutouts of these are occasionally seen.
- 285—**Morning Glory Maidens** (51 listed)25
Girls costumed for games and trades, also one for each month of the year. But few cards show the title.
- 286—**Musical Instruments** (girls)30
- 287—**New York City Scenes** (Finest) 2 1/2 x 475
- 288—**Police Inspectors and Captains** (large)50
Includes "Chiefs of Fire Depts." on some card titles.
- 289—**Yacht Club Colors** (girls)40
- 290—**Morning Glory Maidens and American Flowers** (30)30
Sepia prints, not connected with No. 285.

P. H. Mayo Issues

Richmond, Va. Mayo's Cut Plug. All small unless otherwise listed.
Mayo's "Brownies" (tin tobacco containers) are worth \$5.00.

- Actresses**, 1 1/2 x 2 5/8, see complete listing under No. 488a.
- 295—**Actresses**, irregular fancy frame, 1 5/8 x 2 7/815
- 296—**Actresses**, small sepia, printing in blue20
- 297—**Actresses and Actors** in play roles, small15
- 298—**Actresses**, 2 x 3 1/4, black border, sepia20
—**Actresses**, 2 x 3 3/4, see complete listing under No. 532a.
- 299—**Actresses** (girls), 2 3/4 sq. diagonal design50
Type 1—in colors. Type 2—sepia.
- 300—**Baseball Players**, sepia portraits25
1—in uniform (28 plus 8 var.). 2—street clothes (12).
- 301—**Baseball Game** (28) die cut players for two teams15
Originally with a diamond, grandstand, and teetotum.
- 302—**College Football Stars**, sepia portraits (35)25
- 303—**Costumes of Warriors and Soldiers** (19) 1st Series40
a) gold bkgd. b) silver bkgd. (No 2nd series).
- 304—**Costumes and Flowers** (girls)15
- 305—**Head Dresses of Various Nations** (25)20
- 306—**National Flowers** (girl and scene) 2 x 320
- 307—**National Dancers** (48) sm. die cut figures15
Originally came with a base or platform.
- 308—**Naval Uniforms** (girls) U. S. and Foreign20
- 309—**Presidents of U. S.** (23)15
a) Mayo issue. b) American Eagle. c) Beck issue.
d) Nickel-in cigars. e) Queen's Cup (Hirsh).
- 310—**Prizefighters**, sepia (35)15
a) name at top. b) name at bottom (different shade).

311—Shakespeare Characters (20)	.25
312—Wings of Birds of Plumage (15)	.40
a) Mayo issue (2 types backs). d) W. G. Hills issue.	
b) Frishmuth issue. e) Just So cut plug.	
c) Chowder cut plug.	

ACTUAL PHOTOS

316—Actresses, small	.05
317—Actresses, large	.08

S. F. Hess Issues

Rochester, N. Y. Brands: Creole, Diadem, Railroad, V Cent, Long Cut, Sound, Starlight, Sunlight, Old Statesman, Canadian, etc.

—Actresses, Small, see complete listing under No. 490a, and No. 492a.	
321—Baseball Players, California League	.40
322—Diadem Puzzle Cards (12) bond design	.20
323—Poker Puzzle Cards (55) two types backs	.20
324—Terms of Poker Illustrated (25)	.25

ACTUAL PHOTOS

330—Actors and Actresses, Sm.	.05
331—Art Series, Sm.	.15
332—Athletes and Celebrities, Sm.	.10
333—Ball Players (Newsboys League) Sm.	.15
334—Actresses, 2¾ square, High Grade	.15
335—Actresses, Lg. (Sound, Long Cut, Sunlight, etc.)	.10
a) with name panel trimmed off. (Remainders)	.03
336—Actresses, gold edge, (Old Statesman, Canadian) 2½ x 4	.15
337—Actresses, cabinet photos (34)	.20
338—Baseball, California or Big Leagues, Sm.	.25

Thos. H. Hall Issues

New York, N. Y. Between the Acts, Bravo. All 1½ x 3, unless indicated.	
342—Actors and Actresses, portrait in oval (over 500 known)	.15
Five styles of frames, plus background color differences. See Appendix 8.	
343—Actresses, no frame	.20
Type 1—Brand name on face. Type 2—Actress name only on face.	
344—Athletes (12 known)	.30
345—Beautiful Women of the World, Small, similar No. 26 and No. 27	.20
346—Presidents of the United States (colored)	.25
347—Pres. and Vice-Pres. Candidates 1880 (4)	1.00
No. 344 and No. 347 probably formed a part of the No. 342 series.	
348—Theatrical Types (25)	.25
349—Actresses, "Ours" cigs, similar 342 type 4, 1½ x 3½	.20

Consolidated Cigarette Co. Issues

New York, N. Y. Consols, Paxi.	
352—Colored Relief Cards (100) 2 x 3¼ Sports, etc.	.50
353—Ladies of the White House (25)	.15
a) with white edge. b) trimmed to bkgd. color.	
354—Turn Cards (25) part of picture on each side	.25
a) 1½ x 2½. b) 2 x 3.	
355—Actresses, 1½ x 2½	.20

S. W. Venable Issues

Petersburg, Va. Ideal Cut Plug, Cockade. All large except No. 358.	
—Actresses, see listing No. 532g.	
358—Actresses, sepia	.10
359—Actresses, Ideal or Cockade	.25
360—Baseball Scenes (girl players)	.30
361—Sea Shore Scenes (bathers)	.30

Lone Jack Cigarette Co. Issues

Lynchburg, Va. Lone Jack, Ruby, Unknown, Special.	
365—Inventors and Inventions	.50
366—Language of Flowers (50) detail differences	.30
367—Actresses, sepia (2 styles)	.10

ACTUAL PHOTOS

369—Actresses	.05
370—Rulers, Celebrities, or Baseball	.10
371—Comics (children)	.10
372—Scenes	.10

H. Ellis Issues

Baltimore, Md. Recruits, Bengal Cheroots, Triplex, Tiger, etc.	
375—Breeds of Dogs (25)	.15
376—Costumes of Women, number 1-25, 1½ x 3, similar to Marburg No. 407	.25
377—Generals of the Civil War (25)	.20

ACTUAL PHOTOS

380—Actresses, number 1-25, Recruits	.10
381—Actresses, not numbered	.10

Spaulding & Merrick Issues

Chicago, Ill. Plow Boy, Echo. All 1¾ x 2½ in.	
384—Actors and Actresses, number 1-24, b&w	.10
385—Animals, number 1-24, drawings	.10
a) black and white. b) blue and white. c) red and white.	
Two types in each color plus detail differences.	
386—Prizefighters (24) Plow Boy, Echo	.25

National Cigarette & Tobacco Co. Issues

New York, N. Y. Admiral, High Admiral, Yellow Kid, Royal Sweets, etc.	
388—National Types (sailor girls) Admirals	.15
a) thick cards (25) Julius Bien lithos	.25
b) thin cards (39 known) redrawn, Girsch or S&W lithos	

ACTUAL PHOTOS

392—Actresses (Admiral)	.05
Three main types, with and without name: 1) regular. 2) name in panel. 3) brown edge.	
393—Art Subjects	.10
394—Views (Columbian Exh., etc.)	.10

Aug. Beck Issues

Chicago, Ill. Yum-Yum brand.	
—Actresses, see full listing under No. 488d.	
—Presidents, see listing as 309c	.10
398—Picture Cards, paper	.10
Sports, Military, Ships, Natives (at Col. Exh.)	
399—National Dances (50 as No. 225b)	.20
400—State Seals, Yum-Yum	.15

ACTUAL PHOTOS

402—Actresses	.05
403—Baseball Players	.25

Marburg Bros. Issues

Baltimore, Md. Greenback, Seal of North Carolina, Seal of Virginia, Ten Minute cigs., Lafayette Mixture, etc.	
—Actresses, see full listing under No. 490b.	
406—Actors and Actresses, Ten Minutes, 1½ x 3	.25
407—National Costumes (100) girls	.25
408—Typical Ships (100)	.50
No. 407 and No. 408 are probably sets of 50 and not 100.	

LARGE CARDS

412—Presidents, Statesmen, Actresses, sepia, Seal of N. C.	.30
413—Painting Reproductions (100) (est. 50)	.60
414—Art Miniatures Coupons, 1¾ x 4 on paper, shows designs of No. 415	.05
prints	
415—Art Prints, 17 x 25 premiums (Marburg, HLC)	1.00
Also issued by newspapers.	

ACTUAL PHOTOS

419—Actresses, Sm.	.05
420—Actresses, Lg. (4 types)	.08



19th Century Tobacco inserts: Top, No. 163 Goodwin Dogs (Deerhound), No. 83 Duke Ocean and River Steamers (SS City of Pekin, Pacific Mail SS Co.), No. 165 Goodwin Games and Sports (Hurdle Race); center, No. 353 Consolidated Ladies of the White House (Mrs. George Washington), No. 7 Allen & Ginter Fans of the Period, No. 346 Halls Presidents (Chester A. Arthur), No. 342 Halls Actresses (Alma Stanley), No. 188 Kimballs Goddesses (Goddess of the Moon), No. 375 Ellis Dogs (Irish Setter); bottom, No. 89 Dukes Tinted Photos, No. 76 Dukes Great Americans (Oliver Hazard Perry), No. 15 A&G Great Generals (Blucher), No. 162 Goodwins Champions (Anson, Chicago).

American Eagle Tobacco Co. Issues

Detroit, Mich. American Eagle, Double Five, Oriental, Myrtle Navy, etc.

—Actresses, see listings sets: 489bc, 490c, 491a, 492b.

—Flags, see full listing under No. 500a, 501a.

—Occupations for Women, see Goodwin listing No. 166b.

—Presidents, see Mayo listing No. 309b.

LARGE CARDS

- 426—Actresses, sepia, $2\frac{1}{8} \times 3\frac{3}{8}$ 10
 427—Actresses, sepia on white or yellow, 3 styles backs20
 428—Actresses (similar No. 456-l)20

ACTUAL PHOTOS

- 430—Actresses, Sm.05
 431—Actresses, Lg.10

Drummond Tobacco Co. Issues

St. Louis, Mo. Toddy, Horseshoe, etc.

- 437—Actresses, portrait in oval25
 438—Bathing Girls (est. 50)25

LARGE CARDS

- 442—Girls, sepia (Horseshoe)30

D. E. Rose & Co. Issues

New York, N. Y. Empress, Old King, Bouquet, Rio Grande, etc.

- 446—Imperial Cards (28) Actresses and play scenes40
 43 $\frac{1}{2}$ x 5 $\frac{1}{2}$ in colors (10).
 41 $\frac{1}{4}$ x 6 sepia, red edge (18). One design has been seen in the small size and with gold edge.

ACTUAL PHOTOS

- 449—Actresses10
 Come small size and 1 $\frac{3}{4}$ x 3 in. size.

Banner Tobacco Co. Issues

Detroit, Mich. Night Watch. Large cards.

- 452—Actors and Actresses, b&w (est. 25)20
 453—Girls (mostly portraits) (est. 25)20

Moore & Calvi Issues

New York, N. Y. Trumps Long Cut, Hard-a-port, Wake Up. Large sizes. On some cards the firm is named Thompson, Moore & Co., John H. Macklin, Maclin-Zimmer, Maclin-Zimmer-McGill, J. N. Cullingworth, or other variations.

—Actresses, see listing under 532i.

- 456—Girls20
 Type 1—in colors. Type 2—b&w.
 457—Playing Cards (53) actresses. Trumps Long Cut.40
 Type 1—white lettering on black backs30
 Type 2—brown printed backs. Card player20
 Type 3—blue backs. Brand name in irregular centre20
 458—Playing Cards (53) actresses. Hard-a-port.40
 Type 1—white lettering on back. As No. 457-125
 Type 2—blue printing. Sailor in 1 in. circle. As No. 457-225
 Type 3—blue printing. Sailor in 1 $\frac{3}{8}$ in. circle. As No. 457-320
 Type 4—blue printing. Brands in circle. As No. 457-340
 459—Rope Knots40

Cameron & Sizer Issues

Richmond, Va. Old Hero, Catac Mixture, Raleigh, Richmond Club, Gold Medal, Purity, etc. The name Cameron & Cameron is sometimes used.

—Actresses, see listing No. 488bc, 491b.

- 462—The New Discovery (25)40
 —Occupations for Women, see listing under No. 502b.20
 463—Sports Girls (similar 507 and C190)20

ACTUAL PHOTOS

- 465—Actresses, Sm. (Richmond Club, Purity)05
 466—Actresses, Lg. (Raleigh)10
 467—Framed Views, Sm. (Draped type)10

G. B. Miller Issues

New York, N. Y. Extra Tobacco, Bride Tobacco.

- 472—Presidents, sepia20

LARGE CARDS

- 476—Actresses and Celebrities, sepia25
 477—Alphabet Cards (esti. 50)40

Unclassified Small Cards

- 488—Actresses, 1 $\frac{1}{2}$ x 2 $\frac{5}{8}$ 10

Narrow frame shaded top and one side. See also Canada No. C 150.

- a) P. H. Mayo issue.
 b) Old Hero (Cameron & Sizer).
 c) Cameron & Sizer.
 d) Yum-Yum (Aug. Beck).
 e) Gold Star (Gradle & Strotz) includes a few in sepia.
 f) Old Virginia (P. Whitlock).
 g) Old Port Plug.
 h) Rebel Durham (Fawcett-Durham).
 i) Fairfax (W. T. Hancock).
 j) Great Hits (Taylor Mfg. Co.).

489— Actresses , 1½ x 2½, blue edge (many blank backs) 355 on face	.10
a) Cameron & Sizer.	
b) American Eagle Tobacco Co.	
c) Double 5 (American Eagle).	
d) Queen cigars (F. McVeagh).	
e) Mexican Puffs cigars.	
f) Spanish Puffs	
g) Old Havana Puffs	
See also Canada No. C 151.	
490— Actresses , fine red frameline (15)	.25
a) S. F. Hess issue.	
b) Marburg Bros. issue.	
c) American Eagle issue.	
491— Actresses , sepia, (325 on face, lower left)	.15
a) American Eagle Tobacco Co.	
b) Cameron & Sizer (Old Hero).	
492— Actresses , thin gold frame, name panel at bottom	.20
a) S. F. Hess issue.	
b) Double 5 (American Eagle).	
493— Actresses , sepia, no frame line	.10
a) Spanish Puffs (H. Mandelbaum).	
b) Key West Rosas cigars.	
c) Sub Rosa cigts.	
d) Sub's cigars.	
494— Actresses , 1¼ x 2¾, Jersey Cheroots (Davis) sepia	.20
495— Actresses , S. Monday & Son, sepia	.15
496— Actresses , Golden Veil (Genesee Tobacco) sepia	.15
497— Actresses , Half Dime pkge. designs (similar No. 342)	.15
498— Comic Designs , Globe Tobacco, numb. 1-20, b&w	.20
499— Five Senses , All Around cigts. (P. Ulman) 2¼ x 3	.30
500— Flags of Nations , similar No. 9 (36)	.10
a) American Eagle issue. (Come two lengths).	
b) Gold Star (Gradle & Strotz).	
c) H. Hirsh (Queens Cup & Annex).	
d) My Sweetheart cigarettes.	
e) Pappoose cigars.	
f) Spanish Puffs (Mandlebaum).	
g) Leidendorfs Red Clover.	
h) Clear Havana Cheroots.	
i) XXX5 cigarettes.	
j) Summit cigts.	
501— Flags of States , similar No. 11 (36)	.10
a) American Eagle issue. (Two lengths).	
b) Bird Tobacco (Thomas & Wortham).	
c) H. Hirsh (Queens Cup & Annex).	
d) Leidendorfs Red Clover.	
502— Occupations for Women (24) similar No. 166	.30
a) Frishmuths Luxury Fine Cut.	
b) Cameron & Cameron.	
503— Postmen of Nations (12) Strater Bros. (Penny Post Plug)	.30
504— Presidents , Sub Rosa Art Photos	.20
505— Pretty Girls , Sarrazin & Co. King Bee, 2 x 3	.30
507— Sports Girls , Old Port Plug	.20
508— Women Baseball Players , Sub Rosa, Dixie, numbered	.20
509— Animals and Birds of the World (49) L. Miller	.40
510— Celebrities , Globe Tob. Co. (Detroit & Windsor, Can.)	.50
511— Types of People (comic)	.25
Portraits (named) and full length (not named).	
a) Spanish Puffs (Mandlebaum).	
b) Annex Cigts (Hirsh).	
512— Girls , Bill Jones cut plug (handstamped)	.10
513— Stage Stars , Marquis cigts. (B. Pollak)	.15

— Actresses , black & white, small	.05
520—Beauty Bright (Asheville Cigt. Co.)	
521—Clear Havana Cigarros	
522—Golden Veil (Genesee Tobacco Works)	
523—Good Enough Cigars (some 1½ x 3)	
524—Leidendorfs (Red Clover, Uncle Sam) 1½ x 3	
525—Sub Cigarros	
526— Baseball Players , Number 7 cigars, b&w line	.10

Unclassified Large Cards

532— Actresses (many uninscribed and non-tobacco)	.20
a) P. H. Mayo issue, 2 x 3¾.	
b) R. A. Patterson, 2 x 4, Lucky Strike.	
c) R. Whalen & Co., 2 x 3¼.	
d) Terry & Porterfield, 2 x 3¾.	
e) Wm. G. Hills, 2¾ x 3½, Orphan Boy.	
f) Spanish Four cigars.	
g) Cockade (Venable).	
h) Little Gold Dust Cigars.	
i) Hard-a-port (M&C).	
j) Reed & Taylor.	
— Actresses :	
533—Chowder Cut Plug, sepia	.20
534—Congress Cut Plug	.25
535—Felgnor & Sons	.20
536—Just So Brand, 2½ x 3¾	.20
537—Little Rhody (Geo. F. Young)	.20
Type 1—sepia. Type 2—colors.	
538—Old Pepper Cut Plug (L. Miller & Sons) Havana Blossom	.30
539—Pallaso Cigars, 1½ x 3 (includes poets)	.30
540—Rawson & Co., 4¼ x 6½ sepia	.50
541—U. S. Tobacco Co.	.30
542—Our Billy cut plug (John Geller, Phila.)	.20
543—Princess cut plug, sepia	.25
551— Comics (revolving back) Rawson & Co.	.50
552— Cutout Sheets , Durham tobacco premiums	.40
Paper dolls, Farm bldgs. and animals, Durham's Circus, etc.	
553— Interesting Novelties , Fashion cut plug folders, open to 2¼ x 4	.30
554— Inventors and Inventions (10) Finzers Wild Rose	.40
555— Italian Series , Buchanan & Lyall (Black Joe)	.50
556— Musical Instruments (girls) Weissinger (Our Flag) similar No. 286	.30
557— National Sports (girls) Little Rhody (Young)	.50
558— Presidential Puzzle Cards (12) Victory Smoking	.50
559— State Governors , Lake Erie Tob. Co. (Ivory) sepia	.30
— Wings of Birds of Plumage (see listing No. 312)	
561— The Seasons (12) Patterson Columbia CP, Pluck CP	.25
562— Art Gems , Wilson & McCallay 8 x 11 premiums	1.00
563— Beautiful Cards , Patterson Lucky Strike	.25
564— Playing Cards (girls) 14 designs (53)	.50
a) Snipe plug cut. b) Kids plug cut.	
565— Illustrated Songs , Blackwell's Durham	.75
566— Actresses , Newsboy	
Type 1—Cabinet 4½ x 6½ b&w or sepia	.25
Type 2—Lg. Cabinet 6 x 9 colored (100)	.50
567— Actors, Celebrities, Scenes , Newsboy Cabinets	.35
569— Fruits and Flowers (48) Pilkington	.50
570— American Indians , Monarch-Kickapoo, as No. 2, 2½ x 4	.50
571— National Flags , New Brand cigars (Hasanauer)	.20

— Actresses , black and white	.10
575—Best Stripped	
576—Chowder Cut Plug	
577—Crescent Cigars, 1 x 3¼	
578—Jack & Jill cigars, 1½ x 4	
579—Key West Favors, 1¼ x 4	
580—Monogram Long Cut	
581—Spanish Four cigars, on sepia	
582—WBT & Sons Twins, 1 x 3½	

Unclassified Actual Photos

Small

—Actresses		
595—Conqueror (Hall & Pierce).	610—Pax cigarettes	.05
597—Genesee Tob. Works	611—Queens Cup & Annex (M. Hirsh).	
598—Gilt Edge cigts.	612—Reynolds, Rogers & Co.	
599—Golden Veil (Genesee Tobacco).	613—Sells Fast Cigars	
600—Havana cigarros	614—Shining Lights (Moonelis)	
601—Key West Rosas cig.	615—Starlight cigts. (Maller)	
602—Leidendorf (Uncle Sam, Red Clover, Old Abe)	616—Siesta cigts.	
603—Masterstroke cigar's (Kerbs & Spiess).	617—Subs Havana cigarros	
604—National (Oppenheimer)	618—Sweet Capitol cigts. (Smith & Bloodgood).	
605—Nickle Plate cigarettes	619—Rex cigts.	
606—Old Spanish	620—XXX Rieders	
607—Our Junior Partner	621—Blackwells Durham Co-op.	
608—Our Professionals	622—No brand shown (value .02)	
609—Parlor City cigts. (Marshak & Deutch).	623—Sovereign cigts.	
	624—Sir Toby cut plug	
	625—Hunters cigts.	
	626—Gentleman Jack cigts.	

635—Celebrities, Celebrities cigars	.10
—Presidents, Rulers, and Famous People	
636—Leidendorfs (3 brands)	.10
637—Sub Rosa cigarettes	
638—Sweet, Virginia cigarettes	.10
639—Views, Pax cigts.	
640—Artists, Artists cigts. (Schenker, N. Y.)	.10

Large

—Actresses		
650—Best Stripped	663—Miners Extra long cut	.10
651—Chowder cut plug	664—Old Fashioned LC, 2 x 3½	
652—Congress cut plug	665—Our Knicker cigars	
653—Conqueror (Hall & Pierce).	666—Reliable Cheroots	
654—Four Base Hits	667—Stage Beauties cigars	
655—Hand Made	668—No brand shown (value .04)	
656—Just So	669—Big Four cigars	
657—Kalamazoo Bats (Gross)	670—Tucks Down cigars	
658—Knocker cigars	671—Micks Debut & Stars cigars	
659—Little Maid cigars	672—Star of the World	
660—Little Rhody (Young)	673—Sir Toby cut plug	
661—Londres cigars	674—New York Dandies	
662—Mackinaw Ducks	675—Kan Ka Kee Kats	
	676—M. Cohn's cigars	

680—Baseball Players and Teams, Chas. Gross Co. Kalamazoo Bats. Varying sizes.	.75
681—Indian Chiefs, Old Fashion, 2 x 3½	.15
682—Negro Subjects, Old Fashion, similar No. 157	.10
683—Baseball Teams, Kalamazoo Bats, Cabinets	1.50

SECTION 2

20th Century

U. S. Tobacco Insert Cards



Every baseball season likes to consider itself as better than any previous one, but many old time fans still think 1910-1915 as a period in which the game reached its high peak in popularity and player performance. There have been diamond heroes before and since, but surpassing players like Cobb, Mathewson, Johnson and Wagner will ever be difficult. The Tinker to Evers to Chance era will never be forgotten. Cigarette cards reached another peak during these same years and a more complete tie-up with the National Game can hardly be envisioned. Thousands of cards portray these diamond greats and collectors with a sporting bent lead a merry chase in attempting to round them all up.

Twentieth Century issues lap back slightly into the 19th Century; such cards being listed here due to similarity of style and interest. This is especially so of the packaged cigars sets of Hoffman House, LeRoy, Between the Acts, Generals, and the extra large Turkish Trophies premiums.

Difficult to find are the sectional issues, such as the Pacific Coast cards with Obaks, Sultans, Grand Duke, Imperials, Kopec, Pets and Mono. In Louisiana were Coupon, Red Sun, Kotton, Victory, and Mino. Other Southern brands were Old Mill, Southland, and Contentnea. A few additional brands had but limited distribution.

During the 1930's appeared a few experimental issues with Herbert Tareyton, Lucky Strike, Pall Mall, Golden Grain, Wings and Grads. A World War with its attendant paper shortages again stopped card issues throughout the world. The only recent emissions have been series with Red Man tobacco.

Most cards of this period came with two or more brands of cigarettes, and there is considerable variation in sizes and shapes. "Lg" indicates a large size card. Additions are at the ends of lists.

Extra Large Sizes

Most of these average about 6 by 8 inches in size. They were given in exchange for coupons packed with the cigarettes, except the Lucky Strikes, which were packed in the flat tins of 50.

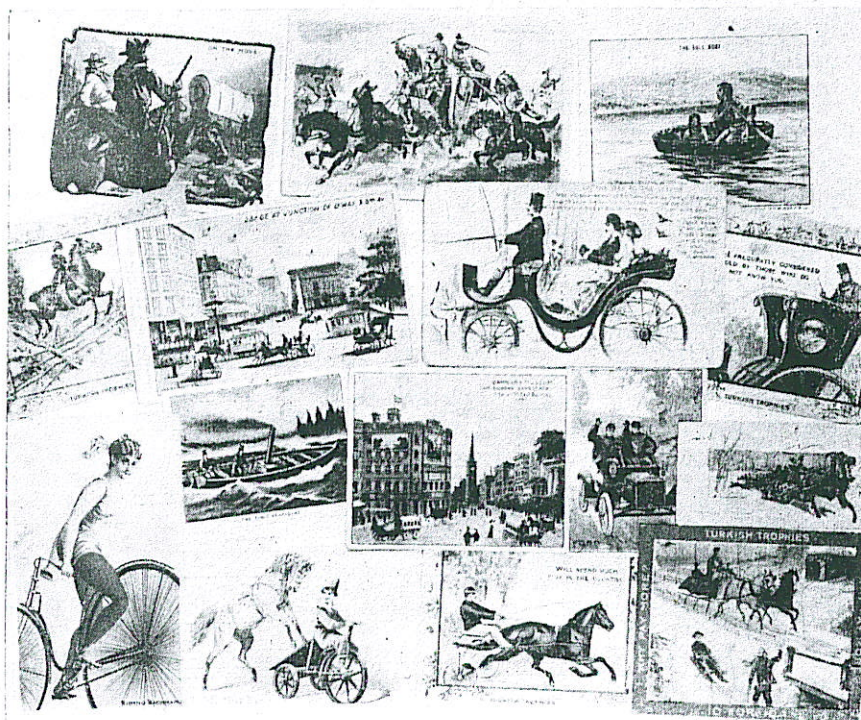
T1—Actresses (25) Turkish Trophies, Mogul	.30
T2—Actresses (girls) photo on mount, Monopol	.25
T3—Baseball Players (100) Turkey Red, Fez, Old Mill	.50
Numbered 1-50 and 77-126. Some not numbered. Some team changes and errors are known, also cutouts from display cards.	
T4—Baseball Players, photo in oval, b&w, Obak premiums	.60
T5—Baseball Players, photo on 4¾ x 7¾ mount, b&w, (Pinkerton)	.60
Cabinet type, numbered, gray mount.	
T6—College Series (25) Murad	.25
Type 1—(25) with card number in Serif type	
Type 2—(25) redrawn, card No. in sans-serif (plain) type	
T7—Hamilton King Girls, Turkish Trophies, Helmar	
Type 1—(1-12) Sketches by Blair or Terry (?)	
Type 2—(13-24) Girls, King	
Type 3—(25-36) Bathing Girls, King	
Type 4—(37-61) Period Gowns, Mayer	
Original title: "Advance in Fashions"	
Type 5—(62-86) Flag Girls of Nations, Sonn	
Type 6—(1-25) Sports Girls, King (1913)	
T8—National Types (5) 17½ x 25½ pebbled paper	3.00
American Tob. Co. (Virginia Cheroots) premiums.	
T9—Prizefighters (26) Turkey Red, Fez, Old Mill	.50
Numbered 51-76. Issued as part of set T3.	

T10—Theatrical Series (Actresses) Imperiales	.60
T11—Tales of Turkish Trophies (20) Kink Series	.60
T12—Bridge Game Cards (50) Lucky Strike Centre designs: Society Matron and Society Miss.	.10
T13—Bridge Game Cards (50) Lucky Strike Centre designs: Six movie star portraits.	.15
T14—Place Favors (80) irregular die cut, Lucky Strike Shows 25 movie actors, 25 movie actresses, and 30 comic characters. In England, with Kensitas cigts. Fatima also gave enlarged (13 x 21) photos of their Major League Baseball Team series as premiums.	.20

General Issues

T25—Actors (50) Between the Acts, Lg.	.10
T26—Actresses (50) Between the Acts, Lg.	.25
T27—Actress Series (85) Fatima, Perfection, Richmond SC Three styles: white border (41), gold border (20), Star border (25).	.10
T28—Aeroplane Series (10) Milo, Oxford, Duke of York	.10
T29—Animals (80) Hassan, Lg. 40 each, with and without back description, also plain backs.	.05
T30—Arctic Scenes (25) Hassan, Lg.	.05
T31—Art Gallery Pictures (15) Lorrillard a) with yellow frame. b) no yellow frame (larger view).	.10
T32—Artistic Pictures (10) Richmond, SC Issued with coupon folder opening to 3 1/4 x 4 3/4.	.25
T33—Art Reproductions, LaMarquise, sepia a) Printed backs. b) Post Card backs.	.20
T34—Art Series (21) Grand Duke, numbered	.25
T35—"Ask Dad," Sweet Caporal adv. Est. 25, each in four background colorings.	.15
T36—Auto Drivers (25) Hassan, Mecca. Series 1, only	.10
T37—Automobile Series (50) Turkey Red	.20
T38—Aviators (25) United Cigars, Lg. White or gold backs. Some errors. See also No. T218.	.15
T39—Battleships, Burley Club and Sweet Briar a) in colors. b) black and white.	.15
T40—Battleships and Signal Flags (25) Hoffman House, Lg.	.25
T41—Battleships (25) LeRoy cigars, Lg.	.25
T42—Bird Series (100) Type 1—white border (50). Type 2—gold border (50). Mecca, Sw. Caporal, Cycle, Emblem, Sovereign, Old Mill, Favorite, etc.	.05
T43—Bird Series (30) Mecca, fancy gold frame	.05
T44—Birthday Horoscopes, Moguls Two designs for each month. 124 diff. face color patterns. 360 diff. back horoscopes.	.06
T45—Boy Scout Series (36) Reed Tobacco	.10
T46—British Buildings (24) Herbert Tareyton Folding set-ups. Value includes envelope container.	.10
T47—British Sovereigns (42) Herbert Tareyton	.05
T48—Butterfly Series (50) Turkey Red	.10
T49—College Girl, Flag, Seal (20) Schultes Own	.15
T50—College Pennants, Southland cigts. pennant shaped	.10
T51—College Series (150) Murad Six series of 25 each. First two series in a 2nd Edition with minor changes. A few unfinished errors without printing known.	.04
T52—Costumes and Scenery (50) Helmar, Turkish Trophies Italy error value .25.	.15
T53—Cowboy Series (49 issued) Hassan, Lg.	.05
T54—Cross Stitch, Egyptienne Straights The card is a pattern. Came in small envelope with web cloth and skein of thread for working.	.15
T55—Embarrassing Moments (numb. 1-25) Murad, b&w, on paper, Lg.	.10
T56—Emblem Series (50) Hassan, Emblem	.10
T57—Fable Series (100) Turkish Trophies, Lg.	.10
T58—Fish Series (100) Sw. Cap., Sovereign, Piedmont, etc. First 50 as set No. 8. Two types of Pompano.	.05
T59—Flags of All Nations (200) Recruit, Sw. Cap., Sub Rosa, Jack Rose, Scrap Iron, Hustler, Derby Little Cigars, Big Run, etc.	.05
T60—Flags of All Nations (100) Red Cross Designs as No. T59 but 2 x 2 7/8.	.10
T61—Foreign Stamp Series A (50) Sw. Cap., Sovereign, Derby, etc.	.10
T62—Fortune Series (505) Turkish Trophies, Lg. 101 designs each with 5 fortunes.	.05

T63—Generals (25) LeRoy, Spanish War, Lg.	.30
T64—Generals, Generals cigars, McAlpins, Lg.	.50
T65—Girls (costumes) I. Lewis Golden Eagle, Lg. (also men)	.25
T66—Girls (portraits) S. Monday Hunter Dog	.15
T67—Helmar Girls, numbered, b&w on paper	.10
T68—Heroes of History (100) Lg. Half are inscribed Men of History. Pan Handle, Royal Bengals, Miner's Extra, Natural Leaf.	.05
T69—Historical Homes (50) Helmar	.10
T70—Historical Events Series (25) Lg. a) 2 1/4 x 3 1/2 Hoffman House, Flexo Giants, Buffo Grande, etc. b) 2 x 3 1/8 Just Suits. c) the a) size trimmed to b) size. One card in the large size is a triple folder, value .40.	.10
T71—Hotel Greeting Cards, Pall Mall, Lg.	.10
T72—Hudson-Fulton Series (25) Turkey Red	.15
T73—Indian Life in the 60's (50) Hassan, Marine, Lg. "Stalking" name errors (transposed) value \$1.00.	.05
T74—Indian Series (portraits) Burley Club and Sweet Briar	.20
T75—Italo-Turko War Series (40) Omega, Lg.	.40
T76—Jig Saw Puzzle Pictures, Turkish Trophies, Lg. Type 1—Girls and scenes as in No. T94 (50) Type 2—Assorted views and subjects (est. 200) Many known with both red and blue borders. Leading Actresses—see No. T217	.20
T77—Lighthouse Series (50) Hassan, Lg.	.05
T78—Little Henry (79 known) Herbert Tareyton Men of History—see No. T68	.05
T79—Military Series (100) Fez. Tolstoi White border. Unfinished proofs are sometimes seen.	.10
T80—Military Series (50) Fancy borders, smaller than No. T79 Uzit, Tolstoi, Lenox, Cairo Monopol, Old Mill, etc.	.10
T81—Military Series (50) Recruits a) uncut cards b) design die cut to set up	.10 .05
T82—Movie Stars (50) Recruit, Coupon, Athletic	.15
T83—Movie Stars (esti 100) Egyptian Prettiest, Lg. Type 1—showing brand name, b&w Type 2—Fact. 485, 2nd Dist. N.Y., b&w or sepia	.15 .05
T84—Movie Stars (50) Golden Grain, b&w	.10
T85—Movie Stars, Tobacco Products Corp., New York, Stro'llers Type 1—sepia (100) numbered Type 2—b&w 220) numbered, different Type 3—b&w (120) portrait in oval	.05
T86—Moving Picture Stars, Egyptian Oasis, Piedmont, sepia photos	.10
T87—Modern American Airplanes (150) Wings Series A (50)—a) unmarked. b) marked Series A. Series B (50). Series C (50). Albums for each series.	.04
T88—Mutt and Jeff Series (100) Sw. Cap, Sovereign, Derby, etc. Type 1—b&w (N.Y.) numb. 1-100 Type 2—b&w Novelty print, numb. 1-50 as Type 1 Type 3—b&w Hall Process (100) skip numbered Type 4—colored (100) skip numbered as Type 3	.10 .10 .10 .15
T89—National Types (25) Hoffman House, song on back, Lg.	.50
T90—Nature Cards (birds) LaMarquise, feather novelties	.50
T91—Nursery Rhymes (12) Carolina Br., Wilsons SC, Lg.	.40
T92—Orders and Emblems (as silks No. S15) Picadilly, Lg.	.25
T93—Our Land (200) Grads, b&w photos	.10
T94—Post Card Series (50) Murad, Lg., (normally creased) Type 1—Series 1-25, Scenes Type 2—Series 26-50, Girl and Flag	.40
T95—Presidents (24) LeRoy, Lg.	.25
T96—Prize Dog Series (10) Milo, Oxford, Duke of York	.10
T97—Riddle Series (200) Perfection, Lg. on paper Forty designs with five riddles to each.	.10
T98—Rulers of the World (50) LeRoy, Lg.	.25
T99—Sights and Scenes of the World (50) Lg. Pan Handle, Royal Bengal.	.05



Mixed 19th and 20th U. S. Tobacco inserts: Top, T53 Cowboy Series (On the Move), No. 105
Dukes Cowboy Scenes (Attacking the Mad Coach), T73 Indiana Life in the 60's (The Bull Boat);
Front: T62 Furniture Series, No. 87 Buchanan, New York City Scenes (23d St. at Junction of
B'way & 5th Ave.), No. 128 Dukes Snapshots from Puck (On the Way to the Station); 3rd line:
T72 Hudson-Fulton Series (The First Ferryboat), T108 Theatres Old and New (Barnum's Museum),
T37 Automobile Series (Ford), No. 86 Dukes Scenes of Perilous Occupations (Traveling in Si-
beria); bottom, No. 100 Dukes Bicycle and Trick Riders (Riding Backward), No. 268 Lorillard
Circus Scenes, T76-2 Jig Saw Puzzles.

T100— Silhouettes (50) Honest, Lg. b&w	20
T101— Silhouettes , Admirals, Lg.	20
T102— Song Bird Series (25) Red Robin, Lg. Centres as No. 23	25
T103— Souvenir Cards (100) Lg. Royal Bengals views and portraits	30
T104— Stage Stars (45) Sw. Caporal decalcomanias	20
T105— Standard Bearers of Different Countries (50) Lg. Honest, Nebo, Zira.	10
T106— State Girls (25) on card or paper Fatima, Perfection, Richmond SC.	10
T107— State Seals and Nat. Coats of Arms (150) Helmar	05
T108— Theatres Old and New (50) Between Acts, Lyceum, Lg.	15
T110— Toasts (numb. 1-25) Murad, b&w drawings a) $2\frac{1}{4} \times 3\frac{1}{4}$. b) $2 \times 2\frac{1}{2}$. (One design for all).	05
T111— Toasts (50) Sultan cigts. Lg.	25
T112— Toasts Series (550) Moguls 80 designs in 5 series. First 3 (1-300) have 10 toasts for each design. Last 2 (301-550) 5 toasts to each design. First Series (1-100) value .15.	06
T113— Types of Nations (50) Recruit, Sw. Cap., Sub Rosa, Scrap Iron, Sovereign, Hustler, etc.	05
T114— Up To Date Comics (26 known) Marine, Fore 'n' Aft, Lg.	20
T115— Views and Art Studies , Allenette cigars, b&w, Lg.	30
T116— Views and Art St. (250) Tellonette, b&w, Lg., similar T115. Some not numbered show RR view	25
T117— Views and Art St. (250) LeLeto, b&w, Lg. similar T115	25
T118— World's Greatest Explorers (25) Hassan, Lg.	05

T119—	World Scenes and Portraits , Piedmont photos	10
	Type 1—glossy prints, scenes, named (Est. 300)		
	Type 2—dull prints, views and portraits, not named		
T120—	World Views (100) Omega, Lg.	25
	Type 1—U.S. views, b&w (50)		
	Type 2—Foreign views, greenish, Est. 50		
T121—	World War I Scenes (250) Piedmont, numbered	10
T122—	Spanish American War Scenes , Sweet Moments, 2¾ x 3½ (L&M)	40
T123—	Actresses , Syrian Princess & Daliska (McCoull)	10
	Glossy photos. Album issued.		
T124—	Movie Stars , Buckingham cigs. (120) Bagley & Co.	10
	Similar T-85-2 (bathing beauties, etc.), b&w.		
T125—	Flags , Omiros cigs., as E18	10
T126—	State Capitals , Pinkerton, similar 14, blue edge	10
T127—	Puzzle Picture Cards (30) Royal Bengals	25
	Two sets of 12 and 18 each, 2½ x 3¼.		
T128—	Indians, Contentnea , sm. numbered	25
T129—	Indian Chiefs (40) Red Man Tobacco	10
	3½ x 4 on paper, similar No. 2.		

No brand name. On Sweet Caporal box flaps. About 1900.

No brand name. On Sweet Caporal box flaps. About 1900.		
T175—	Heroes of Spanish War (50) Generals, statesmen, etc.	.05
T176—	Actresses (girls) not named, (24 known)	.05
T177—	National Flag on Domino (28) Sets inscribed Abdul cigarettes. Probably unissued essays.	.05
T180—	Animals of the World (28) as No. 21	.25
T181—	Races of Mankind (40) as No. 24	.25
T182—	Military Uniforms and Caps (24)	.25

Sports Issues

T200—	Baseball Teams (16) Fatima photos, Lg.	05
T201—	Baseball Folder Series (50) Mecca double, Lg.	10
T202—	Baseball Folders , Hassan triple folders, Lg. 76 diff. center photos and 144 diff. end panels, the latter used in many mixed combinations.	15
T203—	Baseball Comics Up to Date (25) Mayo, Lg.	25
T204—	Baseball Players (120 known) Ramly, TTT, Lg.	25
T205—	Baseball Series (200) gold borders, see Appendix 9 Sweet Cap., Hassan, Polar Bear, Honest LC, Piedmont, Cycle, American Beauty, Sovereign, Drums, Broadleaf.	05
T206—	Baseball Series (522) white borders, See Appendix 10 Sweet Cap., Piedmont, Sovereign, Cycle, American Beauty, Broadleaf, Drums, Old Mill, Polar Bear, Tolstoi, Hindu, El Principe de Gales, Carolina Brights, Usit, Lenox, Ty Cobb, Hustler. Series of 150, 350, 460, and assorted.	04
T207—	Baseball Players (200) brown bkgd. See Appendix 11 Recruit, Broadleaf, Cycle, Napoleon, Coupon.	15
T208—	BB Players (18) Fireside, Champs 1910	20
T209—	BB Players , Contentnea, Va. and Southern Leagues Type 1—First Series, colored (16 known). Type 2—Photo Series, b&w (est. over 150).	25
T210—	BB Players , Old Mill, red bordered photos 8 numbered series. Over 500 known.	30
T211—	BB Players , 1st Series (75) Red Sun, green borders	30
T212—	BB Players , Obak, Coast Leagues 3 series. 426 known.	25
T213—	Baseball Series , Coupon cigts. designs of No. T206 2 types: name in brown as No. T206, or name in blue. On card or heavy paper. Issued 1914-15 and includes Federal Lg. Many team changes.	20
T214—	BB Players , Victory tobacco, designs of No. T206, (90) Name in blue. Incl. Fed. Lg. Similar to No. T213.	20
T215—	Baseball Series (100) Red Cross Tob. designs of No. T206 2 types as for No. T213.	20
T216—	BB Players , Kotton cigts. or tob. Mino cigts. Designs of Baseball Caramels cards. Also Virginia Extra cigts.	25
T217—	Leading Actresses and Baseball Players (200) Mono, b&w Pacific Coast League players.	20
T218—	Champion Athletes and Firefighters (153) Lg. Some labeled series of Champion Athletes. Hassan, Mecca, Tolstoi. Hassans have no series name. Issued in 3 series. Includes 62 athletes, 62 prize fighters, 15 pool and billiards, 6 golfers, 4 bowlers, 4 aviators. Value of last 29 of above. 10c.	05



20th Tobacco inserts: Top, T52 Costumes and Scenery (Switzerland), T105 Standard Bearers (New Portugal), T68 Heroes of History (Napoleon), T69 Historic Homes (Home of Paul Revere), T106 State Girls (Maryland); bottom, T206 Baseball (Wagner and Plank), T31 Art Gallery (The Peace Maker), T56 Emblems (Heptasoph), T80 Military (Capt., Subsistence Dept., U.S.)

T219— Champion Pugilists (50) Honest LC, Miner's Extra Lg.	.10
Designs as in No. T218, slightly smaller card. Also by Red Cross on a still smaller size.	
T220— Champion Athletes and Prizefighters (50) Lg.	.10
a) white border. b) silver border. Mecca, Tolstoi. Prize fighters only. Larger than No. T218.	
T221— Champion Women Swimmers (100) Pan Handle, Lg.	.10
T222— Famous Baseball Players, Champion Athletes, and Photo Play Stars (100) Fatima photos, b&w, Lg.	.40
T223— Prizefighters of the Past and Present (50) Dixie Queen, Lg.	.20
Designs of No. T220, smaller.	
T224— Prizefighters , Pet cigarettes	.25
T225— Prizefight Series , 101 and 102.	
Series 101—(25)	.10
Series 102—(25)	.25
Oxford, Duke of York, Intermission, Arabs, Turkish Whiffs.	
T226— Pugilistic Subjects (50) Red Sun., green borders	.30
T227— Series of Champions (25) Honest LC, Miners Ex. Lg.	.30
T228— Speed Champions , DePew cigars, Mendels cigars, Lg.	.30
T229— Sports Champions , Kopec cigs.	.30
T230— World's Champion Athletes (50) Pan Handle, Lg.	.10
T231— Baseball Players , Fans cigs, sm. sepia, numb.	.10
T232— Double Header Baseball (52) Red Man Tobacco	.10
3 1/2 x 4 with coupon. 3 1/2 sq. without.	

Novelty Inserts

T300— Domino Discs (Baseball player and Domino)	.10
Metal bound 1 in. card discs, Sw. Cap. color varieties.	
T301— Modern Dance Series (10) Movie booklets, Fatima	.30
T302— Moving Picture Booklets (25) Turkish Trophies, 2 1/4 x 3	.30
T303— Sachets, Bows, Ribbons , cloth items in envelopes	.10
T304— Miniature Paintings , on convex tin, 1 3/4 x 2 1/2, Zufeldi cigs.	.30
T305— Miniature Novels , 3 1/4 x 5, Winthrop Press, Am. Tob. premiums	2.00
T306— Replicas of World Orders (medals) Zufeldi (21)	1.00
T307— World's Best Short Stories , 2 1/4 x 2 3/4, booklets, Egy. Straights, Omars	.40
T308— Indian and Western , Laurens celluloid 2 in. figures	.20

Poster Stamps

T330— Art Poster Stamps , Piedmont, Chesterfield	.05
Designs as on card series:	
1—Animal Series (50) as No. 25.	
2—Baseball Series (100) as No. T205.	
3—Bird Series (50) as No. 23.	
4—Fish Series (25) as No. T58.	
5—Flag Series (150) as No. T59.	
6—Soldier Series (50) as No. T80.	
7—Types of Nations (25) as No. T113.	
T331— College Flag Stamp Series (140 known) Fatima, Lg.	.06
T332— Philately, Helmar (Actresses and Ball Players) each	.05
Small envelopes contained 4 or 5 each of postage stamps and poster stamps	
1 1/8 x 1 3/8.	
T333— Fairy Tale Stamps (60) Piedmont	.05
Series of 5 each (numb. 1-5) for:	
1—Anderson Fairy Tales.	7—Grimms Fairy Tales.
2—Arabian Nights.	8—Gullivers Travels.
3—Around World in 60 days.	9—Hauff Fairy Tales.
4—Bechstein Fairy Tales.	10—Leatherstocking Tales.
5—Baron Munchhausen.	11—Reynard the Fox.
6—Classic Stories.	12—Robinson Crusoe.

Imitation Cigar Bands

T350— Pictorial Designs	
Type 1—Regulation shape (30)	.05
Type 2—Rectangular centre designs (10) 1 3/4 x 2 1/2	.05
Type 3—Uncut panes of 5 bands (5) numb. 1-5	.30
Helmar, Murad, Mogul, Turkish Trophies, Egyptian Dieties, Ramleh.	
T351— Non-Pictorial Designs , Regulation shapes, Ramly, Helmar	.02
Came about 5 in glassine envelope.	
T352— Owl Cigars , Series 1 and 2, each	.30
Uncut sheets of 7 bands, 4 sheets each series.	

U. S. Issued Abroad

Soon after its formation in 1890, the American Tobacco Co. (ATC) began a wide-spread sales campaign abroad, especially in Great Britain and countries of the Far East. Numerous card issues were used, beginning about 1892. The campaign reached a climax in 1901 and in the following year it technically ended with the formation of the British-American Tobacco Co. (BAT), an export firm of British charter which henceforth handled all overseas business. However, BAT issues until 1905 are usually considered as partially American due to similarity of style indicating that they were prepared as part of the campaign before it was abruptly changed from ATC to BAT in 1902. The whole story of this group of cards is told in "The Tobacco War Booklet", a publication of the Cartophilic Society of Great Britain which all U. S. collectors should own.

None of the cards were issued in the United States and those who collect them should contact sources in the country of issue. It is a complicated group that requires considerable study to understand well. The following list is intended to give only a general idea of what is known and is not a specialist listing. There are various types and varieties of backs.

American Tobacco Co. Cards with ATC backs (any type):

TW numbers refer to sets in The Tobacco War Booklet.	
T400— Actresses and Girls , TWI-37, 62-79:	
Type 1—Designs as Kinney 210-214 (225)	.10
Type 2—Similar to Kinney 210-214 (over 500)	.15
3—Black bkgd., TW62	.20
4—Blue frame TW64	.25
5—Curtain girls TW65	.15
6—Domino girls (28)	.15
TW66	.30
7—Flower girls TW67	.10
8—Numbered cards TW72	.30
9—Orange frameline TW73	.30
10—Palette girls TW74	.15
11—Star girls TW76	.15
12—Stippled bkgd. TW78	.20
13—Wide border TW79 (est. 100)	.25

NOTE—Virginia Brights backs: About 300 of T400 Types 1&2 are found with Virginia Brights backs similar to set 66 but without name of actress. Smaller quantities, mostly without actress name, are known with backs of Duke, Kinney, Vanity Fair (Kimball) and the ATC of N.S. Wales and Victoria. These are all believed to have been used only abroad. Type 13 also comes with a green anonymous inscriptive back. Type 5 and T440-8 (below) are known with Cameo (Duke) backs. All values as normal. Several other small 19th U.S. sets have been noted with specially printed backs for use abroad in this period, such as No. 4 Birds of America with horizontal Virginia Brights backs, etc.

T401—Actresses (photo type) TW90, 91, 93	
Type 1—Thick card, actual photos as U.S. 19th. (est. 100)	.10
Similar cards are also known with vertical Duke backs.	
Type 2—Thin cards, b&w prints (est. 250)	.15
T402—Battle Scenes (25) TW130	.20
T403—Boer War Generals (47) TW100, Small cards, sepia	.15
Series A (25) numbered or unnumb. Series B (22) numb.	
T404—Columbian and Other Postage Stamps (with stamps), TW132	.10
T405—Comic Scenes (25) TW133 (double meanings)	.15
T406—Fancy Bathers (50) TW136, as No. 187	.10
T407—Fish From American Waters, as No. 8	
a—thick cards with backlist (50)	.15
b—thin cards, no list (25)	.10
T408—Flowers (25) TW41, ovpts on T400-1	.15
T410—Illustrated Songs	
1—Actresses, with frameline (50) TW46 and 47	.20
2—Actresses, no frameline (102) TW48, 49, 50	.15
3—Songs illustrated (25) and Dancers (25) TW51, 52	.20
4—Songs illustrated (50) TW53, 54	.15
5—Songs illustrated (24 seen) brown backs, TW55	.25
T411—International Code Signals (50) ovpts. on T400, TW42, 43	.15
T412—Military Uniforms (25) heads only, TW101 as T182 and E1	.30
T413—Military Uniforms (27) no frameline, TW103	.15
T424—Military Uniforms (25) no frameline, TW102	.40
T414—Military Uniforms (25) frameline, TW104	.15
T415—Musical Instruments (50) TW140 as No. 82	.25
T416—National Flag and Arms (50) TW141	.20
T417—National Flag and Flower (25) girls, TW142	.25
T418—Old and Ancient Ships (50) 1st Series .10; 2nd Series	.30
Can be distinguished only by list of titles, TW143.	
T419—Playing Cards (52 or 53) heads, thin, symbols t&b, TW87	.15
T420—Playing Cards (52) half lengths, symbols top, TW86	.15
T431—Playing Cards (52) heads, symbols at top, TW85	.25
T421—Savage Chiefs and Rulers (50) TW144, as No. 189	.25
T422—Star Series (25) girl and horoscope, TW77	.20
T423—Dancing Women (50) TW135 as No. 186	.25
T425—Australian Parliament (44) TW92, b&w	.10
T426—Celebrities (32) mostly Royalty, TW94, b&w	.20
T427—Congress of Beauty (50) TW134	.40
T428—Flags of All Nations (50) TW138 as No. 9, two added	.15
T429—Japanese Girls (est. 50) portraits, white bkgd., TW139	.25
T430—World Views (est. 150) b&w photos, TW96	.10
T432—Butterflies (50) girls, TW145 as No. 183	.25
T433—Chinese Girls (25) pink borders, TW111	.15
Large Cards:	
T451—Actresses (est. 48) Cross Cut Tob. TW151 as T26	.25
T452—Actresses, Richmond Straight Cut, TW153, glossy photos	.25
Two sizes: 1½ x 2¾ and 2¼ x 3¼, b&w.	
T455—Boer War Generals (47) TW100 as T403, Old Gold	.30
T456—Generals (est. 10) Old Gold glossy photos b&w, TW99	.40

BritishAmerican Tobacco Co. with BAT backs:

T440—Actresses and Girls (sets of 25 each):	
1—Actresses, as T400-2	.15
2—Art Girls, as T34 and C243	.30
3—Black bkgd. as T400-3	.20
4—Blossom Girls, TW63	.25
5—Flower Girls, as T400-7	.15
6—Fruit Girls, TW68	.30
7—Costume Girls, TW69, C29a	.25
8—Lantern Girls, TW70	.20

9—Marine Girls, TW71	.20
10—Universe Girls, TW71	.20
11—Numbered, as T400-8	.30
12—Palette Girls, as T400-10	.15
a) white edge. b) red edge.	
13—Smoke Girls, TW75, C29b	.30
(24 only seen)	
14—Star Girls, as T400-11	.15
15—Stippled, as T400-12	.20
16—Water Girls, TW80	.15
T441—Chinese Girls (est. 225) mostly in two varieties, TW111-116	.15
T442—Chinese Trades (40) TW108	.15
Additional series with other backs were issued later by BAT.	
T443—Buildings (50) TW131 as C96	.25
T444—Playing Cards (53) as T419	.15

Unclassified:

T450—Actresses, Carlans American Cigarettes, 1¼ x 2½	.25
T453—Actresses (girls) Sovereign (est. 50) b&w embossed, black edge	.15
T454—Aeroplanes and War Weapons, Piedmont, small	.25
T457—25 Popular Songs and 25 Dancers (50) Duke backs, as T410-3	.20
T458—Playing Cards (52) Kimball backs, as T420	.15
T459—Actresses, Liggett & Myers (export) small	.20
T460—Actresses, Dollars or Bonanzas brands (in Australia)	.25

American Cigarette Co., Shanghai:

See note after C192 in section 3.	
T470—Actresses (est. 50) TW8, 21 as T400-2	.20
T471—Admirals and Generals (10) TW155	.30
T472—Chinese Girls (est. 25) b&w, TW95	.10
T473—Flowers (50) with Chinese symbol, TW161	.15
T474—Playing Cards (actresses) ovpt. on T400-2 type, TW22	.20

Murai Bros. & Co., Kyoto, Japan:

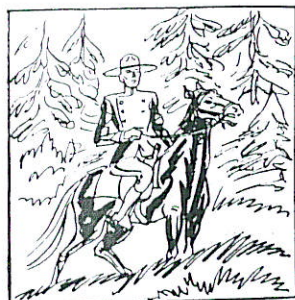
The ATC had a partnership connection with this firm for several years.	
T480—Actresses, sepia ¼ x 1¼, TW157	.10
T481—Actresses (50) as T400-2, TW10	.15
T489—Actresses (est. 100) as T400-13, wide frame	.25
T490—Actresses, firm name at bottom, 3 or more series, TW152, 156	.15
T482—Dancing Girls of World (50) TW160 as No. 185	.25
T483—World's Smokers (50) TW166 similar No. 33	.25
T484—Playing Cards (flowers)	.20
T485—Chinese Trades (40) as T442	.15
T486—Japanese Generals and Officials (est. 25) TW164	.15
T487—Japanese Subjects, flower or symbol insert, TW163	.20
T488—World's Distinguished Personages (est. 50) TW165	.20
Gold border, name in Japanese only.	
T491—Chinese Girls (est. 50) TW116 as T441	.15
T492—Buildings (50) as T443	.25
T493—Girls (Corean, Chinese, Japanese Beauties) TW159	.10
T494—Comics (25) comic phrases	.15
T495—Flowers (est. 32) TW162 as J16	.10

OGDEN'S

In 1901 the ATC purchased the English firm of Ogden's Ltd., and operated it for about a year. A few series issued in that period may be added to this listing, including types similar to the T400 and T452 above, but inscribed with the Ogden name. Full information on these is given in Cartophilic Handbook No. 15 which covers the Ogden issues.

Further BAT issues, of a purely British nature, can be found in Cartophilic Handbook No. 21. This volume also contains additions and corrections to the Tobacco War Booklet.

Canadian Tobacco Cards



Canada's cards bring a breath of pine forests, wild geese flying high, the flash of hockey blades, the majesty of the Northwest Mounted, and an abiding tie with the British and French homelands. They have become a popular group with collectors, although many are extremely difficult to find, and there are few large collections of these cards.

D. Ritchie was a 19th Century firm, and American Tobacco Co. commenced operations in 1895. Others are 20th Century. Imperial Tobacco Co. was an affiliate of British-American Tobacco Co. and collectors are referred to the BAT Handbook No. 21 issued by the Cartophilic Society of Great Britain. "Br." following a title indicates that the series was also used by British firms.

Imperial Tobacco Co. of Canada, Montreal

Brands: Sweet Caporal, Corvettes, Derby, Black Cat.

A. Cards showing Imperial Tobacco Co. name on back:	
C1—Birds, Beasts, and Fishes (50) cutouts, 2 x 2½, Br.	.10
C2—Birds of Canada (100) 2¾ x 3½	.15
C3—Birds of Canada (100) 2¾ x 3½ diff. (Birds of Western Canada)	.25
C4—British Birds (50) cutouts, Br.	.04
C5—Canadian History Series (48)	.05
C6—Children of All Nations (50) Br.	.05
C7—Dog Series (23) Br.	.05
C8—Dogs, 2nd Series (50) Br.	.05
C9—Famous English Actresses (50) 1¼ x 2½	.05
C10—Film Favorites (50)	.05
a) English backs. b) French backs. (Both numbered and unnumbered).	
C11—Fish and Bait (50) Br.	.15
C12—Fishes of the World (50) Br.	.05
C13—Flower Culture in Pots (50) Br.	.05
C14—Game Bird Series (30) as No. T43 reversed	.05
C15—Gardening Hints (50) Br.	.05
C16—Heraldic Signs and Their Origin (25) 2¼ x 3, Br.	.15
C17—How to Play Golf (50) Br.	.05
C18—Infantry Training (50) Br. Two types, redrawn, b&w	.15
a) small figure with sleeve markings. b) large figure with plain sleeves.	
Also dull or glossy cards and shading variations.	
C19—Mail Carriers and Stamps (48) 1¾ x 2½ as U. S. bread, etc.	.15
C20—Merchant Ships of the World (50) Br.	.05
C21—Military Portraits (25) b&w, Br.	.20
C22—Motor Cars (56)	.08
C23—Naval Portraits (50) b&w, Br.	.20
C24—Notabilities (25) b&w, Br.	.20
C25—Perils of Early Golf (6) 9 x 11¾ premiums with set C31	.40
C26—Poker Hands (53) white bkgd.	.05
C27—Poker Hands (53) New Series, pink bkgd., many back var.	.04
C28—Poultry Alphabet (25) Br.	.04
C29—Pretty Girls, no title or number, black edge	.20
1—Costume Girls (25)	
2—Smoke Girls (24 seen)	
C30—Railway Engines (50) Br.	.05
a) Wills name blacked out. b) without Wills name.	
C31—Smokers Golf Cards (127) Two types backs	.05
C32—The Reason Why (50) Br.	.05

B. Cards showing name of set only:	
C40—Animals (60) cutouts, Br. (Millbank Cigts.)	.05
C41—Around the World Series (50) as U. S. bread	.10

C42—Arms of the British Empire (50) Br.	.15
C43—Art Photogravures (50) Br.	.15
C44—Aviation Series (50) Br.	.20
C45—Bird Series (30) as No. T43	.04
C46—Baseball Series (90) International League	.25
C47—Boy Scouts (50) Br.	.05
C48—Butterflies and Moths (50) Br.	.05
C49—British Man of War Series (50) Br.	.10
C50—Canadian Historical Portraits (50) b&w	.25
C51—Canadian History Series (50) Set C5 redrawn, 2 added	.10
a) English backs. b) Fr. L'Histoire Du Canada title.	
C52—Champion Athlete and Prizefighters Ser. (100) as T218	.05
Two designs each for No. 1-50.	
C53—Fish Series (50) as No. T58	.04
C54—Fowls, Pigeons and Dogs (50) Br.	.10
C55—Hockey Players (45) Sticks at side of portrait	.10
C56—Hockey Series (36) numbered at top left	.10
C57—Hockey Series (50) b&w	.10
C58—How To Do It Series (50) Br.	.05
C59—Lacrosse Series (100) Leading Players in Can. Nat. Game	.05
C60—Lacrosse Series (98) no frame on back at top	.05
C61—Lacrosse Series (50) b&w	.05
C62—Modern War Weapons (50) Br. (Sweet Caporal)	.10
C63—Pictures of Canadian Life (50) 2½ x 3¼	.25
C64—Prominent Men of Canada (50) b&w	.20
C65—The World's Dreadnaughts (25) Br.	.15
C66—Tricks and Puzzles (50) Br.	.05
C67—Victoria Cross Heroes (25) Br.	.10
C68—Views of the World, Series A (45) 2½ x 3	.25
C71—Wild Animals of Canada (25) 2½ x 3¼	.30

C. Cards without name of set or issuer:	
C90—Actresses (50) 1½ x 2½, b&w, framed	.05
C91—Flag Girls of Nations (50) similar No. T7-5, 25 added	.05
C92—Drum Horses (32) Br.	.10
C93—Movie Stars (50) as No. T82	.10
C94—Pretty Girls (50) Br. numb. in circle and unnumbered	.05
C95—Types of Nations (50) as No. T113	.05
C96—Views of the World (50) mostly bldgs. numb. top left, Br.	.20
C97—Women of All Nations (50) Br.	.10
C98—World War I Scenes (144) sepia 1¾ x 2½	.10
Early numbers were reprinted, with a new design for No. 17. Card 98 also numbered 14.	

Tuckett Tobacco Co. Hamilton

Brands: Tucketts Special, Karnak, T&B.

Actual gravures are 20 x 30 for C116 and 8 x 10 for C123.

C110—Aviation Series (52) 1929 and undated	.10
C111—Aeroplane Series (52) 1930. Partly same as C110	.05
C112—Auction Bridge Series (52)	.04
C113—Autograph Series (25)	.40
C114—Battleships (30) glossy photos	.20
C115—Beauties (girls) and Scenes (50) similar No. T119-2	.10
C116—British Gravures (7) miniatures, plain or pebbled	.20
C117—British Views, numb. 1-100, glossy photos, plain backs	.10
C118—British Views, glossy photos, Tucketts Cigts. on face	.10
C119—Canadian Scenes (50) glossy photos, plain backs	.10
C120—Card Trick Series (premium coupons)	.05
C121—Girls and Scenes (coupons) sepia	.05
Including battleships (similar to C115).	
C122—Playing Card Premium Certificates (53)	.05
C123—Gravures (coupons) sm. b&w	.05
C124—Military Badges (60) transfers, Album issued	.15

Tobacco Products Corp. Montreal, Hamilton

C140—Canada Sports Champions, b&w (2c value on back)	.10
C141—Do You Know? (60) Br.	.08

C142— Film Stars (Strollers)	
Type 1—numb. 1-100, sepia, as No. T85-1	.05
Type 2—numb. 101-260, b&w, partly as No. T85-2	.05
Type 3—2½ x 3¼, b&w, similar to No. T83	.15
Many Type 2 marked Series 4, and Type 3 series 3 or 5.	
C143— Film Stars (Mack Sennett) 6½ x 9½ premiums (10)	1.00
C144— Hockey Players (60) sepia (Champs Cigts.)	.10

D. Ritchie & Co., Montreal

Derby, Sweet Sixteen, Puritan, Sultana, Harem, etc.	
C150— Actresses , Derby cigts., 2 types, as No. 488	.15
C151— Actresses , Puritan, Havana Flips, as No. 489 blue edge	.15
C152— Actresses , no frame-line, name at top	.30
C153— Flags of Nations (36) as No. 500	.15
C154— Playing Cards (girls) Two style backs (52)	.25
C155— Actresses , Old Chum, 2¾ square	.50
C156— Views of St. Lawrence , Album	10.00
C157— Actresses , sepia (for use in Germany)	.25
C158— Actresses , small b&w	.20

W. C. MacDonald, Toronto

British Consols, Skyways, Zig-Zag, Fine Cut.	
C165— Playing Cards (54) Advertising backs	.02
Issued since 1926 with redemption dates changed quarterly. Many variations of backs with diff. advertisements, poems, cartoons, contests, etc. Face variations and controls.	
C166— Playing Cards , as above, but Airplane backs	.05
98 titles known. Many minor variations.	
C167— Playing Cards , as above, but Warship backs (54)	.05

Dominion Tobacco Co., Montreal

Tuxedo, Drum Major, Punch.	
C180— Actresses (50) framed, with names, black edge	.20
C181— Smokers of the World (50) 2 back styles, similar No. 33	.10

American Cigarette Co. Ltd., Montreal

C190— Sports Girls , Gloria Cigarettes, etc.	.40
Football, cricket, jockeys, and chorus girls. Issued also by Ogden (England). 2 types backs.	
C192— Actresses (similar ATC issues)	.25
See also sets T470-474 in Section 2. It is not certain whether or not this is the same firm. Various types come both with and without a "Shanghai, China" address on the back.	

L. O. Grothe, Limited, Toronto, Montreal

C200— Bridge Hands (52) Two types, numbered and unnumbered	.05
---	-----

Royal Canadian Tobacco Co., Toronto, Montreal

C210— Bridge Hands (52) coupons	.05
--	-----

Lemesurier Tobacco Co., Quebec

C220— Movie Stars (50) sepia and b&w on cream	.05
C221— Movie Stars (50) b&w, numbered 1-50	.05

Carreras & Marcianus, Montreal

C230— War Series (100) Life Ray cigarettes, Br.	.50
--	-----

Unclassified

C240— Actors and Actresses , b&w centre, red edge (1-50)	.10
C241— Actresses , sepia centre, gold edge, numbered 1-50	.10
C242— Pretty Girls , Bouquet cigarettes as T34	.20
C243— Pretty Girls , as T34 (Wolf & Co.) numbered 1-30	.20
C244— Flag Girls , as C91, Bouquet cigts.	.20
C245— Bingo Cards , Cie de Tobac, Montreal	.02
C246— Canadian Views , small sepia	.10
C247— Actresses , A. Hoebrecker, Halifax, actual photos	.20
C248— Oxford University Series , Lg. b&w	.10
C249— Canadian Statesmen , J. M. Fortier, Montreal, b&w, sm.	.25
C250— Playing Cards (52) Imperial Tob. (Nfld.)	.03

Recent Issues

C270— Canada's Corvettes (48) package designs about 3 x 4	.05
First and second series of 24 each. Corvette cigts.	
C271— Aircraft Spotter Series , pkge designs about 3 x 4, Sw. Caporal cigts.	.05
a) English inscriptions, seen No. 1-66 plus tail and wing markings, with 2 diff. designs for most numbers.	
b) French inscriptions added, rearranged designs.	
C272— Fishing Flies (97 seen) Sportsman's cigt., pkge design	.05
Also on "Sportsman's League" 1¼ in. celluloid buttons.	
C273— Ancient and Modern Fire Fighting Equipment (48)	.02
Series No. 1, on paper, Henley cigts.	
C274— Waterfowl (24) Mallard cigt. pkge. design	.05

SECTION 4

Central and South American Tobacco Cards



Spanish America is still almost unexplored territory as far as cards are concerned. Here is a field of study with unlimited horizons, especially for one who understands the Spanish language well. And what a group of joyful designs—gay señoritas, dashing military uniforms, jai-alai stars, views, and from Cuba those naughty art studies. Back in the eighties the photo actresses shocked a Victorian world and the purists made loud demands for their suppression, but actually they hadn't seen anything yet. What might they have done had they seen those languid ladies from down Havana way.

Some of these cards appeared as early as 1896 and few are believed to be later than 1920. All are small size but varying in shape. There are believed to be many additional series from this area. Attention is called to the Cuban wrapper designs, a very early type of insert of the 1865-1870 period. These series of pictures were made expressly to be collected and may well be the grand-daddy of all insert cards.

Mexico

El Buen Tono, S. A., Mexico, D. F.

Ernesto Pugibet, Mgr. La Mascota Cigts.

1. Cards in full color:

N1— Actresses (not named) Coleccion No. 1, white edge	.25
N2— Actresses , Col. 1, numbered 1-36	.10
a) black frame, b) floral frame.	
N3— Actresses , Col. 2, numbered 1-36	.10
a) black frame, b) floral frame.	
N4— Actresses , no series, numb. 1-245, five frame designs	.10

N5—Actresses, no series or numbers, 2 frames (148 known).....	.10
N6—Actresses, Col. 10 (Est. 36) no names.....	.10
N7—Military Uniforms.....	.15
Type 1—Mexican uniforms (98 seen) floral fr. 2 sides.	
Type 2—Col. 4, 5 & 6 (49 each) numbered. Spanish uniforms.	
Type 3—Col. 9 (49) French uniforms.	
N8—Postage Stamp Designs (2 to card).....	.10
Type 1—Col. 7, numb. 1-49.	
Type 2—no Col. number, 1-48, 1½ x 2¼.	
N9—Views of Europe, Col. 8, numb. 1-49.....	.15
N10—Views of the World, numb. 1-48, 1½ x 2¼.....	.10
N11—Comic Scenes, numb. 1-100.....	.10
Some reversed designs are known.	
2. Cards in black or sepia on buff or orange:	
N20—Celebrities, no frame, printing on 4 sides.....	.10
Issued in 10 collections each numbered 1-36.	
Col. 1, 2, 6, 8, 10—Actors and Actresses. Col. 3—Rulers.	
Col. 5—Jai-alai players. Col. 7—Musicians.	
N21—Art Scenes (paintings) no frame, numb. 1-90.....	.10
N22—Fotografias, no frame, numbered 1-144.....	.10
No. 37-108 show art subjects, others actors and actresses.	
N23—Celebrities, black rectangular frame.....	.10
Issued in 18 collections each numbered 1-35.	
Col. 2, 6, 11, 13—Actresses. Col. 10—Jai Alai players.	
Col. 12, 14, 16, 18—Rulers, Celebrities, and Mexican leaders.	
N24—Celebrities, floral frame, 1¾ x 2¾.....	.10
Actresses, Generals, etc. No number or series.	
N25—Actresses, b&w photos.....	.05
3. Cards printed in green. Green edge:	
N30—General Subjects, 2 series.....	.10
Shows Actresses, Generals, Jai Alai, Warships, Paintings, etc.	
Cia. Cigarrera Mexicana, S. A. Mexico.....	
N40—Military Uniforms, numb. 1-50.....	.25
N41—Celebrated Inventors (50) as A&G album types.....	.25
Manuel Gomez y Serna.....	
N50—Flags of All Nations, numb. 1-202.....	.10
Pesquera Suc. (Flor de Cuba, El Premio).....	
N55—Actresses, framed, Colecciones 1-13.....	.05
N56—Fototipias (Actresses) no frame, on green or brown.....	.05
Axel Pettersson & Co. (El Cesar, Eder-Jai).....	
N60—Serie B Actresses and Jai Alai, green or sepia.....	.05
Antonio Delgado, (La Fama).....	
N65—Cardinals, Generals, Jai Alai.....	.05
A. Munuzuri y Co. (El Negrito).....	
N70—Actresses, b&w, 2 series.....	.10
N71—Actresses, blue on orange.....	.05
Noriega Sucesores (La Mexicana, La Asturiana).....	
N75—Rulers of World.....	.05
Type 1—in green. Type 2—b&w.	
N76—Actresses (100) full color.....	.15
Unclassified:	
N80—Celebrities, Ships, etc. Ampudia y Ca. (El Modelo).....	.05
N81—Actresses, Art Subj., etc., Pesquera, Sucesores.....	.05
N82—Rulers and Leaders, Presidentes Cigarros.....	.10
N83—Actresses, Eudoxio Vaca, (La Especial).....	.05
N84—Actresses (250) La Moda Cigarros, embossed.....	.10
N85—Bull Fight Scenes (100) 1½ x 2, Loizaga y Cia (La Nacional).....	.05
N86—Figuras Artisticas (girls) Amapolas, Cia. Industrial Cig.....	.05



Central and South America: Top Peru N332 War Heroes (General Kuropatkin), N311 Flag and Stamps, Mexico N23 Celebrities (General Blanco), N40 Military (General Porfirio Diaz), N20 Jai Alai Players; bottom, Cuba N158 Art Girl's, Ecuador No. 290 Girl and Flag, Peru N333 Naval Ships of World (Austria, Kaiser Carl VI), Cuba N130 General Subjects (Warship Bouvet, Francia).

Cuba

Henry Clay and Bock & Co. (Susini, Ovalados).....	
N100—Around the World (over 500) colored photos.....	.15
Rulers, flags, arms, typical natives, and views of 50 nations, album issued.	
N101—Celebrities (100) b&w photos.....	.10
N102—Dances of the World (50).....	.20
N103—Early Film Stars and Scenes.....	.10
N104—Girls (500) b&w, dull photos.....	.10
N105—Miniature Postal Cards (1000).....	.05
Type 1—Girls, rectangular (wood) frame.	
Type 2—Girls, Scenes, etc., oval frame.	
Type 3—Views of the World, b&w glossy photos.	
N106—Life of Napoleon (323) b&w glossy photos.....	.10
N107—Scenes from All Countries, photos.....	.05
N108—Spanish Provincial Arms (200).....	.05
N109—The War Europa (500) b&w photos.....	.15
N110—Spanish Series, sm. sepia.....	.05
N111—Flowers, Susini, post card backs.....	.15
N112—Flower Girls (25) as T400-7, post card backs.....	.15
N113—Views (stereoscopic) photos, b&w.....	.10
Perez & Morales (Bock) Fama de Cuba.....	
N130—General Subjects, small glossy photos, various series.....	.10
Rulers, celebrities, actresses, views, warships, animals, Religious, bullfighters, etc. Album issued.	
Cia. Cigarrera Oriental (Turquino Especial).....	
N140—Film Stars, photos.....	.10
N141—Girls (art type) photos, several series.....	.10
Unclassified:	
N150—Musical Instruments of Nations (girls) El Siboney.....	.10
N151—Girls, miniature postals, Pedro Murias (Siboney).....	.10
N152—Military Uniforms, El Siboney, Pedro Murias brands.....	.10
N153—Girls and Stage Scenes, 1¼ x 2, b&w, Siboney.....	.05
N154—Playing Games (girls) La Eminencia.....	.10
N155—Game Cards (girl and odd symbols) La Eminencia Cig.....	.10

N156— Alfabeto Del Amor , miniature postals, La Eminencia	.10
N157— Fotografias Panoramicas , b&w, Luis XV cigarrillos	.05
N158— Girls (art type) El Marino cigarros	.10
Type 1—colored. Type 2—b&w.	
N159— Girls (art type) b&w photos, El 9, Gener.	.10
N160— Girls , Allones, Ltd. 2 types	.10
N161— Baseball Players , Co. Cigarrera Diaz	.10
N162— Serie Artistica , b&w photos, Aguilitas cigts.	.05
N163— Birds and Flowers , El Beso, LaEminencia, sm. on paper	.05

Wrapper design series.

Actual size of the design averages $3\frac{1}{2} \times 4\frac{3}{4}$, much of which is used for a decorative border and trade mark panel. Full size of wrapper was probably about 6×12 as they circled the bundle of cigarettes and folded down over each end. All designs in color except NW25 which are in gray black. Catalog value \$1.00 each.

de Luis Susini e Hijo, Habana. La Honradez (Justice) brand:

NW1— Actualidades (comic clothed animals).
NW2— Allegory of Cuban Children and Tobacco Manufacture .
NW3— Alphabet in Tapestry (models for embroidery).
NW4— American Army Types .
NW5— Arms of the Spanish Provinces (50).
NW6— Art and Children's Designs .
NW7— Bishops of Habana (500 stated) numbered.
NW8— Butterflies .
NW9— Children at Play (occupations).
NW10— Circus Equestriennes .
NW11— Cosmic Designs .
NW12— Customs of the Countryside .
NW13— Fables (Fabulas de Samanieco).
NW14— Gallery of Mythology .
NW15— Life of Gil Blas .
NW16— Maps of the World .
NW17— Military Comic Series .
NW18— Orders of Knighthood (costumes).
NW19— Postage Stamps of the World .
NW20— Publicaciones Musicales (Illustrated songs).
NW21— Royal Family (Spain) portraits.
NW22— Shields and Arms of Principal Spanish Families .
NW23— Uniforms and Gowns of the Vatican .
NW24— Uniforms of the Spanish Army .
NW25— Views of Europe , name in mms, b&w.
NW26— Views of Europe , (buildings) in color.
NW27— Views of Paris Exposition 1867 .
NW28— Volunteers of Spain in Cuba (uniforms).

Julian Rivas, Habana. Figaro Brand:

NW50—**Delights of Tobacco** (children).

V. M. Ybor, Habana. El Principe de Gales Brand:

NW60—**Games and Sports**.

de Anselmo g del Valle, Habana:

NW70—**Children's Scenes**.

Later issue, probably c1900:

NW80—**Painting Reproductions**. La Perla de Cuba (Olivia y Capella).

Chile

N200— Animals, Birds, Insects , Nat. Tob. Soc.	.05
N201— Birds and Dogs (50) b&w photos, Napoleon	.05
N202— Birds, Beasts and Fish (50) Yungay, as No. CI	.10
N203— Curiosities of America (50) Populares	.10
N204— Modern Aviation (50) b&w, Napoleon	.05

N205— Movie Stars , b&w photos, various series	.05
Populares, Polo, Mapocho, Chilean Tob. Co., etc.	
N206— Movie Stars , colors, various series	.05
De Fama Mundial, Okey cigs., Mapocho, National Tobacco Society, Chilean Tob. Co., Trianon, etc.	
N207— Races of the World (50) b&w photos, Napoleon	.05
N208— Scenes and Stars of the Films , La Ideal, various series	.10
N209— Trixie Trix , Emiliani Hermanos, as V66	.05
N210— Vistas Del Oriente (50) b&w photos, Napoleon	.05
N211— Wonders of the World (50) b&w photos, Napoleon	.05
N212— Zoological Studies (50) b&w photos, Populares	.05
N213— Around the World (50) Napoleon, b&w	.05
N214— Famous Buildings of the World (50) Napoleon, b&w	.05
N215— Rare Birds (50) Napoleon, b&w	.05
N216— Physical Culture (50) Napoleon, b&w	.05
N217— Photos and Scenes of the Cinema (45)	.10
N218— Movie Stars (500) Barcelona, not named	.05
N219— Famous Bridges (50) Napoleon, b&w	.10
N220— Women of Nations (50) Yungay (with flag)	.05
N221— World Review (50) Cia Chilena, Miscellaneous	.05
N222— Movie Stars and Beauties , Cairo, Cycle, Tony Cigarillos	.05
N223— National Flags (flag on back) Comp. Gen. de Tobac	.05

Venezuela

N250— Movie Stars , Co. Anonima Venezolana de Tobaco	.10
N251— Religious Subjects , Co. Ama. Venezolana de Tobaco	.10
N252— Bull Fighting , E. Quintana & Cia. b&w	.10
N253— Views of the World , Co. Anon. Ven. de Tobac	.10
N254— Mujeres Bellas y Famous (movie stars) Co. A. Ven.	.10

Colombia

N270— Parodies on Games and Customs , Cig. Le Patria	.15
---	-----

Ecuador

N290— Girls (flag on frame) "Progress"	.10
N291— Girls (oval photos, gold frame) "La Nueva Legitimidad"	.10

Peru

Roldan y Co., Lima:	
N310— Postage Stamps (2 stamps) numbered	.50
N311— National Flag and Stamps (47) numbered	.40
N312— Ruler, Flag, and Coin (100) map on back	.40
Arbocco Hnos y Cia., Lima:	
N330— Letter Carriers of Nations (48) postcard backs	.10
N331— Russo-Japanese Army and Navy (48) embossed	.40
N332— War Heroes (12) Russo-Jap War	.40
N333— Naval Ships of the World (24) embossed	.40
Cia. General de Tabacos:	
N350— National Flag, Arms, and Stamp , coin on back	.40
N351— National Flag and Stamp (100) coin on back	.40

Argentina

N400— Movie and Radio Stars (100) Falcon, Calvia y Cia	.05
N401— Argentina Series (100) Jockey Club, Cia National	.05
N402— Hints on Football (25) Cia National	.05
N403— Humorous Stories III . by Gubellini (50) Cia Nobleza	.05
N404— The Argentine Cowboy (50) Cia Nobleza	.05
N405— Laws of Football (50) Cia Nobleza, b&w	.05
N406— Curiosities of America (50) Cia National	.10
N407— Famous Picture in 40 Sections , Cia Nobleza	.05
N408— First Aid (50) Cia Nobleza, b&w	.05
N409— Actresses , Paris cigarillos, several series (Malagrida)	.10
N410— Russo-Jap War , Paris cigarillos	.15
N411— Lives of Artists , Paris cigarillos	.10

Unclassified

The British-American Tobacco Co. (handling the export business of both countries) does a world-wide business, including large sales in most of the South American nations. Many of the cards used do not show name of brand or issuer. Some show name of an affiliated local company. Some were used in two or more countries with differing backs. Most, or all, of the following are BAT issues but information lacking as to exact area of issue.

N500—Galveston Beauty Contest (74) b&w	.10
N501—Indian Chiefs, as No. 2	.05
N502—Butterfly Girls (50) Club Cigarillos	.05
N503—Products of the World (50)	.05
N504—Do You Know? (50)	.05
N505—Playing Cards (48) Club, Buen Roto, Compadre	.05
N506—Transfers (297) 2 series	.05
N507—Girls (art type) Monarcas cights	.05
N508—Flags of Nations, as No. T59, Monarcas	.05
N509—Actresses (Framed) Partagas, La Viajera	.10

SECTION 5

Tobacco Albums



Among the show pieces of a collection are the souvenir albums issued by the tobacco companies in the 1888-1890 period. These were given for coupons packed with the cigarettes, the usual requirements being 75 or 100 coupons. These are not albums to hold the actual cards (with one exception) but are booklets of light cardboard sheets showing the card designs and many other pictures and decorations. Some have no connection whatever with card sets. No expense was spared to make them as attractive as possible. A few are so scarce that no examples have yet been located.

Allen & Ginter

Albums showing card series—	
A1—American Editors, 1st Series	4.00
A2—American Indian Chiefs	4.00
a) as above, but containing 2 or 4 name errors—	\$5.00.
A3—Birds of America	4.00
A4—Birds of the Tropics	2.00
A5—City Flags	3.00
A6—Decorations from Different Nations (medals)	3.00
A7—Fish from American Waters	2.00
A8—Flags of All Nations	5.00
Shows both 1st and 2nd series, also flags of states and territories (3 sets).	
A9—Game Bird Album	2.00
a) Second edition, as above but with index.	
A10—General Government and State Capitol Buildings	3.00
A11—Quadrupeds	3.00
A12—Racing Colors of the World (Jockeys)	3.00
A13—Song Birds of the World	3.00
A14—World's Beauties, 1st Series	3.00
A15—World Beauties, 2nd Series	3.00
A16—World's Champions, 1st Series	3.00
A17—World's Champions, 2nd Series	3.50
A18—World's Racers (horses)	3.00
Albums not connected with card series—	
A19—Floral Beauties (actresses and flowers)	8.00

A20—George Washington Album	3.00
A21—Napoleon Album	3.00
A22—Our Navy	3.00
A23—Paris Exposition 1889	4.00
A24—With the Poets in Smokeland (poems)	4.00
A25—World's Inventors	4.00

Cards known in proof form. See also N 41.

Duke

All showing card sets except No. A32—	
A26—Costumes of All Nations (actors and actresses)	3.00
Shows both 1st and 2nd series.	
A27—Governor, Arms, Etc., of States and Territories	3.00
A28—Heroes of the Civil War (History of Generals)	4.00
A29—Postage Stamp Album	5.00
A30—Rulers, Flags, Arms, of All Nations	3.00
A31—Shadows	3.50
A32—Sporting Girls (10 card folder album)	5.00
A33—Terrors of America (lives of American boys)	3.50
A34—Yacht Colors of the World	4.00

Contains also Fancy Dress Ball Costumes and Musical Instruments (3 sets). Duke also issued a facsimile of the Declaration of Independence, a 20½ x 27½ hanger, value \$5.00; also Buffalo Bill's Wild West Show, a play stage with die cut characters of the show, (probably a premium) value \$5.00.

Goodwin

All showing card sets except No. A35—	
A35—Baseball Album (Champions 1888)	8.00
A36—Champions Album	4.00
A37—Floral Album	3.50
A38—Games and Sports Album	3.50

Kimball

Showing card series—	
A39—Ancient Coins	5.00
A40—Arms of Dominions	2.50
a) cover design in blue and gold. b) cover design in red and gold. Contains no illustrations but has specially slotted pages to hold a set of cards. The value is for the album only, without cards.	
A41—Ballet Queens	3.00
A42—Champions of Sports and Games	4.00
A43—Dancing Girls of the World	5.00
A44—Dancing Women	4.00
A45—Fancy Bathers	3.00
A46—Goddesses of the Greeks and Romans	6.00
A47—Savage and Semi-Barbarous Chiefs and Rulers	6.00
Albums not connected with cards—	
A48—Beacon Lights (lighthouses)	8.00
A49—Galaxy of Vienna Beauties (Portfolio of 25 plates)	10.00
A50—Haunts and Memoirs of Lake George	5.00
A51—Homes of Our Favorite Poets	5.00
A52—Hudson River, Past and Present	5.00
A53—Wayside Inn and Snowbound (poems)	6.00

Has not been seen with the Kimball imprint but believed to be a Kimball issue. These five albums, printed by Wolf & Co., Phila., are occasionally found without an imprint, or issued by other (non-tobacco) firms.

Kinney

Showing card series—	
A54—Leaders	3.00
A55—National Dances	5.00
A56—Natural History Album (animals)	3.50
A57—Running Horses (racing album)	3.00
A58—Surf Beauties	3.00
Not connected with cards—	
A59—Butterflies of the World	3.00
A60—Liberty Album	3.00
A61—Reigning Beauties of the World (Library Album No. 1)	4.00
a) colored cover. b) brown cover and sewed.	
A62—Singers and Opera Houses (Library Album No. 2)	5.00

Hess

Not connected with cards—	
A63—Great Poets	5.00
A64—Homes of American Heroes	5.00
A65—Modern Statuary	5.00
A66—Photograph Album (30 genuine photos)	5.00
A67—Scenes from World's Greatest Battles	5.00

Hall

As cards, portrait in oval type—	
A68—Gallery Album (actresses) Dora Wiley, etc.	5.00
A69—Gallery Album (actresses) Minnie Palmer, etc.	5.00
Each of above shows 45 designs, folder type, cloth covers.	

Buchner

A70—Defenders and Offenders	10.00
A cloth bound book showing entire 200 Offenders (criminals) and 10 Defenders (Police Chiefs).	

Consolidated

A71—Ladies of the White House (as cards)	3.50
--	------

Cameron & Sizer

A72—New Discoveries Album (as cards)	8.00
--------------------------------------	------

Pilkington

A73—Fruits and Flowers (as cards)	8.00
-----------------------------------	------

SECTION 6

Silks

Silks, and other items in the next three sections, are not cards, strictly speaking, although in some cases the silk or satin originally was attached to a light cardboard backing. However, as inserts, they are in the card field and have become quite popular with collectors. There are two main types: the design printed on the silk, and with the design woven into the fabric. The latter are designated as "wove".

Silks were intended to decorate pillow tops, table spreads, etc., and literature was circulated to illustrate such use. Some were made in that form as S110. Larger pieces were mostly coupon premiums. Uncut sheets or proof sheets are sometimes found and are usually valued at about 50% over catalog.

Modern collecting mounts silks in albums, usually with a light card backing and cellophane covering. Soiled, cut, or stitched items are of very little value. Silks appeared in the 1912-1915 period. They show no series titles, but U. S. issues invariably show the factory and district number. Small size averages about 2 x 3 1/4 in.

Animals and Birds

S1—Domestic Animals, 5 x 7, numbered L1-L6	.10
S2—Domestic Animals, small, numbered 1-25	.03
S3—Animals, as cards No. T29, (15) Nebo-Zira	.03
S4—Breeds of Dogs (25) Sm, Perfection, Fatima	.03
S5—Breeds of Fowls (10) Sm, Nebo-Zira	.03
S6—Birds, as cards No. T42-43 (130) Nebo, Zira, Piedmont	.03
S7—Birds (20) 2 1/4 x 3 1/4, Nebo-Zira, different than S6	.03
Mostly a view of a bird in flight. Named and unnamed.	
S8—Butterflies, 4 1/2 x 6 3/4, numbered L1-L6, Tokio	.10
S9—Butterflies, Sm. Tokio, Piedmont, Clix, Old Mill (100)	.03

Arms and Medals

S13—National Arms (25) on white, Silko	.05
S14—National Arms (40) wave, colored bkgd.	.03
Coat of Arms, Egyptienne Luxury, Richmond Straight Cut.	
S15—Military Medals and Orders (Est. 50) Picadilly, 2 x 3 1/4	.05
Issued under title of "Legion of Honor Series."	

S16—Military and Lodge Medals (Est. 50) 2 x 3 on white	.05
Clix, Piedmont, Old Mill.	
S17—Military and Lodge Medals (51 listed) wave, dark bkgd.	.05
Egyptienne Luxury.	

Colleges and Sports

S21—Athlete and College Seal, 5 x 7, Murad	.15
S22—Athlete and College Seal, as S21 but 3 1/2 x 5 1/2, Murad	.05
In S21 and S22 there are 10 designs used for each of 25 colleges, making a possible total of 250 in each set. Designs: baseball pitcher, baseball batter, football, golf, hammer throw, hockey, hurdles, rowing, running, shotput.	
S23—College Flag, Seal, Song, Yell (Est. 50) 4 x 5 1/2, Richmond, S. C.	.30
S24—College Pennant on Cane (Est. 50) Twelfth Night, wave	.10
Many are known in two varieties.	
S25—College Seal (150) Sm. wave, Egyptienne Luxury	.03
Many come with color and detail variations.	
S26—College Yells, Oxford cigs., 7/8 x 7 1/2	.10
S27—Yacht Club Pennant, (6 known) Twelfth Night, wave	.10
Some are known in two varieties. Similar to S24.	
S28—College Pennant, 2 x 4 pennant shape, Laurens	.05

Flags

S30—National Flags, about 7 x 9 vertical	.25
2 series, 35 designs known, dull or glossy, Nebo-Zira, etc.	
S31—National Flags, 3 3/4 x 6 1/4 horizontal, glossy	.08
3 series, 36 designs known plus minor variations, Nebo-Zira, Picadilly, etc. Similar U. S. flag in 4 1/2 x 6 1/2 and 3 1/8 x 5.	
S32—National Flags, similar to S30 but smaller, dull, Nebo-Zira	.08
Come 5 3/4 x 7 1/2 and 4 7/8 x 6 1/4 vertical; 4 1/4 x 5 1/2 vert. and hor. Heavy satin, many with impressed floral pattern.	
S33—National Flags, Sm. (152) Soverign, Egypt Str.	.02
S34—National Flags, 2 x 2 1/2 horizontal	.05
S35—Flag and Arms, about 3 x 5, smooth or glossy, Nebo-Zira	.03
S36—Flag and Arms, similar to S35 but 2 1/2 x 4 1/2, N-Z	.02
S37—Flag and Arms, 3 1/4 x 5, F64, 2nd N. Y. or F171, 1st Calif.	.05
S38—Flags and Arms, Sm. 2 1/2 x 3 1/4, Nebo-Zira	.03
S39—Flags and Arms, wave, black bkgd., American Tob.	.05
Type 1—2 x 3 flags and arms on separate silks.	
Type 2—1 1/2 x 2 1/2 flags only.	
S40—National Flag, Song, and Flowers, Nebo-Zira.	
Type 1—Ex. Lg. sizes, varying	.25
Type 2—Medium and small, 2 sizes	.05
S41—Miniature Flags (National) 2 1/4 x 3, Turkey Land	.05
S42—Miniature Flags, about 5 x 6, varying, no printing	.10
National, State, College, and Historical types.	

Flowers and Fruits

S48—Flowers, 2 x 3 1/2, Chesterfield, Piedmont, Fatima, Old Mill	.03
S49—Flowers, Small, varying sizes, Nebo-Zira	.03
Type 1—name in plain letters (sans-serif) (50).	
Type 2—name in serif letters (51 listed).	
S50—Fruits (10) Nebo-Zira	.03

Girls

S55—Bathing Girls, Large, numbered L1-L6	.10
S56—Bathing Beach Girls, Small, numbered 1-25	.03
S57—King Girls, 4 3/4 x 6, similar No. T7-3, names changed (12)	.10
S58—King Girls, 7 x 9, as T7-6 (25) also 6 x 8	.50
S59—Flag Girls of Nations (25) as cards T7-5, Nebo-Zira	
a) Extra large, about 7 x 9	.40
b) Medium, 3 1/4 x 5, dull or glossy	.05
S60—State Girl and Flower (25) Old Mill, Favorite, as T106	.03
S61—Feminine Types (10) Nebo-Zira (Ziretta, etc.)	.03
S62—Girls (portrait in circle) 2 sets: 1 1/4 or 2" circle	.15

Indians

S66—Indian Portraits, Large, numbered L1-L6	.10
S67—Indian Portraits, Sm. (50) as cards No. 2, Tokio, Soverign	.03
S68—Portraits and Scenes, Nebo-Zira	
a) medium 3 1/4 x 5 (10)	.10
b) small (25)	.03

Personages

S72—Actresses, Small	.03
Type 1—red or blue halftones on various tinted bkgds.	
Zira, Turkey Red, Old Mill.	
Type 2—line drawings on tinted, Old Mill.	
Type 3—in colors on white (Turkey Red).	
a) in brown. b) in full colors.	
S73—Actresses, 3 x 4 (Fact 171, 1st Calif.)	.25
S74—Baseball Players, similar No. T205 Turkey Red, Old Mill	.05
In blue, red, or brown on white or tinted.	
Issued with S72-3 as "Baseball-Actress Series on satin".	
S75—Famous Queens (15) Nebo-Zira	.03
S76—Generals (5) 7 x 9	2.00
S77—Presidents of U. S. (24 seen) Mogul, on various tints	.10
S78—Ruler with National Arms (22 seen) 3 1/4 x 5	.15
S79—Rulers (10) 3 1/4 x 5 (no arms)	.15
S80—Women of Ancient Egypt (25) Fatima, Piedmont, Old Mill	.10
S81—Baseball Players, 5 x 7 or 7 x 9 premiums (25)	2.00

States and Cities

S86—State Seals, Fatima, Piedmont, Clix, Old Mill, Chesterfield	.10
S87—State Flags, brands as S86	.10
S88—State Maps, brands as S86	.10
S89—State Flowers, wove, Egyptienne Luxury	.10
Two series, both on various bkgd. colors.	
S90—City Seals, wove, Turkey Red, several varieties known	.10

Miscellaneous

S100—Automobile Pennants, Sm. wove (makes of cars)	.20
S101—Comics (children) Nebo (10)	.05
S102—Comics (Zira Girls) Zira (10)	.05
S103—Crests of Hotels and Restaurants, Twelfth Night, 1 3/4 x 4 1/2	.20
S105—Hat Bands, 1 1/2 x 30 wove, Egyptienne Luxury	1.00
State seals, colleges, ships, etc. designs.	
S106—Kink Series (20) 7 x 9 Turkish Trophies, as No. T11	1.00
S107—Mottos and Quotations (10) Nebo-Zira	.10
S108—Postage Stamp Designs, 2 x 2 1/2, Turkey Land	.20
S109—Steamship Line Pennants	.25
S110—Premium Pillow Tops, 23 x 23, numb. 1-12	2.00
Designs of grouped medium and large silks as Rulers, Indians, Generals, Flags, Girls, etc.	
S111—Premium Pillow Tops, 24 x 24, Fatima premiums (24)	2.00
Floral and Oriental designs.	
S112—Premium Pillow Tops, Actress designs	2.00
S111 and S112 may not be easily recognizable as tobacco premiums.	

Oilcloth

Silk designs of the large types numbered L1-L6 (sets No. S1, S8, S31, S55, and S66) are known in a 4 x 6 size printed on a material resembling oilcloth. These were premium issues.

S140—Silk Designs on Oilcloth, any type	1.00
---	------

Canada Silks

SC1—Animal with Flag (55) numbered	.10
SC2—Military Medals and Orders (55) numbered	.10
As S15 but five added. A centre piece 4 1/2 x 6 1/2 showing British shield and roses accompanied this series. A similar odd Canadian item shows a girl with flag.	
SC4—Yacht Pennant and View (50) 3 x 3 and 2 1/4 x 3	.10
SC5—Arms and Provinces and British Colonies, Sm.	.10
SC6—National Flags, as S33 but few added items	.02
SC7—Flowers (55) Sm. numbered	.03
SC8—Flowers (5) No. 51-55 of SC7 in 5 x 7 1/2 size, not numbered	.50
SC9—Rulers with Flag, 4 x 5	.25
SC10—Regimental Uniforms (55) Sm.	.05
SC11—Canada History Series (50) 2 3/4 x 5 similar cards	.50
SC12—Canadian Miscellany, Sm. wove	.05
Wide variety of subjects as Arms of Nations, Provinces, Schools, Regiments; subjects for Sports, Animals and various general subjects, each on various bkgd. colors.	
SC13—Canadian Cities (name on pennant)	.05

SECTION 7

Blankets and Rugs

Bulkier of the inserts are the flannels and rugs of the 1912 period. The largest were premiums, but all others came with individual cigarette purchases, either in a small envelope or wrapped around the package and fastened with a strip of paper. Brand names are stamped on the backs of some series, but most are unmarked. Nearly all come in two or more background colors or other color combinations. Dimensions are approximate due to cutting variations.

Blankets can be mounted in large albums or on large cards. Double sided Scotch tape has been found very useful in holding them securely by placing a tiny piece under each corner. Worn, faded, or stitched items have practically no value. The baseball and Indian designs are especially popular, and many of the rugs are exceptionally beautiful.

Flannel material, not fringed:

B1—National Flag Designs, Large premium pieces	1.00
2 series, all 27 to 30 inches long.	
B2—National Flags, 15 to 18 inches long, 2 series	.25
B3—National Flags, 9 x 12, plain or flowered bkgds	.05
B4—National Flags, 10 1/2 or 11 1/2 inches long, 8 or 8 1/2 inch widths	.05
3 series, many color varieties.	
B5—National Flags, 7 1/2 x 10 3/4, emblems in corner squares	.03
(Note: Estimated 85 designs and 185 varieties in B1-B5).	
B6—National Flags, 5 1/4 x 8 1/4	.02
Type 1—narrow frame, plain bkgd., 6 frame varieties.	
Type 2—narrow frame, floral bkgd., 2 styles.	
Type 3—wide frame, 2 styles—name on crown or shield.	
(Estimated 700 varieties in B6).	
B7—National Flags, 4 x 6 1/2 or 3 1/2 x 5 1/2	.02
B8—Group of Six Flags with Arms	.05
B9—Group of Thirteen Flags	.25
B10—National Arms, 7 1/2 x 10 1/2	.05
B11—Miniature Indian Blankets, 12 or 17 1/2 inches long	.40
B12—Miniature Indian Blankets, about 6 x 9	
Type 1—Portrait of Indian chief in center	.25
Type 2—Scenes, plaid design on backs	.15
Type 3—Animal pelt designs	.10
Type 4—Ordinary Navajo, etc., designs, several series	.10
B13—Miniature Indian Blankets, 4 x 5 1/2	.03
B14—Butterfly Designs, about 5 1/2 x 8 1/2	.05
B15—Butterfly Designs, 3 3/4 x 5	.25
B16—College Seals	.10
Type 1—letters in corners.	
Type 2—conventional borders, 6 1/2 x 9.	
B18—Baseball Players, 5 1/4 square (Est. 180)	.15
B19—Conventional Rug Designs, 12 to 16 inch lengths	.10
B20—Conventional Rug Designs, 5 x 8 1/2	.05
B21—National Flags, 6 3/4 x 9	.25
Single or crossed flags.	

Flannel material, fringed ends:

B30—National Flags, single or crossed flags	.05
B31—College Seals, 10 1/2 inches long	.10
B32—College Pennants, conventional borders	.05
B33—College Athlete, Pennant, Seal	.05
B34—Soldier, flags in corners (10)	.05
B35—Domestic Pets (5) five colors each	.05
B36—Nursery Rhymes, small	.05
B37—Conventional Rug Designs, 5 x 8 1/2	.05
B38—Conventional Rug Designs, 4 1/4 and 5 1/4 lengths	.02

Plush material, fringed ends:	
B50—College Pennants, 4 x 7	.05
B51—College Pennants, 4½ in. length	.03
B52—Wild Animals, 4½ in. long	.05
B53—Indian Blankets, 4½ in. long	.10
B54—Conventional Rugs, 28½ inches, premium	1.00
B55—Conventional Rugs, 7 inches length	.05
B56—Conventional Rugs, 4½ and 5 inches long	.03

Other styles:

B70—Indian Blankets, coarse cloth, 4½ in. long, no fringe	.10
B71—Indian Blankets, plush, 4 in. long, no fringe	.10
B72—Conventional Rugs, woven silk, 4½ in. long, fringed	.10

Among the premiums given for coupons by several brands of cigarettes were large pennants of felt showing college and fraternal designs. These are not listed here due to lack of interest of collectors and the fact that these items probably are not distinguishable from similar ones procured in other ways.

Odd item: September Morn, value .40

SECTION 8

Leathers



Leather inserts were used by a few brands of cigarettes, mostly Mogul, Murad, Egyptienne Straights and Turkey Red, in the 1912 period. They come in two or more colors or frame designs so that hundreds of varieties can be collected. Properly arranged, they form a most pleasing addition to a card collection. Worn or stitched items have lost most of their value.

The 10 x 12 hide shaped premiums of Helmar and Turkish Trophies are extremely beautiful and difficult to find. A still larger size (6 sq. feet or about 30 inches square) was also made but have not been definitely identified. These showed 15 Actresses, 5 Actors, 5 Generals, 5 Cowboys, 5 Indians and 5 Animals.

Large sizes, 10 x 12 on hide shaped leather:

Could be obtained framed under glass for additional coupons.	
L1—Baseball Players (25)	3.00
L2—College Mascots (10)	2.00
L3—National Flags (25) as S30	2.00
L4—Generals on Horse (5) as S76	3.00
L5—Hamilton King Girls (25) as T7-6	2.00
L6—College Seals and Shields (10)	2.00
L7—Indian Chiefs (5)	3.00
L8—Actresses (20) and Actors (10)	3.00
L9—Kink Series (20)	3.00

General issues, 2 x 2½ unless otherwise stated:

L20—College Seals, many colors and varieties	.03
L21—College Pennants, on colored leather	.03
L22—College Pennants, on white leather in colors	.05
L23—State Seals	.03
L24—Mottos and Quotations	.05
L25—Nursery Rhyme Types	.05
L26—Flowers, embossed	.05
L27—Girls	.05

Type 1—embossed. Type 2—with a letter of alphabet.

L28—Breeds of Dogs, embossed	.05
L29—National Flags, on white, in colors	.05

L40—College Pennant, Yell, Emblem, 2¾ x 3¾	.20
L41—College Building, Shield, Etc., 2¾ x 3¾	.25
L42—College Building, similar L41 but 2½ x 5½	.40

L50—College Pennants, pennant shaped, 2½ long	.05
Three styles of design.	
L51—College Seals, pennants, 2½ long	.05
Five styles of design incl. colors on white.	
L52—State Seals, pennants, 2½ long	.05
L53—Comic Designs, pennants, 2½ long	.10
Many have lost value through colors flaking off.	
L54—College Seals, on irregular die cuts about 2 x 2½ in.	.15
Heart, club, spade, or diamond shape.	
L55—College Fraternity Seals	.15

SECTION 9

Celluloid Buttons

This section lists only the celluloid (pin type) buttons which were used as cigarette inserts. Buttons became popular about 1896 and those of that period are marked (old). Later ones appeared in the 1912 period. Other buttons are listed in Sections 14 and 15 and the entire group includes thousands of other political and advertising designs. Very large collections can be formed as an interesting sideline to a card collection.

Small (13/16 in.) size:

P1—Actresses, sepia photos (old) Sweet Caporal	.05
P2—Baseball Players, sepia photos, Sweet Caporal	.10
P3—Comic Pictures (Mutt & Jeff, etc.) Hassan, Tokio	.03
a) b&w. b) colors.	
P4—Comic Sayings (no picture) white on red or blue	.03
Clix, Perfection, Chesterfield.	
P5—Comic Saying (no picture colored on white (old)	.03
Sw. Caporal, High Admiral.	
P6—Flags (National, City, etc.) Sw. Cap., Between the Acts	.02
(Old and 1910) 3 or 4 series, open or closed backs.	
P7—Girls' Heads, no names, Perfection, etc.	.05
P8—Jockeys (old) High Admiral, Little Jockey	.05
P9—Political Issues (old) Sw. Cap. (McKinley, Bryan, etc.)	.05
P10—State Arms (48) Sweet Caporal	.05
Wash. State is portrait of George Washington. Oklahoma not included, but Dist. of Columbia is shown.	
P11—Steamship Lines (funnels) High Admiral	.10
P12—Little Pinkies, Old Gold cigs.	.10
P13—Baseball Players, Luxello cigars (c1909)	.20

Large (1¼ in.) size:

P20—Actresses, b&w, (old) semi-comic, High Admiral	.10
P21—Comic Pictures, as P3 but tin (no celluloid)	.05
P22—Comic Sayings, as P4 but on tin (no celluloid)	.05
P23—Girls' Heads, as P7 but larger	.10
P24—Yellow Kid Designs (old) High Admiral or Yellow Kid	.10
Numbered, open or closed backs.	

Other pin types, all (old):

P30—Cell. Nat. Flag, wire pin, 7/8 long, Sweet Cap.	.05
P31—Cell. Flag as above but 1 in. long, no issuers name	.05
P32—College Pennant, cell. and wire, 1¼ long, Sweet Caporal	.05
P33—Flag (U. S. and Cuba only) metal frame ¾ x 1, Sweet Caporal	.05
Wire easel or lapel holder on back.	

Issues abroad with Cameo cigs.:

P40—Boer War Leaders (9 seen)	.10
P41—Cricketers (14 seen) Australia 1901	.10
A comic issue from Cuba has also been seen.	
No. P20 includes a prize fighter and few misc. designs.	

Coffee Cards

Coffee inserts with packaged coffee appeared mostly around 1890. They rate very highly with collectors, many being exceptionally beautiful, such as the Woolson greeting designs. Their collection is made somewhat difficult due to regional distribution of most brands. There are also found many other coffee cards with designs of a general nature (flowers, children, scenes) some of which were quite probably used as inserts. Included are the brands: Flints Akaba, Hoyts Sandard, Cordoba, Famous German, Tiger, Favorite, and Ohio Valley Rio.

Arbuckle Coffee Co., New York City—

All 3 x 5 inches, numbered 1-50 unless otherwise shown.

K1—Animals (50) Zoological cards	.10
K2—Cooking Subjects (50) types of foods	.10
K3—Principal Nations of the World (50) map, etc., 51-100	.04
K4—History of Sports and Pastimes of the World (50)	.05
Card No. 24 comes both Alaska and Greenland.	
K5—History of United States and Territories (50)	.05
K6—Illustrated Atlas of U. S. (50) map, etc., 51-100	.04
K7—Illustrated Jokes, numb. 1-100	.10
K8—Views from Trip Around the World (50)	.05
K9—General Subjects (birds, children, etc.) 51-100	.10
K10—General Subjects, not numbered (Est. 100)	.10
K11—Cards of States (54) style of K6, 1915 redrawn	.10
Albums, 7 x 11—	
K15—Atlas of Fifty Nations of the World, showing K3	3.00
K16—Atlas of the United States, showing K6	3.00
K17—Illustrated Natural History, showing K1	4.00

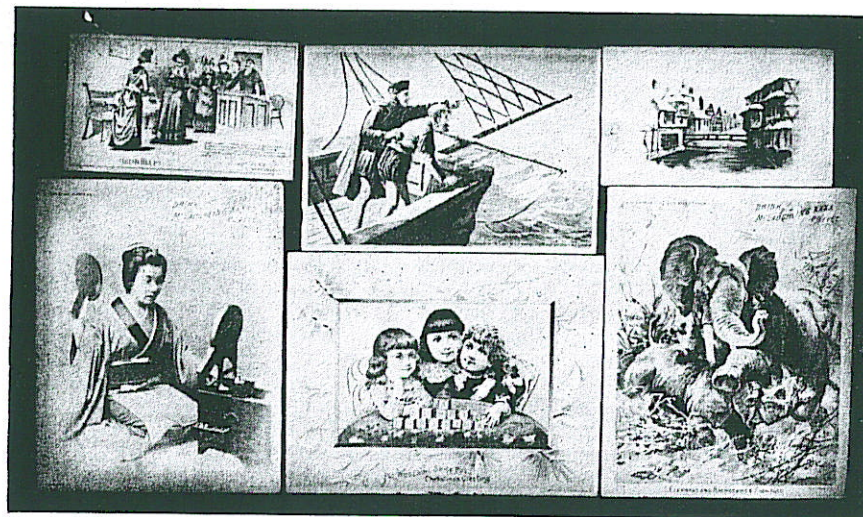
Woolson Spice Co., Toledo, Ohio, Lion Coffee:

K22—Seasonal Greetings, about 5 x 7	.10
Large cards inscribed "Christmas Greeting", "Easter Greeting", or "Midsummer Greeting".	
K23—Souvenir Cards, General designs	.03
Costly post card to about 3½ x 5½ sizes. Inscribed Picture Cards, Fine Pictures, etc.	
K24—Fairy Tale Designs, 4 x 6	.05
K25—Shadow Pictures (20)	.05
K26—Educational Cards, 3¼ x 4¼, various types	.05
K27—The White Squadron Album (Navy)	4.00
Plates from album issued loose, about 6 x 8½—40.	
K28—Flowers and Their Meaning, 2 x 5	.05
K29—Birds and Animals, 2¾ x 4	.05
K30—Breeds of Horses, as Duke HLC	.10
K31—Paper Toys for Children (30) boats, trains, etc.	.20
K32—Children's Dolls with Stories (30) about 5½ high	.10
K33—Die Cut Designs, toy novelties in paper	.25
Palmer Cox Brownie Dolls, Nursery Rhyme designs, Animals, Doll Houses, Stores, etc.	
K34—Games (60) paper novelties, various sizes	.05
K35—Information Cards, type set, about 2 x 3	.02
Statistics and data on many subjects.	
K36—Writers and Poets, set of game cards	.02
K37—Farming Subjects, set of game cards	.02
K38—Aesops Fables, 3 x 5	.03
K39—Breeds of Horses, similar No. 101	.10

McLaughlin Coffee Co., Chicago:

Large cards about 5 x 7—

K52—Scenes in India (15)	.25
K53—Scenes in Japan (16)	.25
K54—Arab Scenes (16)	.25
K55—Wild Animal Life (16)	.25



Coffee inserts: Top, K7 Illustrated Jokes (Irish Help), K134 Thompson & Taylor Life of Columbus (Discovery of the light by Columbus the night before they landed), K10 General (On the Stour); bottom, McLaughlins Scenes in Japan (Japanese girl at toilet), K22 Woolsons Christmas Greeting type, K55 McLaughlins Wild Animal Life (Elephant and Rhinoceros fighting).

K56—Holidays (12)	.20
K57—Children's Scenes and Life	.10
Three or more series of 15 or 16 each.	
K58—Military, Naval, and Political Events, etc., large	.20
K65—War Ship Scenes (18) 3¾ x 5 (probably 2 series)	.25
K66—Children of Nations, 3¾ x 5	.10
K67—Greetings of Different Nations (12) 3¾ x 5	.10
K68—Paper Dolls, die cuts, 2 series	.25
1—large (16). 2—small (16).	
K69—Die cut Designs, paper dolls, animals, nursery stories, etc.	.25
K70—Breeds of Dogs, die cut to shape	.15
1—large size. 2—small size.	
K71—Breeds of Poultry, small die cut to shape	.10
K72—Actresses, 2 x 3½ sepia	.05
K73—The Five Senses (child and bee)	.05
K74—Professions (children) 5¼ x 7 (10)	.10

Dayton Spice Mills, Dayton, Ohio (Jersey Coffee):

K90—American and Foreign Views, 3 x 4½ (100) sepia	.05
a) not numbered. b) numbered, with poems.	
K91—American and Foreign Views, New Series (100) 3 x 4½	.05
Photo-Lithographic view cards, two types.	
1—sepia, numbered. 2—green, not numbered.	
K92—Views, as K90 but large 2¼ x 5¾ size	.25
K93—Palmer Cox Primers (6) booklets, 4¼ x 6	1.00
K94—Easter Greetings, etc., about 4½ x 6¾	.05
K95—Children's Scenes, Views, Etc., (60) 2 x 3	.03

International Coffee Co., New York City:

K110—Aeroplanes (12)	.10
K111—Birthday Horoscopes (12) 2½ x 5; also with Old Reliable	.10
K112—Mineral Cards (60) mineral forms in colors	.10
K113—National Flag, Arms, Costume (girls) 2 x 3¾	.10

Dilworth's Coffee:

K120—Alphabet Cards, 2½ x 5 folders	.05
K121—Cards of the Week, 3¼ x 6	.10
K122—Cards of the Months and Weeks, 2 sets each, 2½ x 3¼	.05

K123—Child and Family Scenes, 2½ x 3¼	.03
K124—Military (soldiers), etc.) die cuts	.20
K125—Birthday Horoscopes, as E238 and M12	.10

Unclassified:

K132—Cards of States (48) Dannemillers Coffee	.05
K133—Brownie Dolls, Dannemillers Cordova Coffee	.40
K134—Life of Columbus, Thompson & Taylor, 4½ x 6½	.30
K135—Greetings Cards, Mohaska Mills	.03
K136—Animals (12) 2 x 3 white on color, E. Levering	.03
K137—National Flags, 2¾ x 4½, E. Levering	.05
K138—Mail Carriers and Stamps (48) as Sm. Bread	.05
a) Fred'k Frank. b) Widlar Co. c) American Coffee Co. d) Merique.	
e) Mannings.	
K139—Presidents, H&C Amazon Coffee, Sm.	.05
K140—Rhine Views, Mandarin Tea, 3½ x 4¼	.05
K141—Alphabet Cards (26) Diamond Mocha and Java	.05
K142—Battleships (Sp. War) Richelieu Coffee, 3½ x 5	.25
K143—Views (100) Hills Mexo Series, sepia	.10
K144—Art Subjects, Roman coffee (Janney) 2½ x 5½	.05

SECTION 11

Soda Cards

Baking soda inserts by Church & Co., John Dwight & Co., and Church & Dwight began late in the 19th Century and were discontinued in the 1920's. Value is for the large 1⅞ x 3 inch size. Small size is (a) 1½ x 2¼ or (b) 1⅞ x 2¾. All are the (a) shape unless otherwise stated, and the value for small size is one-half catalog.

J1—Beautiful Birds of America (60) Bufford Lithos	.05
Two backs, one with list of titles, one without. The latter designates the set, only as "Bird Cards". Coupon and panel. a—small shape (b).	
J2—Beautiful Birds (60) New Series	.05
a—small shape (a). Two designs for card No. 5.	
J3—Game Bird Series (30) 1904	.03
J4—New Series of Birds (30) 1908	.02
a—small shape (a). Two designs for card No. 5.	
J5—Useful Birds of America (30) 1915	.03
Come with and without a "Series A" marking.	
a—small shape (a). Plain or pebbled paper.	
J6—Useful Birds of America (30) 1918	.03
Come with and without the "Second Series" marking.	
J7—Useful Birds of America (30) 1922. Third Series	.02
J8—Useful Birds of America (30) Series No. 4	.02
J9—Useful Birds of America	.02
1—Series 5 (15). 2—Series 6 (15). 3—Series 7 (15). 4—Series 8 (15). 5—Series 9 (15). 6—Series 10 (15).	
Series 5-8 are reprints of Nos. J5-J7. Series 9 and 10 are new designs.	
J10—Interesting Animals (60)	.10
a—small shape (a). b—small shape (b).	
J11—Interesting Animals (30) 1915 reprints of J10	.10
J12—Dairy Animals (no series name) Dwight. Artist ADT	.15
Type 1—brown backs, front name in small letters and caps. Type 2—black backs, front name in caps only. Redrawn. 1a) small shape (a) b) small shape (b). All types come marked both 25 and 30 var. (31 known). All on smooth and pebbled paper.	
J13—Champion Dog Series (30) 1902	.10
J14—New Series of Dogs (30) 1910	.10
J15—Fish Series (30) 1900	.05
Two designs for card No. 13.	
J16—Beautiful Flowers (60) New Series	.05
a—small shape (b).	
J17—Mother Goose Series (30) 1900 album issued	.15
Canada—Several of the above sets have been inscribed with a Montreal address for use in Canada. In other cases, the handstamp "Printed in U.S.A." is shown on the regular U.S. issue for use there.	

SECTION 12

Bakery Cards

Bakeries have given some very attractive cards with their breads, biscuits, and other baked goods. Some are of the stock type, being used by different firms in various cities. They were popular in the 1910 period and are still used to a considerable extent.

D1—Actors and Actresses (100) Koesters 2 x 3 b&w	.03
D2—Airplanes of America (42) 4 x 4 cut from folder. Album	.03
Door delivery bakeries in various cities.	
D3—American Indian Series (40) 4 x 4½, D2 type. Similar No. 2	.02
D4—Am. & Nat. League Baseball Stars, Standard Biscuit	.10
1—small cards (200). 2—large cards (80).	
D5—Animals' Pictures (48) Roulstons, 3¼ x 5 paper	.10
D6—Animals (50) Weber Bros. as No. 25	.02
D7—Animals (80) Weber Bros. as T29	.02
D8—Around the World Series (50) Sm. similar C41, Potato Yeast	.05
D9—Baseball Players (25) Brunners, Gen. Baking	.10
D10—Baseball Players, 2¾ x 5½ with coupon, Fleischmanns, b&w	.10
D11—Baseball Players (18) Rochester Bak., Williams, as T208	.10
D12—Baseball Players (72) b&w, 2½ x 4½, Pac. Coast Biscuit	.15
D13—Baseball Players (72) Sm. Pac. Coast Biscuit	.15
D14—Baseball Players (80) 2 x 3¼ b&w, Holsum bread as E121	.10
D15—Baseball Players, General Baking, Sm. as E90	.10
D16—Baseball Players, Sm. b&w, C/B bread, Clement Bros.	.15
D17—Baseball Players (200) Weil Baking, b&w glossy similar E121	.10
D18—Baseball Pins, ¾ in., Mrs. Sherlocks, Mrs. Kalbs	.05
D19—Baseball Pins, 1¼ in. Morton's Pennant bread (Detroit)	.05
D20—Barnum's Animals, National Biscuit crackers	.02
D21—Birds and Animals (44), 2¾ x 4 Schultzes	.05
D22—Cards of States (48) Potato Yeast, as K132	.10
D23—Cards of States, Cushmans, post card backs	.10
D24—Champion Athletes (25) Juergens, Koesters as E229	.05
D25—Film Celebrities, Wards, cut from folders	.03
1—about 4 x 4. 2—7½ x 7½.	
D26—Film Stars (64) Drake Baking 2¾ x 4¼ sepia	.03
D27—Flags (48) Ward-Mackay, as T59, also Weber Bros.	.02
D28—Indian Chiefs (50) Sm., Weber Baking, as No. 2	.02
D29—Mickey Mouse, Bell and Bamby, 2¾ x 4¼ paper	.02
D30—Movie Stars, (50) Betsy Ross (Morehouse) 2 x 3¼, b&w, also 2⅝ x 4	.02
D31—Know America's Defenders, Krug Baking 2¼ x 4¼, paper	.04
Military and Naval Insignia. 180 stated, 94 seen.	
D32—National Defense (24) Bell, 3 x 4½. Album	.05
D33—Our Navy (36), 4 x 4. D2 type. Album	.03
D34—Nation Cards (30) 3¼ x 5½, Altoona Bkg.	.05
Similar R52 but full length figure shown.	
D35—Pirate Baseball Team (25) Sm., Ward-Mackay	.15
D36—Postage Stamp Series (50) Collins, resemble No. 85	.03
D37—Presidents (26) Wards Tip Top	.05
D38—Presidents of U. S., Weber Bros., 2 x 3¼ sepia	.05
D39—Picture Cards, Ovens Quaker bread	.02
D40—Stamps and Mail Carriers of All Nations (48)	.05
Collins, Gibsons, Mothers, Crispy Tip Top, Freihofers.	
D41—Walt Disney Pictures (24) Olsons 2 x 3¼ (Snow White)	.02
D42—Wonder Ships of Today (36) 4 x 4. D2 type. Album	.03
D43—U. S. Armed Services (10) Wards 3¼ x 5¼	.02
D44—The Cowboy, His Life and Fun (40) Weber, as T53	.02
D45—Best Ball Players (200) Morehouse 1½ x 3 b&w	.15
Also Weil Baking. Similar M5.	
D46—Baseball's 10 Most Famous Plays (10) Grennan Bak.	.10
D47—Famous Buildings (40) Weber Baking, as No. T69	.02
D48—Airplanes of America (40) Krugs 3¼ x 4. Album	.03
D49—Animal Cutouts, Wool's Ithaca Crackers	.03
D50—Baseball Players, Niagara Baking, as E101, hand stamped	.15

D51—Warships, felt pennants about 11½ in. long, color var.	.05
D52—Pinocchio Circus Performers (60) 2 x 3¾ paper	.03
D53—Baseball Pl., Tip Top Bakers, 15 to team (8 teams)	.05
D54—Flags, Hanover crackers, as No. 9 and 10	.02
D55—Famous Planes and Pilots, Bond 1¼ cell buttons (6)	.10
D56—Baseball Pl., Remar Baking, Pac. Coast, b&w	.15
D57—Puzzle Pictures (24) Weber Baking	.05
D58—Travel Around World, Weber Baking	.05
D59—Bird Pictures (48) Schulzes Bread, 3¼ x 5½, album	.05
Two series of 48 each. One 2½ x 5.	
D60—Bird Cards, Krug Baking, 2¾ x 3¾	.03
D61—How To Do It, Quaker Bread	.03
D62—European War Flip Cards (16) Baby Label Bread	.05
D63—Historical Pictures of America (48)	.05
Pioneer Baking, 2½ x 5.	
D64—Native American Trees (48) Schulte Baking, 2½ x 5	.05
D65—Mother Goose Toys (24) Chesapeake Sponge Cake	.05
D66—Famous American Shrines, Wards Bread die cuts	.05
D67—TV Baseball Series, Drake's cookies, 2½ sq. b&w	.10
D68—Magic Cards of Knowledge (50) Spauldings, album	.03
D69—Baseball Players, Homogenized Bond, 2¼ x 3½, b&w	.10
D70—Warships, National Biscuit, U. S. Bakery 4 x 6	.10
D71—Post Cards (20) Lindquists carton crackers, numb.	.10
D72—Gordon's Bread (Calif.) 3 x 4¾	.04
1—Transportation Pictures	
2—Nature's Splendor Pictures	
3—California Bird Pictures	
4—Mission Pictures	
5—Speed Pictures	
D73—Bread and End Labels (various makers) sq. paper	.01
1—Professional Football Stars (32)	
2—Cartoon Comic Characters (32)	
3—Indians and Western Characters (32)	
a) black bkgd. b) blue bkgd.	
4—Movie and Athletic Stars, photos (64)	
5—Disney Cartoon Characters (64)	
6—Big Top Favorites (47) N. B. C.	
D74—Sunbeam Magic Card Set (14) Sunbeam Bread	.03
D75—Warplanes of the World (24) Spauldings Krullers, 2½ x 4	.03
D76—The Pullman Kids in Wonderland (48) Weber Baking	.04
D77—Baseball—Coast League players, Mother's Cookies	.10
1952, numb. 1-64 playing card style.	
D78—Great American Circus (24) City Bakery, N. H.	.03
D79—U. S. Planes and Warships (105) Purity Pretzels, 2 x 2½, b&w	.02
D80—Dogs (10) Omar delivery bakeries, playing card style	.02
D81—Nursery Rhymes, Star Bakery Post Cards	.05
D82—The Story of Money (56) Junges and Tip Top Folders	.10
D83—National Flags, Celluloid on pin, Brunners, Wagner	.03

Canada Issues

DC1—Bird Cards (48) McCormick Crackers	.03
a) colored. b) b&w.	
DC2—Boy of Mine Cards (24) McCormicks 1¾ x 3	.03
DC3—Famous Movie Plays (120) Telfer Biscuit 2 x 3½, b&w	.03
DC4—Planes and Ships, Series A, Stuhmers, as FC18	.02
DC5—Suzanne Movie (80) 2 x 3½, b&w Telfer Biscuit	.02
DC6—Warplanes of World (24) Spauldings Krullers 2½ x 4	.03
DC7—Canadian Confederation Series (34) Dominion Stores Ltd.	.05
DC8—Delivering Mail (48) Moirs poster stamps, as D40-I	.02

SECTION 13

Food Issues

Because of their wide distribution, many food products have found inserts a profitable form of publicity, and so collectors are enabled to add thousands of interesting cards to their collections. The earlier issues are now quite scarce, and it is remarkable how quickly these cards became hard to find even though millions were printed. Prominent among foods are the ice cream, cereal, and dessert issues. Many of the cereals are package designs and novelty types. This is a constantly growing list of increasing popularity.

Ice Cream Issues

Dixie lids and premiums—issued yearly since 1930. Large lids 2¾ in., small 2¼ in. Unless otherwise stated value of large lids .02, small .01. While all of the same year are the same design, the premiums are naturally the most attractive and should form a part of every collection. Albums and folders issued.

F1—Dixie Circus (48) 1930-31	
a) Sm.—.05. b) Premiums 7¼ x 8	.25
F2—Nature Series (24) 1932.	
a) Lg.—.05. b) Sm.—.03. c) Premiums 8¼ x 10	.25
F3—Movie Stars (24) 1933 b&w	
a) Lg.—.03. b) Sm.—.02. c) Premiums 8½ x 11	.20
F4—Movie Stars (24) 1934 b&w	
a) Lg. b) Sm. c) Lg. def. d) Sm. def. e) Premiums 9 x 11	.15
(c&d are "mystery" cards with defaced portrait.	
F5—Movie and Cowboy Stars (24) 1935	
a) Lg. b) Sm. c) Premiums 9 x 11	.10
F6—Movie and Radio Stars (24) 1936	
a) Lg. b) Sm. c) Premiums 8 x 10	.10
F7—Movie, Cowboy and Sports Stars (24) 1937	
a) Lg. b) Sm. c) Premiums 8 x 10	.10
F8—Movie, Cowboy and Sports Stars (24) 1938	
a) Lg. b) Sm. c) Premiums 8 x 10	.10
F9—Movie and Cowboy Stars (24) 1939	
a) Lg. b) Sm. c) Premiums 8 x 10	.10
F10—Movie and Cowboy Stars (24) 1940	
a) Lg. b) Sm. c) Premiums 8 x 10	.10
F11—Defend America (24) 1941	
a) Lg. b) Sm. c) Premiums 8 x 10	.10
F12—Movie and Cowboy Stars (24) 1941	
a) Lg. b) Sm. c) Premiums 8 x 10	.10
F13—America's Fighting Forces (24) 1942	
a) Lg. b) Sm. c) Premiums 8 x 10	.10
F14—Movie and Cowboy Stars (24) 1942	
a) Lg. b) Sm. c) Premiums 8 x 10	.10
F15—America Attacks (24) 1943	
a) Lg. b) Sm. c) Premiums 8 x 10	.10
F16—Movie and Cowboy Stars (34) 1943	
a) Lg. b) Sm. c) Premiums 8 x 10	.05
F17—United Nations at War (24) 1944	
a) Lg. b) Sm. c) Premiums 8 x 10	.10
F18—Movie and Cowboy Stars (24) 1944	
a) Lg. b) Sm. c) Premiums 8 x 10	.10
F19—Movie and Cowboy Stars (24) 1945	
a) Lg. b) Sm. c) Premiums 8 x 10	.10
F20—Movie and Cowboy Stars (24) 1946	
a) Lg. b) Sm. c) Premiums 8 x 10	.05
F21—Movie and Cowboy Stars (24) 1947	
a) Lg. b) Sm. c) Premiums 8 x 10	.05
F22—Movie and Cowboy Stars (24) 1948	
a) Lg. b) Sm. c) Premiums 8 x 10	.05
F23—Movie and Cowboy Stars (24) 1949	
a) Lg. b) Sm. c) Premiums 8 x 10	.05
F24—Movie and Cowboy Stars (24) 1950	
a) Lg. b) Sm. c) Premiums 8 x 10	.05

F25— Movie and Cowboy Stars (24) 1951	
a) Lg. b) Sm. c) Premiums 8 x 10	.05
F26— Movie and Cowboy Stars (24) 1952	
a) Lg. b) Sm. c) Premiums 8 x 10	.05
F27— Baseball Stars (24) 1952	
a) Lg. b) Sm. c) Premiums 8 x 10	.05

Other Ice Cream issues:

F50— Baseball Stars , Yuenglings cream, sm. b&w	.10
F51— Borden's Circus (set ups) 4 1/4 x 7 1/2	.05
F52— Champions Series (Babe Ruth and Tunney) Frojoy, 2 x 4, b&w	.05
F53— Circus Cards (18) Meadow Gold cream	.05
F54— Famous American Shrines (26) set up lids, Hortons, etc.	.10
F55— Frostick Animals (44) 2 1/4 x 3 Hortons	.02
F56— Lone Ranger , paper coupons 2 1/4 x 3 1/2	.01
F57— Movie Stars (7) Yuenglings sm. (Our Gang)	.02
F58— Movie Stars , Popsicle Aluminum coins (25c size)	.03
F59— Our Gang (Wolf Co.) sm. b&w	.01
F60— Presidents , 2 1/4 sepia lids	.02
F61— Red Falcon (50) 8 page booklet rounded, Sealright	.02
F62— Skippy Lids , Frojoy-Sealright	.02
F63— Minute Biographies (150) Melorol Cream, 2 3/4 x 4 1/4	.05
F64— Animal Diecuts (6) Bartholmay Ice Cream	.10

General Issues:

F90— Actors and Actresses (12) 2 x 3 1/2 b&w, Durkees Spices	.05
F91— Animal Performers , Lever Bros. soaps, 6 x 9	.03
F92— Animals , Runkels Cocoa, 2 1/2 x 5	.05
F93— Around the World , 3 1/2 x 7 stereoscope views; also Comics, etc.	.05
1—Quaker Oats. 2—Pettijohn.	
F94— Astrology Cards , Sitrous tissues, 1 x 2	.01
F96— Bird Cards (24) Loma Linda foods 3 x 4 1/2	.04
Also titled: Beautiful Birds of the West.	
F97— Birds , Jenny Wren flours 2 x 3 1/2 (also in a booklet)	.05
F98— Circus Cutouts (42) Kool Aid, 3 1/2 x 5 paper	.02
F99— Coca-Cola Cards	
1—Bird Cards 1-20	.05
2—Favorite Flowers	.05
3—Nature Study Cards (96) 8 series of 12	.01
4—Wild Flowers of America (20)	.05
5—America's Fighting planes (20) 3 x 3 1/2	.02
6—Airplanes (20) 13 x 15 card hangers	.05
7—Airplanes (20) 4 1/2 x 7 paper planes	.03
8—Our America (Transportation) Album (20)	.05
F100— Domestic Animals —Nine O'clock Washing Tea	.02
1—Small. 2—3 x 4 1/2.	
F101— Famous Airplanes , H. J. Heinz 2 x 3 Album.	
1—number shown Once on face (25)	.05
2—number shown in each lower corner (25)	.10
3—enlarged copies of 1, 9 x 13 (4)	.15
F102— Famous Aviators , H. J. Heinz Album.	
1—2 x 3 size .03. 2—enlarged 9 x 13 (4)	.15
Two designs per number in the small size.	
F103— Fairy Tales , Albert Soaps, 4 x 6 paper	.02
F104— Home Defense Series (12) 4 1/2 x 6 Puffed Rice pkge.	.02
F105— Jello Girls , folders open to 2 1/2 x 8 3/4, Jello	.05
1—Miss Jello in Scotland, etc. (12).	
2—The Jello girl in England, etc. (12).	

- 3—Foreign Fairy Tales (12).
 - 4—Children's Tales (12).
 - 5—The Jello Girl in January, etc. (12).
- (2 and 3 are numbered, with name in black panel at bottom).

F106— Kellogg's Products	.03
1—Children's Tales, Rice Krispies, pkge. des.	
2—Guardians of Peace (ships) Wheat Crispies, pkge. des.	
3—Party Games, Krumbles, pkge. des.	
4—Wings Over America (planes) Corn Flakes, pkge. des.	
5—Sports Stamps (90) Pep, blocks four.	
6—History Making U. S. Planes (6) Pep.	
7—Modern Warplane Series, Pep die cut 5 x 7.	
8—Movie and Sports Stars, 1 1/2 x 1 3/4 photos, album.	
9—Superman, pkge. des.	
10—Bird Series (24) Krumbles.	
11—Decals (30) small.	
13—Presidents of U. S. (32) on paper. Album.	
14—Dog Pictures (24) 3 x 4 1/2.	
15—Miniature Statuettes (18) plastic, color var.	
16—Joinies (Disney) 4 x 4 3/4.	
17—Picture Rings (16).	
18—Military Plane Insignia (36) tin pins.	
19—Comic Strip Characters (79) tin pins.	
20—Warplanes, 1 1/8 inch tin pins.	
21—Transfers (wheat biscuits) 2 3/4 x 6 1/2.	
22—Model Jet Planes, 4 x 5 1/2.	
23—Magic Moving Picture Eye (16) Pep plastics.	
24—Fun with the Kellogg Kids, pkge. des.	
F108— Jungle Jingels , Muffets pkge. designs	.01
F109— Magic Tricks , Raisin bran, 2 1/2 x 4 1/2 b&w paper	.02
F110— Mail Carriers and Stamps (12) McCormick's drugs, as No. 503	.05
F112— Movie Stars , Calox pkge., des. 4 in. round	.02
F113— Menagerie Animals , Magiç Yeast, about 2 x 3 die cut	.02
F114— Milk Bottle Caps	.03
1—Presidents (30) Sunnysdale Farms (2 of Cleveland).	
2—Series of States (48). 3—Series of Nations.	
F115— National Flags , Rose Seal Packing (raisins)	.03
F116— National Flags , Sheffield Farms, tin pins	.02
F117— National Costumes , Swiss Beauty Cheese, 4 in. round	.05
Male and female figure for each number.	
F118— Navy Ships (32) Force poster stamps	.02
F119— Pirate Pictures (12) Kosto Dessert	.05
The card is a section of a triple folder 3 x 6 1/2.	
F120— Pirate Pictures (48) Jolly Roger Pac-cups	.02
F121— Pastelle Facsimiles , Elastic Starch 3 x 6	.10
F122— Post's Cereal Products	.03
1—Disney Cutouts, pkge. designs.	
2—Posts Circus Booklets.	
3—Flip Movies (12) Grape Nuts Flakes.	
4—Joinies, Raisin Bran.	
5—Views of World, cloth, Raisin Bran.	
6—Hopalong Cassidy (36).	
7—Hopalong Cassidy badges (12).	
8—Roy Rogers pop out cards (36).	
F124— Presidential Coins , Force cereal, 1 in. bronze	.05

F125— Quaker Oats Products (see also F93)03
1—Baseball Questions and Answers (game).	
2—Challenge of the Yukon (36) playing card type.	
3—Bird Cards (27) 1½ x 2½.	
4—Movie Stars, tin pins.	
5—Dog Cards (35) Puffed Rice 2¼ x 3½.	
6—Indians and Westerns, Pack o' Ten, playing card style.	
F126— Shredded Wheat Inserts , for coloring01
1—Alphabet Cards.	
2—Boys and Girls of many nations.	
3—Picture Story album (Nursery Rhymes).	
4—Tony Sarg Animal Circus (35).	
5—How America Travels (36).	
6—Toytown (36).	
7—Straight Arrow Injun-uties (108).	
3 sets of 36. 1-72 in booklet form.	
F128— Swiss Views , Tiger cheese, 4 in. round paper, sepia05
F129— Transfers (36) Kosto Decos 1¾ sq. (birds, pirates, etc.)02
F130— Warships (50) Sm. sepia, Albert Soaps04
F131— Wheaties Package Designs	
1—Baseball, Football, Circus, and other Champions10
2—Champs of the U.S.A. (27)10
3—Fun at the Breakfast table05
4—Skippy (12) early cards10
5—Champion Trading Cards (60) 2 x 2¾02
6—Famous Comic Masks, 10 x 12¼05
F132— Mother Goose Land (51) Washington Crisps 3 x 5 cutouts02
F133— Delivery of Mail (48) Schorn & Brower foods as D4002
a) small. b) large.	
F136— Birds of America (24) King Arthur foods05
3 x 4½ as F96.	
F137— Movie Stars , Meadow Gold Prod. sm. b&w photos02
F139— Bird Pictures , Frozen Desserts, Inc.05
2 types backs, 2¾ x 3¼.	
F142— Art Pictures , Gridleys Butter, 3½ x 5, 2 series05
F145— U. S. Planes and Ships (105) Purity Pretzels03
F149— Indian and Western (10) VanBrodes tin pins 1¾03
F150— Character Dancers (16) VanBrodes cereals, plastics03
F151— Royal Desserts, Pkge. Designs03
1—Royal Stars of Baseball (24).	
2—Hockey, Basketball players.	
3—Royal Stars of the Movies (24).	
4—Royal Stars of the Sky (24) planes.	
5—Soldier types (9) for plastic soldiers.	
6—Baseball Stars (16) 5 x 7 b&w—.10.	
F152— Famous Eating Places (16) Aunt Jemima Flour 3 x 505
F154— Chicago White Sox (10) tin pins, Hawthorn Dairy Prod.03
F156— Baseball (Cleveland) Van Patrick pop prem. (est. 25)05
F157— Dogs , trading cards (34) Orange Crush02
F158— Yeast Inserts (Waterloo, Magic, Fleischmanns)05

Canada Issues

FC1— Animals (70) Harry Horne Nu-jell as T2902
FC2— Butterflies (50) Harry Horne Nu-jell04
FC3— Disney Cutouts , Sugar Crisp Flakes, pkge. des.02
FC4— Great Canadians (36) 2¼ x 3¼ Post Flakes, cut from pkge.03
FC5— Funny Animals (10) W. Canada flour b&w02
FC6— Hockey Stars (est. 250) St. Lawrence Starch (Beehive)10
b&w photo on 5½ x 8 mat. Incl. a few other athletes, cups.	
FC7— Hockey Stars , Canada Starch Co. numb. 51-100 and unnumb.10
b&w photos on 6¾ x 8½ mat.	
FC8— Hockey Teams , Can. or St. L. Starch, 9 to 11 in. long30
FC9— Kellogg's All Wheat Miscellany , issued panes of 8, each02
Three main series, with individual groups of 15 or 30 cards for many different subjects. Total 450 designs.	
FC10— Nursery Rhyme Pictures (6) Silver Cross Starch, pkge. des.02
FC11— Planes of All Nations (18) Kelloggs pkge. des.05
FC12— Planes , Quaker Oats, pkge. des.03
FC13— Planes and Ships (30) Canada Starch Co.15
Tinted photos on 8½ x 10 mounts. Includes Churchill port.	
FC14— Shredded Wheat Inserts , 1-7 as for F126, Eng. and Fr.01
FC15— Thornton Burgess Booklets (16) Luxura tea04
FC16— Warplanes (42) St. L. Starch, photos on 5½ x 7½ mats20
FC17— Warplanes (32) Saratoga Products, b&w03
FC18— Warplanes and Ships (32) Sar. Prod. (Evans & Felli)05
FC19— Warplanes and Ships (32) Luxura Tea, as FC18, blue05
FC20— Loopin and Jagers booklets (4) Blue Ribbon products05
FC21— Loopin and Jagers , small cards, Blue Ribbon products01
FC22— Sport Tips (Percival) Kellogg, pkge. des.02
FC23— Winnipeg Views (16) Crescent ice cream, sm. sepia03
FC24— Hockey Pictures (14) Crescent ice cream, sm. b&w03
FC25— Comic Series (12) Perrins Biscuits, 2¼ x 5¼05

SECTION 14

U. S. Early Candy and Gum



Chubby figures on tiptoe with noses pressed close to the candy case to make sure the genial clerk knows exactly which caramel is wanted. Exciting moments with the "new card"—and so are collectors born. Many of today's collectors fondly recall their first contact with cards when they spent precious pennies to get the various attractive series. But they are not "kid" cards today, any more than are yesterday's paper dolls, and a good collection will sell for a respectable sum of money.

Few cards have leaped to such popularity as have the caramel and gum cards of forty years ago. The supply is far below demand, and there are long wait lists for every collection. The Heisels and G&B are of the 1890 period, but others are believed to start

about 1910 and continue into the early 1930's. The sports issues are about equal to contemporary tobacco issues in value. Standard size is 1½ x 2¾ on thin stock card.

Standard Size

Military types:

E1— Army Cards (25) Breisch-Williams (Aust-Hung, etc.)	.10
E2— Navy Candy (24) Lauer & Suter (Schroeder, etc.)	.05
Naval officers. Some cards omit set title. Error: Rixey for Rixley.	
E3— Navy Caramels (21 ships) Amer. Car. (USS Conn., etc.)	.05
E4— Nations Pride (50) warships, Nations Pride caramels	.10
E5— Military Caramels (48) Phila. Car. scored at bottom	.05
Also by Dockman with title Novelty Specialties.	
E6— Rulers (24) Lauer & Suter (Mutsuhito, etc.)	.10
E7— Soldiers Cards (30) numbered, no title	.05
E8— U. S. Battleships (24) USS Topeka, etc.	.10

Flags:

E15— Flag Caramels (40) Amer. Car. (Argentina, etc.)	.03
E16— Flag Chewing Gum (24 listed) John H. Dockman	.03
E17— Flags , similar No. 9	.02
a) Breisch-Williams issue. b) Vollers gum issue. Danheiser Bros. d) Goudey & Kent. e) Dental Chewing. f) Sibley & Holmwood.	
E18— Flags , similar No. T59	.02
a) Flags of all Nations (48) Williams Car.	
b) New Flags (48) Chas. F. Adams.	
c) Flag Gum (50) Dockman.	
d) Flagum (30) Amer. Chewing Products.	
E19— Flag Caramels (28) Amer. Car. as T177.	

Animals:

E26— Menagerie Gum (27) Dockman (lion, etc.)	.05
Also as "Animal Cards" without issuer.	
E27— Teddy's Trophies (30) Amer. Car.	.05
E28— Zoo Cards (50) Phila. Con. Animals as No. 21	.03
E29— Zoo Cards (50) Phila. Con. Animals as No. 25	.03
E30— Zoo Cards (50) Phila. Con. Birds as No. 23	.03
E31— Zoo Cards (50) Phila. Con. Game fowls as No. 20	.03
E32— Zoo Cards (50) Phila. Con. Fish as No. 8	.03
E33— Zoo Cards (31) Phila. Car. Co. (dogs) setter, etc.	.05
E34— Bird Cards (50) Keystone Conf. (Warbler Car.)	.05

General Subjects:

E40— Airships (15) Phila. Caramel	.10
E41— Boy Scouts (36) Scout Gum Co. Harlequin Toffee	.05
E42— Boy Scouts (24) Fisher Candy (bugler, etc.)	.05
E43— Circus Caramels , American Car. (clowns)	.15
E44— The Circus (24) Messrs Charcoal gum	.15
E45— Easter Subjects (20) American Car.	.10
E46— Indian Pictures (25) Phila. Car. as No. 2	.05
E47— Jockey Caramels (20) Amer. Car. as No. 22	.03
E48— State Capitols (50) BBB Honey Kisses, as No. 14	.05
E49— Wild West Caramels (20) Amer. Car. (Texas Jack, etc.)	.03
Many plain backs, also errors with No. E47 backs.	
E50— Wild West Gum (24) Amer. Car. & Dockman (Papoose, etc.)	.03

Prizefighters:

E75— Prizefighter Caramels (20) Amer. Car.	.05
Black backs, Terry McGovern, etc.	
Some transposed titles are known.	
E76— Prizefighter Caramels (20) Amer. Car. & Robertson	.05
Blue backs, 16 as E75, 4 new, Batt. Nelson, etc.	
E77— Prizefighter Caramels (24) Amer. Car. (Billy Papke)	.05
E78— Twenty-Five Prizefighters (Jas. J. Corbett, etc.)	.10
E79— 27 Scrappers (21 seen) Phila. Car. (Joe Gans, etc.)	.05
E80— 44 Scrappers (11 seen) Phila. Car. (Jack O'Brien, etc.)	.05
Back lists of E-79-80 interlap and are probably the same.	

Base Ball Players:

E90— Baseball Caramels , American Caramel Co.	
Type 1—ordinary (109 seen)	.20
Type 2—Portraits, name in blue (Pittsburgh team)	.30
Type 3—All the star players (Chicago teams)	.30



Early candy cards: E223 G&B Baseball (Sunday, Pittsburgh), E202 Celebrities (Maxine Elliott), E253 Star Baseball Players (Walter Johnson), E44 The Circus (Queen of Bareback Riders), E77 Prizefighter caramels (Ad Wolgast), E170 Heides Army Uniforms (Private of Infantry Service).

E91— Baseball Caramels , American Car. Co.	.05
Lists 6 teams and 78 players (faked design set).	
E92— Baseball Gum (50) Dockman, Croft and Allen, Nadja	.15
E93— Baseball Stars (30) Standard Car. (Ames, etc.)	.25
E94— Star Baseball Players (30) Moore, etc., color var.	.20
E95— 25 Ball Players , Phila. Car. (1st) Wagner, etc.	.20
E96— 30 Ball Players , Phila. Car. (2nd) Davis, etc.	.20
E97— 30 Ball Players , C. A. Briggs, brown bks. (Austin, etc.)	.20
E98— 30 Ball Players , Mathewson, etc. (probably Briggs)	.20
E99— 30 Ball Players , Pacific CL (Krapp, etc.) color var.	.20
E100— 30 Ball Players , Bishop & Co. (Seaton, etc.)	.20
E101— 50 Baseball Players , Nat. and Ab. Leagues, as E92	.20
E102— Twenty-five BB Players , Cobb, etc., as E92	.20
E103— Baseball Players , Williams Car. portrait, red bkgd.	.20
E104— Baseball Players , portraits, name blue caps, blank back	.20
These are partly Nadja "Play Ball", partly blank.	
E105— Baseball Players (50) Mello Mint, Texas Gum Co., as E92	.20
E106— Leading Baseball Pl. (48) Amer. Car., York, Pa.	.20
E107— Prominent Baseball Pl. (150) b&w photo, Br.-Williams, 1902-3	.25

Various sizes, listed by issuer

American Caramel Co.

E120— Baseball Players (240) oval photo 2 x 3½	.30
Green or sepia, also known b&w plain back. Albums (2).	
E121— Baseball Stars (120) rectangular b&w 2 x 3½	.15
1st issue marked (80) many team changes, etc.	
E122— Baseball Stars (80) as E121, coarse screen	.15
Screen covers name panel, also frame. Some variations.	
E123— Movie Actors and Actresses (120) 2 x 3¼ b&w portraits. Album issuer	.10
E124— Movie Actors and Actresses (120) rect. picture	.10
Showing scenes from pictures.	

Collins-McCarthy:

E135— Baseball's Hall of Fame (200) 2 x 3½ b&w	.10
E136— Baseball Players , 2 x 4 sepia, Zeenut series	.25
E137— Baseball Players , 2 x 3¼, 1¾ x 3, etc., b&w or sepia	.15
Coast League or Zeenut Series, various years.	

Cracker Jack issues:

E145— Baseball Series (176) 2¼ x 3, Album issues	.20
Many cards of first printing (marked 144) differ in team or entire design from the final printings.	
E146— Bess and Bill Booklets (12) small	.02
E147— Cracker Jack Bears (16) post cards	.05
E148— Riddles and Puzzles Booklets	.05
E149— Stories of Presidents (6) sm. booklets	.03
E150— Guess Who , movie stars, no name, b&w, small	.02
E151— Fighting Planes (24)	.05

Ghirardelli's Chocolates post cards:	
E160— Motion Picture Stars (30) sepia	.10
E161— North American Wild Life	.15
E162— Panama-Pacific Exposition Views (20) sepia	.10
Heide's Candies:	
E170— Army Uniforms (24) Sm.	.10
E171— Hall of Fame for Great Americans	
a) Four portraits, 1 1/4 x 5	.10
b) Eight portraits, 3 x 6 1/2	.40
Heisel's gums:	
E180— Actress Gum , sm. sepia	.05
E181— Candidates (Campaign Gum) blue star edge	.05
E182— Children (Ideal Gum) blue edge	.05
E183— Nominee Gum (candidates for President) actual photos	.10
E184— Photo Gum (actresses) sm. actual photos	.05
New England Confectionery:	
E195— Airplanes (12) 2 x 3 Necco	.05
E196— Strange People of Many Lands (24) sm.	.05
Wallace & Company:	
E202— Celebrities (65) 1 3/8 x 2 1/2, 3 series	.10
E203— Miniature Portraits , about 1 x 1 1/2 oval frame, each	.05
Show children, actresses, Sp. war heroes, etc. Many in strips of 3 or 4. Sa-Yub and Tom Thumb Jujubes.	
E204— Storiettes (12) small booklets	.05
York Caramel Company:	
E210— Baseball Players (60) sm. b&w	.05
E211— Prizefighters (60) sm. b&w	.05
Unclassified:	
E220— Baseball Stars (120) 2 x 3 1/4 b&w, National Caramel Co.	.20
Similar E122 but fine screen.	
E221— Baseball Teams , Bishop & Co., 2 3/4 x 10, Pac. C. L.	.25
E222— Baseball Players , A. W. H. Caramels (Va. League) sm.	.15
E223— Baseball Players , "G&B, N.Y." actual photos 1 x 2 1/4	.25
E224— Ball Players "Texas Tommy", Lg. sepia photos	.25
E225— Bird Card Series , Sen Sen Chiclets (50)	.10
Album: "Standard Album of American Birds" 5.00	
E226— Bird Studies (25) Lowneys Chocolates	.04
E227— Butterflies , Boston Candy Co. 2 x 2 die cut	.03
E228— Celebrities , Faultless Chips, sm.	.10
E229— Champion Athletic Series (25) National Licorice	.05
E230— College Girls , Lowneys post cards	.10
E231— Comics (25) Yellow Kid 2 3/8 x 4 1/4	.25
E232— Girls , Somervilles Gums, 2 1/2 x 3 3/4	.03
E233— Famous Indian Chiefs (10) Samoset Chocolates	.25
E234— Felts , Airplanes on 3 x 6 piece, 4 colors	.10
E235— Felts , Baseball and Movie stars, pennants	.05
1 1/4 x 1 3/4 paper photo on 8 1/4 inch long pennant.	
E236— Flags of the World , Kendigs Milk Choc.	.03
E237— Fruits and Blossoms , Walter Baker 2 3/4 x 4	.10
E238— Horoscopes (12) Gottmann & Kretchner, 2 1/2 x 5	.03
E239— Mail Carriers and Stamps (48) as Bread issue	.02
Sunbeams, Nadja Car., Liana gums.	
E240— Movie Stars , Societe Candy Bars, sm. b&w	.02
E241— Movie Stars , Frank H. Fleer, sm.	.02
E242— Movie Stars , Continental Candy 1 1/2 x 3	.05
E243— Movie Stars , 3 1/2 x 4 1/2 b&w	.03
E244— Movie Stars (72) McBride-Rothschild sepia	.02
E245— Movie Scenes from Molly-O (80) Shotwell Mfg.	.03
E246— Kis-Me Booklets (12) American Chiclets 3 x 5	.05
E247— National Costumes , Gunthers Candies, 2 3/4 x 4 1/4	.10
E248— Pennants (Phila. Schools) M. E. Smith (72) sm.	.05
E249— Physical Culture Exercises , Croft & Allen 2 x 3	.10

E250— Puzzle Series 1 (5) E. Rosen 4 3/4 x 6, Nursery rhymes	.05
E251— Reed Nature Series (32) birds, Nea-to-gum 2 x 3 1/2	.05
Type 1—colored. Type 2—b&w.	
E252— Soldiers of the Allies (6) Wilburs Choc. 2 1/2 x 5 1/4	.20
E253— Star Baseball Players (20) Oxford Conf. b&w sm.	.20
E254— Stars of the Diamond , Colgans Chips 1 1/2 round b&w	.10
E255— Tradesmen (6) Kis-Me gum 3 3/4 x 5	.03
E256— Transfer Pictures of Nations (15) Baker 1 3/4 x 3 1/4	.03
E257— Views of Hershey Town (est. 50) Hershey postcards	
Type 1—b&w or green	
Type 2—full colors	
E258— Zoo Cards (12) Zatek Choc. Penna. Choc. Co.	.10
E259— Mother Goose Series (12) paper dolls, Kis-Me gum	.05
E260— U. S. and International Signal Flags (104) Pennant gum	.10
E261— State Census Cards (48) Chu Chu popcorn, as K132	.05
E262— Teenie Weenie Paintings (30) Monarch Toffies	.05
E263— Views of New York , Greenfields postcards 1908	.10
E264— Miss Zatek and Papoose (14) Penna. Choc.	.15
E265— View Postcards , Zeno gum	.10
E266— Scenes from Fool's Paradise (80) Oxford Conf. b&w album	.03
E267— Kewpie Designs , flannels 5 x 6, color var. (24)	.05
E268— Little Wilbur , 2 1/2 x 5 1/4 single (6 suits for labels)	.05
E269— Stollwerk Chocolates , very small 7/8 x 1 1/2	.05
E270— Baseball Players , Violet or mint chips, 1 3/8 round	.10
E271— Baseball Players , Pennant Choc. (Darby) pkge. des., 3 1/2 x 4 1/2	.10
E272— Allied Heroes , 2 x 6 felt pennants	.15
E273— Political Candidates , G&B, New York, actual photos	.15
E274— Battleship Pennants , felt, 1 1/2 long, color var.	.05

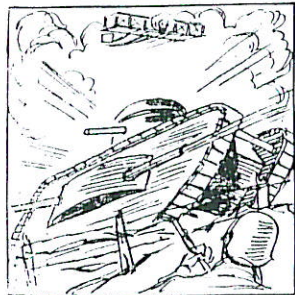
E359— Celluloid Buttons , American Pepsin Gum, 7/8 in.	.05
1—Animals, inc. Dogs.	
2—Birds.	
3—Comic types.	
4—Famous people.	
5—Flags.	
6—Flowers and meaning.	
7—Fraternal emblems.	
8—Indian chiefs.	
9—Little Pinkies.	
10—National Arms.	
11—Presidents.	
12—Rulers.	
13—Scenes.	
14—State maps.	
15—State seals.	
16—Types of nations.	
17—Warships, including White Squadron.	
18—Military Uniforms.	
19—Yacht Cup winners.	
20—Athletes.	
E351— Celluloid Buttons , American Pepsin Gum, 1 1/4 inch	.10
Comic designs, etc.	
E352— Baseball Pins , Diamond or Mascot gum, blue edge	.10
E353— Celluloid Buttons , El Capitan and Cameo gums, 1 1/2 in.	.10
Seals, flags, arms, Indians, BB teams, etc.	

C & S America

Very little has been seen in candy cards from the Southern Nations. Doubtless many have been issued in those countries and in times examples will be seen and catalogued. At present, only two can be definitely listed.

EN1— Rulers , La Manita Chocolates, 2 x 3, Mexico	.10
EN2— La Conflagracion Europa , La Estera Chocolates, 3 1/4 x 4 3/4, Mexico	.15
EN3— Battleships of World , LaConstancia, Cuba	.05

Recent Candy and Gum Cards



Most of these cards appeared from 1933 until war caused their suppression after 1941. They were resumed in 1948 and these very recent and current sets are listed separately at the end. New sets are coming out at frequent intervals. Despite their recent origin, these cards are becoming quite scarce and are seldom offered for sale. Very few remainders have been found as most printings are entirely used up and the only source is the few saved by collectors.

The designs are especially good on war and historical subjects and the sports designs are tops in their field. These cards cost great sums to produce and collectors now realize that they are highly worthwhile. They will never be more plentiful than today.

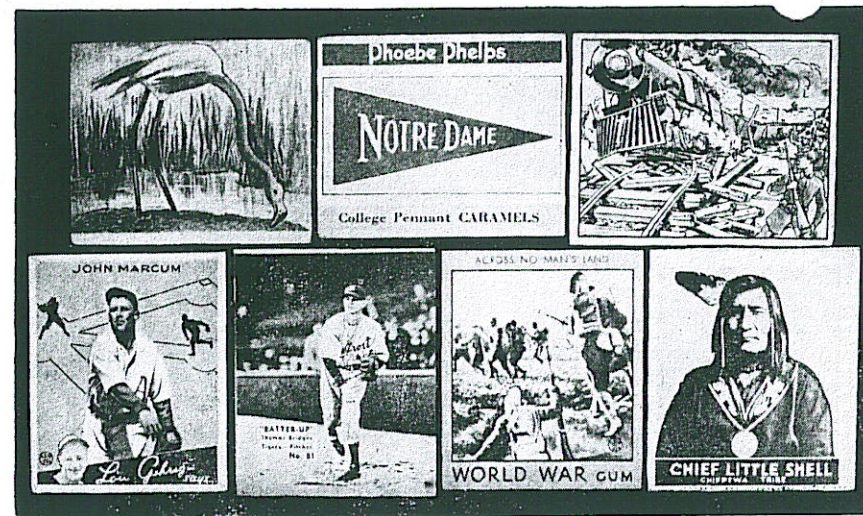
Standard size is about 2½ x 3 inches on thick card. Sizes are given only for those which vary considerably from this. Most sets are numbered and from 1-up unless otherwise stated.

General Series

- R1—**Action Gum** (96) Goudey03
- R2—**Adventure Pictures**, Holloway & Co.05
- R3—**Adventures of Army, Navy, and Marine Corps**, Leader Novelty02
(400 stated) few seen, pkge. designs.
- R4—**Adventures of Smilin' Jack** (128 seen) b&w, Eppy02
- R5—**Aeroplane Series** (25) Wischmanns 1½ x 2½03
- R6—**African Jungle Scenes** (24) National Licorice10
The set grouped forms one large jungle scene.
- R7—**Airplane Pictures**, Holloway & Co.05
- R8—**Airplane Pictures**, Peco candy cigarettes03
Type 1—1st Series (28). Type 2—Name on red sq. (28)
- R9—**Airplane Pictures**, Kerrs butterscotch, 1½ x 2½05
- R10—**Airplanes** (30) (Cameron Sales, Ill.)05
Airplanes, see also Playing Card types.
- R11—**Allies in Action** (140) Brady Co. numb. AA71-AA21005
- R12—**America at War** (48) Copr. W. S. (501-548)02
- R13—**American G-Men** (96)02
1—First Series (101-148). 2—Second Ser. (701-748).
- R14—**American Historical Characters** (30) Amer. Caramel05
10 people, 3 cards to each numbered 1-2-3.
- R15—**Animals** (54) Schranz & Bieber, some plain backs numb.10
- R16—**Animal Quiz Cards** (48) York Caramel 1¾ x 2¾02
- R17—**Army Air Corps Insignia** (100) Switzers Licorice02
Type 1—issued separate. Type 2—pkge. designs.
- R18—**Army, Navy and Air Corps**, Copr. W. S. (601-648)02
- R19—**Auto License Plates**, Goudey 1½ x 3¼04
1936 (36), 1937 (69), 1938 (66), 1939 (30 seen).
- R20—**Battleship Gum** (50) Newport Products10
- R21—**Believe It or Not** (48) Wolverine Gum05
- R22—**Big Chief Wahoo**, folders open to 1½ x 4½02
Type 1—Comics (9). Type 2—Defense Series (27) ships.
- R23—**Big Little Book Series**02
 - 1—Flash Gordon 1-32. 5—G-Man 129-161.
 - 2—Dick Tracy's 33-64. 6—Buck Jones 162-193.
 - 3—Popeye 65-96. 7—Dan Dunn 194-224.
 - 4—Tom Mix 97-128.
- R24—**Big Thrill Booklets**, Goudey, 4 pages (24)05
 - 1—Buck Jones 1-6. 3—Dick Tracy 1-6.
 - 2—Buck Rogers 1-6. 4—Tailspin Tommy 1-6.

- R25—**Booklets** (30 stated) not numbered05
 - 1—Corporal Blake. 5—Operator No. 17.
 - 2—Crafty Keen. 6—Reckless Steele.
 - 3—Hal Hunter. 7—Yip Roper.
 - 4—Flash Brown. 8—Mirtho, the Clown.
- R26—**Boy Scouts** (48) Goudey, Some Boy Gum02
- R27—**Cartoon Comics**03
 - Tracy 101-108. Moon Mullins 125-132.
 - Orphan Annie 109-116. Joe Palooka 133-140.
 - Harold Teen 117-124. Terry 141-148.
- R28—**Cartoon Adventures** (Sleisinger)03
 - Tailspin Tommy 401-408. Broncho Bill 417-424.
 - Tarzan of Apes 409-416. Buck Rogers 425-448 (Dillie).
- R29—**Century of Progress**, sepia (Reedy Gum—not shown)10
- R30—**Chicago World's Fair** (32) Baltz Gum10
- R31—**College Pennants**, Phoebe Phelps Caramels10
 - Type 1—2½ x 3 (14). Type 2—1½ x 3 (14).
- R32—**Comic Gum**, (18 seen) Gum, Inc., 2½ x 3¾05
- R33—**Comic Gum**, Gum, Inc. wrappers, 3¾ x 4¾02
- R34—**Commando Rangers** (70) Brady Co. CR1-CR7010
- R35—**Comic Pictures**, Holloway & Co.05
- R36—**Cops and Robbers**, F. H. Fleer (35 seen)02
 - In various colors. With "Evidence Tab" are 2½ x 4½.
- R37—**Crime Did Not Pay** (famous public enemies) b&w03
- R38—**Comic Faces** (30) Glenn Confections 2¾ x 3¾05
- R39—**Dare Devils** (24) National Chic Co.02
- R40—**Defending America** (48) Copr. W. S. 201-24802
- R41—**Dick Tracy** (144) Walter H. Johnson Candy02
- R42—**Dick Tracy** (48) pkge. des. Novel Package Corp.02
- R43—**Doughboys** (20) American Mint Corp. wrappers (soldiers)05
- R44—**Don't Let It Happen Here** (24) International Ch. Gum03
- R45—**Dopey's Dominos** (7) 1 x 1½, b&w02
- R46—**Famous Moments in Am. History** (10) Rosen, 5¼ x 8 b&w05
- R47—**Fighting Planes** (24) Shelby Gum05
- R48—**Film Funnies** (24) Gum, Inc.03
- R49—**Flags** (72) Interstate (All Flags) Gum on paper03
- R50—**First Column Defenders** (24) Goudey02
- R51—**Flags** (36) Wilbur-Suchard 1½ x 2½01
No. 36 (U.S.A.) was a premium not regularly issued.
- R52—**Flag and Native** (50) blue border, back statistics10
- R53—**Fleer Funnies**, F. H. Fleer on paper01
- R54—**Foreign Legion**, Copr. W. S. 325-37202
- R55—**Frank Buck** (48) Gummakers of America02
- R56—**Funnies** (24) General Gum novelty cards02
- R57—**Games and Magic**, Kraft Caramels 1 x 505
- R58—**Generals and Their Flags**, Copr. W. S. (425-448)03
- R59—**Girlies** (24) Gum, Inc., plain back, possibly not issued03
- R60—**G-Men and Heroes of the Law** (168) Gum, Inc., skip numb.02
- R61—**Govt. Agents vs. Public Enemies**, Pressner (A201-A224)02
- R62—**Guess What**, Williamson candy, 5 x 5¼ paper01
- R63—**Guess Who**, novelty Gum drawings02
Numb. 1-10 but several designs and colors per number.
- R64—**Handee Cards** (40) American chewing products02
- R65—**History of Aviation** (10) Goudey 5½ sq.15
- R66—**Heroes of Pearl Harbor**, Candyland, pkge. des.02
- R67—**Heroes of the Sea** (24) Copr. W. S. (449-472)03
- R68—**Hollywood Picture Stars** (40) Shelby Gum05
- R69—**Horrors of War** (288) Gum, Inc.02
- R70—**Humpty Dumpty Up to Date** (24) Shelby Gum10
- R71—**Hunted Animals** (25) Planters Nut & Choc. 2 x 2½02
A series of Trapped Animals was not issued.
- R72—**I'm Going to Be** (25) Schutter-Johnson (No. 4 not seen)02
- R73—**Indian Gum** (216) Goudey02
 - a) white bkgd. (24 mixed Nos. of R73). No. 25-48 of R73 come with both red and blue base panel.
- R74—**Indians**, Goudey premiums (16) 7 x 9, name on back20
- R75—**Indians, Cowboys, Westerns** (25 seen) no brand, color var.05
- R76—**In History's Spotlight** (24) Sperry Candy Co.20

- R77—**Jiminy Crickett**, 1 x 1102
 R78—**Jungle Gum** (48) Goudey-Worldwide02
 Numb. 1-24 and odd numbers only 25-71.
 R79—**Leader Discs**, Leader Gum, 2 1/8 round, similar Sealcraft03
 R80—**League of Nations** (50) Novelty Gum10
 R81—**Limericks** (11) Pulver Co. numb. 50-6002
 R82—**Little Henry** (130) Switzers pkge. des. 1 1/2 x 2 3/401
 R83—**Lone Ranger** (48) Gum, Inc.02
 R84—**Magic Candy** (48) J. N. Collins Co.02
 R85—**Magic Tricks** (40) b&w, Glenn Confections02
 R86—**Magic Tricks** (4) Cracker Jack 2 1/2 x 9 folders01
 R87—**Make Faces**, Independent, G. Milkes, 3 parts01
 R88—**Matchem** (animals) 1 x 2, G. Milkes (10 seen)01
 R89—**Mickey House** (96) Gum, Inc., 2 albums issued02
 R90—**Mickey Mouse with Movie Stars** (24) Gum, Inc. (97-120)05
 R91—**Minute Biographies** (40) Federal Sweets 1 1/4 x 3 1/205
 R92—**Movie Stars** (24) plain (Gum, Inc.) Printed U.S.A. b&w02
 R93—**Movie Stars** (55 seen) framed portraits 2 x 3 b&w03
 a) uncut. b) die cut to bend back.
 R94—**Movie Stars and Scenes** (Phantom City, etc.) 75 seen, colors02
 Movie Stars, see also Series of 96.
 R95—**Movie Stars**, 8 x 10 linen finish, several series10
 R96—**Movie Stars**, 5 x 7, no issuer shown05
 Type 1—acquatoned in U. S., b&w. Type 2—tinted colors, Dietz.
 R97—**Movie Stars**, smaller sizes, no issuer stated, about 2 x 3 1/201
 Type 1—similar to R96-2 (60). Type 2—all others.
 R98—**Navy Warships** (8) pkge. des. 1 3/4 x 301
 R99—**Nightmare of Warfare** (48) 901-94802
 R100—**Noah's Ark** (24) Flatbush gum, not numb.10
 R101—**Novelties**, General Gum02
 R102—**Novelty Cut Out and Trick Cards**, National Chiclé02
 24 seen, numb. 1-12 and 25-36.
 R103—**Novelty Pictures** (24) Novelty gum, to use with screen03
 R104—**Nut Snax Poker**, Susu Nut Co., 2 1/2 x 502
 R105—**Pee Wee Comics** (24) Iger cartoons02
 R106—**Physical Culture Lessons** (24 lessons) Bonamos Conf., b&w03
 R107—**Peco Animal Circus** (over 26) Pecheur Lozenge03
 R108—**Picture Cards** (30) Pulver Co. numb. 100-12905
 Mostly types of weapons of all ages.
 R109—**Pirate Pictures** (72) Gum, Inc.05
 R110—**Pirate Treasure**, Holloway, some without name02
 a) 1 3/4 x 2 3/4 (48). b) 2 x 3 (18).
 R111—**Playing Cards**, Wool Candy, singles 1c suit strips of 1310
 R112—**Playing Card Types**, stiff, rounded corners03
 1—Card-O General Subjects, Series A (94).
 2—Card-O General Subjects, Series B.
 3—Card-O Airplanes, Series B (26)—2 types backs.
 Known numbered on face making a game card.
 4—Card-O Airplanes, Series C (28)—2 types backs.
 5—Card-O Airplanes, Series D (27)—5 are marked (25).
 6—Card-O U. S. Navy, Series A (22).
 (Other similar Airplane designs are known but not Card-O.)
 7—Air squadron Insignia, blue plane backs, 17 seen.
 8—Plane Identification (est. 48) blue backs, (2 types).
 9—Plane Identification, black on blue, desc. backs.
 10—Air squadron Insignia (Disney) 2 on card.
 11—Popeye sectional figures, Popeye backs, 24 seen.
 12—Card-O Planes, 1st issue (45) no series shown.
 R113—**Popeye Comic**, Orbit 4 page folders02
 R114—**Presidents** (American Heroes Car.) U. S. Caramels05
 31 designs each in red, blue, and orange bkgd.
 R115—**Presidents** (30) Jig Saw Nougats, Gold Band Conf.10
 R116—**Presidents** (31) Independents Candy, red and blue10
 R117—**Presidents**, American Chiclé coupons 5/8 x 1 3/801
 R118—**Presidents Gum** (32) Dietz gum, 2 1/4 x 5 1/2 paper (Play Bucks)05
 R119—**Puzzles and Tricks**, Cracker Jack, about 2 3/4 x 4 3/402
 R120—**Remember Pearl Harbor**, pkge. des. 1 3/4 x 302
 R121—**Scharley Questions** (48) American Maid Conf.05



Recent gum cards: R6 African Jungle Scenes (Flamingo), R31 Phoebe Phelps College Pennants (Notre Dame), R69 Horrors of War (Chinese Guerillas wreck a supply train); bottom, R320 Big League 1934 (John Marcum), R318 Batter Up (Thomas Bridges), R174 Goudey World War I (Across No Man's Land), R75 Indians and Westerns (Chief Little Shell).

- R122—**Screen Snappies** (32) Ridley's05
 R123—**Sealcraft Cards** (240) Seal Craft gum, 2 1/4 round02
 Showing Animals, Aviation insignia, Bombing Squadrons, Colleges, Dogs, Flags, Indians, Pirates.
 R124—**Sea Raiders** (24) World Wide05
 R125—**Secret Service Flashes**, National Chiclé, 3 3/4 sq. paper02
 R126—**Second World War** (48) numb. 125-17202
 R127—**Series of 24** (501-524) Adventure scenes05
 R128—**Series of 48** (201-248) also (1-48) Indians, etc.02
 R129—**Series of 48** (300-347) blue backs, Indians and Historical02
 R130—**Series of 48** (301-348) black backs, Indians and West05
 R131—**Series of 48** (801-848) Indians05
 R132—**Series of 48** (301-348) Airplanes05
 R133—**Series of 48** (101-196) Movie Stars, color varieties02
 R134—**Series of 96** (501-596) Movie Stars and Scenes, colors02
 R135—**Ships** (24) Package Conf. Corp. (Sailor Boy Smokes)05
 R136—**Sky Birds** (108) National Chiclé02
 R137—**Sky Birds** (24) Goudey 1941, plain backs02
 R138—**Smilin' Jack** (48) pkge. des.02
 R139—**Soldier Cards** (est. 50) E. Rosen Co.10
 R140—**Soldiers** (cutouts) Krat Bros. 1 1/2 x 302
 R141—**Soldiers of the World**, 3 x 4 cutouts, General Gum10
 R142—**Soldier Boys** (24) Goudey02
 R143—**State Flowers, Etc.**, pkge. des. 1 1/4 x 2 1/402
 R144—**Strange True Stories** (24) Wolverine Gum03
 R145—**Superman** (72) Gum, Inc.02
 R146—**Superman** (48) Leader Novelty pkge. des.02
 R147—**Tarzan** (50) Schutter-Johnson Candy02
 R148—**Tattoo Prints** (transfers) 1 1/2 x 2 paper, Niagara gum01
 R149—**Tilo Cards**, Fleer 2 1/2 hexagonal10
 R150—**Time Marches On** (48) numb. 601-64802
 R151—**Tom Mix** (48) National Chiclé, 4 page booklets05
 R152—**Tootsie Circus** (25) Sweets Co. of America, not numb.05
 R153—**Train Designs** (Box car gum) paper wrappers02
 R154—**Transfer Pictures**, various designs on tissue01
 R155—**Trick Cards** (20) General Gum, thick or thin02
 R156—**True Spy Stories** (24) Gummakers of America03
 R157—**Uncle Sam, Soldier, Etc.** (96) Gum, Inc.02

R158— Uncle Sam's Home Defense , Gum, Inc. (97-144)	.02
R159— Universal Products Pictures , Un. Novelty Mfg.	.05
Some plain backs, no issuer. Seen for Western Trail, Animals, Comic Jokes and Pictures, and Pioneer Days of Early America. Numbered 100 up.	
R160— Victory Gum (Military Ranks) 2 x 3 (12)	.05
R161— Walt Disney Comics (32) W. D. Productions	.02
R162— Walt Disney Pictures (25) 5 x 7 Overland Candy	.10
Come in two distinct coloring shades.	
R163— War Series (cutouts) Federal Sales 2 3/4 x 4 1/2 (17 seen)	.05
R164— War Gum (132) Gum, Inc.	.02
R165— War News Pictures (144) Gum, Inc.	.02
No. 49-72 are reprints of part of set R173 rewritten.	
R166— War Scenes (planes, etc.) Lion Specialty (G.G.M.)	.03
R167— War Planes 2 x 3 pkge. des. (8) Pioneer Specialty	.02
R168— War Scenes , M. P. & Co. (101-148) black or blue backs	.02
Partly without issuers initials.	
R169— Warships (60) C.S.C. (Cameron Sales, Ill.) numbered	.10
R170— Warriors of the World (24) Bradas & Greens (cut)	.10
R171— What's This? (illustrated expressions)	.02
R172— Wild West Series (49) Gum, Inc.	.02
a) puzzle backs. b) redrawn, no puzzles (26-49).	
No. 25 was a prize card not regularly issued.	
R173— World in Arms (48) Gum, Inc.	.02
Numbered in groups: 16 airplanes, 12 ships, 4 iron cavalry, 4 field artillery, 4 fortifications, 8 miscellaneous.	
R174— World War I (96) Goudey, Album issued	.05
R175— World War II , colored photos 5 x 7 (Dietz)	.15
R176— Yellow Kid Scrip , Pulver Co.	.05
R177— Zoom Planes , Gum Products	.02
1—1st set, 1-100 sepia (75 seen, possibly skipped nos.)	
2—2nd set, reprinted 1-100 with borders of orange, yellow, blue, green.	
3—3rd set, new set, 101-200, borders as 2nd. plus red.	
R178— Zoom Planes , 9 1/2 x 12 1/2, b&w premiums. Album issued	.20
R179— U-Match-Em (12) Uncle Sam 3/4 x 1 1/2	.01
R180— Masks , Fleers Heads Up wrappers, paper	.02
R181— Darby Picture Puzzles (50) Darby Candy	.02
R182— Magic Fortune Cards (80) Dietz gum	.02
R183— Thurston's Magic (50) Sykes & Thompson leaflets	.05
R184— Indian Chiefs (name on shield) No. 100	.03
R185— Indian and Western (series of 48) 2 x 2 1/2 C.W.S.	.02

Sports Issues

R300— Am. and Nat. League Stars (32) George C. Miller Co.	.15
R301— Baseball! 1c , 5 x 5 1/4 on paper, Overland Candy	.02
R302— Baseball Stars (24) M. P. & Co. name on ball	.05
R303— Baseball Stars , Goudey Gum Co.	.08
a) 4 x 6 1/2 sepia (48). b) 4 3/4 x 7 1/2 b&w (24).	
R304— Baseball Setups , 1 x 4 1/2 die cut, copr. Al Demaree	.10
R305— Baseball Players (60) Tattoo-Orbit 2 x 2 1/2	.05
Bright red or yellow backgrounds.	
R306— Baseball Players (25) Butter Cream Conf. b&w 1 1/4 x 3 1/4	.10
R307— Baseball and College Designs , pennant shape 2 3/4 long	.02
R308— Baseball and Movie Stars , Tattoo-Orbit 1 1/4 x 2 sepia	.02
Albums issued for these series.	
Baseball Photo Cards , issuer not stated:	
R309— Players and Teams , 5 1/2 x 9 1/2 Goudey premiums b&w, also 5 1/2 x 9	.35
R310— Players , 7 1/4 x 9 1/2 heavy paper (Baby Ruth) b&w, auto. sig.	.10
R311— Baseball and Football 6 x 8, b&w	.10
Leather surface or glossy (Diamond Star).	
R312— Colored Photos 4 x 5 1/2 (50) National Chiclé	.10
R313— Portraits and Action , 3 1/4 x 5 1/4 b&w, fine pen (Batter Up)	.05
R314— Portraits 3 1/4 x 5 1/4 b&w, wide pen (Goudey) est. 150	.05
R315— Portraits , name in panel (36) b&w 3 1/4 x 5 1/4	.05
R316— Portraits , 3 1/2 x 4 1/2 b&w, autograph name	.05
R317— Portraits , 2 3/4 x 3 3/4 b&w or colored and all smaller sizes	.05

R318— Batter Up (192) National Chiclé, in various colors	.03
Numbers over No. 80	.05.
R319— Big League 1933 (240) Goudey	.03
R320— Big League 1934 (96) Goudey	.04
R321— Big League 1935 , Goudey puzzle cards	.02
4 portraits on face. 36 diff. faces and 72 diff. backs. 9 puzzles in b&w. Puzzles 1, 8, and 9 in 12 parts lettered A to L. Puzzles 2-7 in 6 parts lettered A to F. Some backs with two diff. faces. Complete about 120.	
R322— Big League 1936 (25) b&w, game on back (Goudey)	.02
R323— Big League 1938 (48) Goudey Heads Up (241-288)	.03
R324— Big League 1941 (33) Goudey plain backs	.03
Each in red, green, yellow, or blue bkgd.	
R325— Big League Knot Hole League (24) Goudey, no picture	.02
R326— Big League Baseball Movies (26) Goudey, small	.05
Numbered 1-13 with two parts each number.	
R327— Diamond Stars (108) National Chiclé	.02
1933 averages on green backs 1-24. 1934 averages on green backs 1-84 and blue backs 73-84. 1935 averages on blue backs 73-108 plus 12 ship numbers.	
R328— Famous Athletes (BB) United States Car. (32)	.10
R330— Double Play (75) Gum products, 2 nos. to card	.05
R331— Football Stars (36) National Chiclé	.02
R332— Major League Secrets (50) Schutter-Johnson	.05
R333— Play Ball (24) DeLong Gum Co.	.15
R334— Play Ball—America (162) Gum, Inc., Card No. 126 not known, b&w	.02
R335— Play Ball—1940 (240) Gum, Inc., dark sepia	.02
R336— Play Ball—1941 (72) Gum, Inc., Hall of Fame	.02
R337— Series of 24 (Ball Players) 401-424	.05
R338— Sport Kings (48) Goudey	.02
R339— Sport Kings Varsity Game (24) Goudey, no picture	.02
R340— Sport Kings (6) Goudey Extra large	.25
R341— Sport Packs , 2 x 3 1/2, pkge. des.	.01
R342— Thum Movies (13) Baseball Series, Goudey, large size	.10
R343— Touchdown 100 Yards , Mayfair candies (24) 1 3/4 x 2 3/4	.02
R344— How to Play Baseball (20) 3 3/4 x 6 paper, Nat. Chiclé	.03
R345— Prizefighters (38) Windser Caramels, sm.	.10
R346— Baseball Players , blue port. plain backs, some numb.	.02

Felt and Metal Novelties

R400— Aluminum Coins	.03
1—Presidents (31) 7/8 in. Cracker Jack.	
2—Presidents 7/8 in. Charms.	
3—Famous People 7/8 in. Charms.	
R401— Big League Baseball Designs , 3 3/4 sq. on felt	.05
R402— Cloth or Felt Novelties , cut to shape, small	.01
R403— College Pennants , Gumakers of America (Kenno Gum)	.01
1 3/4 x 4 1/4 on cloth (500 stated).	
R404— Military Arm Insignia , 2 x 2 felt	.01
R405— National Flags , 3 x 5 1/2 felt pennants	.03
R406— National Flags , 2 x 3 cloth, Goudey Soldier Boy Gum	.03
Issued in packages of ten—20.	
R407— Pick-O-Letter , felt block letters 2 in. Shelby gum	.01
Premium size, 8 in. high—20.	
R408— Tin Buttons (pin type, no celluloid)	.03
1—Baseball Players, Orbit, (est. 50) skip numb.	
Similar designs not numbered are known.	
2—Baseball Stars, light background (gray or yellow).	
4—Big League Leaders, statistics only.	
5—Green Sox Team players.	
6—Aviators and Planes.	
7—Breeds of Dogs.	
8—Frontiersmen and Generals.	
9—Indian Chiefs, light bkgd. or colors.	
10—Floral designs.	
11—Movie Stars, light bkgd. or halftone.	
12—Presidents, light bkgd.	
13—National Flags, 3 series.	
14—Baseball Team names (Schutter Candy).	

R409— Tin Buttons (bend back tab type) Baseball Players Type 1—half round shape. Type 2—flat shape.	.03
R410— Rubber Money , F. H. Fleer, 1 3/4 x 4 on rubber	.05

Issues Since 1948

Very small (7/8 x 1 3/8); Small (1 1/4 x 3); Medium (2 x 2 1/2).	
R500— Bazooka Comics (over 100) Topps Gum Wraps, 2 1/2 x 6 1/2	.02
R501— It Happened to a President (20) Topps Golden Coin wraps	.03
R502— Cartoon Comics (50) Jas. O. Welch, sm.	.02
R503— Story of the Atom Bomb (18) Topps Bazooka Gum 1 x 4 1/2	.05
R504— Famous American Heroes (18) Topps Bazooka Gum 1 x 4 1/2	.05
R505— Movie Stars , Natch gum 5 x 7	.03
R506— Transfers (150) Tatoo gum wraps, 1 1/4 x 2 1/2, Topps Gum	.02
R507— Safety-Stix Toys (mech. cardboard) Tootsie Rolls, pkge. des.	.05
R508— Magic Photos (256) Hocus Focus gum, very sm. (album) Sports, personages, etc.	.01
R509— Movie Stars (36) Bowman gum, medium b&w	.02
R510— Heroes of the Law—FBI (36) Bowman gum, medium	.03
R511— Flip-O-Vision (50) Topps Thumb Movies	.03
R512— Flip-It-Movies (24) Gum Products 1 1/2 x 2 1/2	.02
R513— Flipbook Preview Movies (24) Bowman gum, Series 1	.03
R514— Famous Stamps (12) Topps Bazooka gum, 1 x 4 1/2	.05
R515— X-Ray Roundup (200) Topps Pixie gum, very sm. 100 similar A&G No. 2 & No. 19. Others Westerns and Stars.	.01
R516— Pirate Cards , Leaf gum (album)	.10
R517— License Plates (50 diff. fronts, 75 diff. backs) Topps Stop 'n' Go, very sm.	.01
R518— License Plates , Topps gum as R517 but larger	.02
R519— Wild West (180) Bowman gum	.02
R520— Wild Man (72) Bowman gum	.02
R521— Flags of the World (100) Topps Parade, very sm. Silk flag on one side, soldier on other.	.01
R522— Flags of the World (100) Topps Parade as R521, larger	.02
R523— Hopalong Cassidy , Topps gum	.02
1—1 color cards—8 sets (176)	.02
2—Full color cards—2 sets (44)	.10
3—Foil cards (8), limited issue	.02
R524— Indian Gum , Goudey reprints of R73, blue backs	.02
R525— Amazing Tricks , Phila. Chewing gum folders	.05
R526— Airfact Cards , Phila. Chewing gum folder and die cut	.02
R527— Bring 'em Back Alive (100) Topps gum	.02
R528— Freedom's War (202) Topps gum 6 die-cut cards, value 0.25.	.02
R529— Wild Animals of the World (numb. 101-200) Topps gum	.02
R530— Red Menace (48) Bowman gum	.02
R531— Jiggleys , Model Airplane Co. (gum) various series	.02
R532— Spacemen (108) Bowman gum (Jets and Rockets)	.02
R533— Fighting Marines (96) Topps gum	.02
R534— Wings (200) (Airplanes of the World) Topps gum, ex. large	.02
R535— Views and Portraits , 1 1/4 x 2, pkge. designs 1—Giovannini (Domestic) LaFlorentine almond candy. 2—Motta (Imported) Torrone Motta nougats.	.02
R536— Look 'n' See (135) Famous People, Topps gum	.03
R537— Presidential Cards , Ziegler candy pkge. des.	.02
R538— Super Circus , Mars Inc., pkge. des.	.02
R539— Presidents of U. S. (36) Bowman gum	.02

Sports Issues

R700— Sport Thrills (20) Swell gum (Phila. Chew. gum) b&w	.02
R701— Baseball Players (48) Bowman gum, medium, b&w (Play Ball 1948).	.02
R702— Babe Ruth Story (28) Swell gum, medium, b&w	.02
R703— Touchdown Football (108) Bowman gum, medium, b&w	.02
R704— Basketball Series (72) Bowman gum, medium (Portraits and diagrams)	.02
R705— Prizefighters (49) Leaf gum, skip numbered (album)	.02
R706— All-Star Football (79) Leaf gum, skip numbered	.02
R707— Transfers—Baseball Teams, etc. (16) Pic Bubble gum 2 1/2 x 4 1/2	.02
R708— Baseball Stars (240) Bowman gum, medium, 1949	.02
R709— All-Star Baseball (49) skip numbers, Leaf gum	.05
R710— Baseball Immortals (4 seen) Leaf gum, premiums, 5 3/4 x 7 1/2, sepia	.10
R711— All-Star Football (67) skip numbers, Leaf gum, 1949	.02
R712— College Football Players (75), Topps Varsity gum, very sm. Felt college pennant on back.	.01
R713— Baseball Series (252) Bowman gum, 1950	.02
R714— Football Series (144) Bowman gum, 1950	.02
R715— Baseball Series (324) Bowman gum, 1951	.02
R716— Baseball Players (104) Topps gum, 1951, round corners Ser. 1 (52) Red backs; Ser. 2 (52) Blue backs. 2 varieties for Holmes and Zernial.	.02
R717— Connie Mack's All-Time All-Stars (11) Topps, die cut, extra large	.03
R718— Baseball Team Pictures (11) Topps gum, extra large	.03
R719— Major League All-Stars (11) Topps die cuts, extra large	.03
R720— Magic Football (75) Topps gum. College players College picture on back.	.02
R721— Baseball Players (36) Bowman gum, Pacific Coast League	.10
R722— Football Stars (144) Bowman gum, 1951	.02
R723— Ringside (96) (Fighters and Wrestlers) Topps gum	.02
R724— Baseball Players (252) Bowman gum, 1952	.02
R725— Baseball Players (407) Topps gum, 1952 Back errors: Johnny Sain, Joe Page. Also Sam Chapman picture on Ben Chapman card.	.02
R726— Football Players (144) Bowman gum, 1952 2 sizes. Large size .03.	.02

Novelties

R900— Presidential Coins (33) Topps gum	.02
R901— Coins of the World (120) Topps gum. Plastic, color var.	.02
R902— Baseball Pennants , Leader Nov., felt 1 3/4 x 4	.02
R903— College Pennants , Penny King Co., felt 1 1/2 x 2 3/4	.01
R904— College Footballs , Penny King Co., metallic, small	.01
R905— College Designs , felt, 1 3/4 x 3	.01
R906— Baseball and College Designs (100) Leader Nov., tin pins	.02

SECTION 16

Canada Candy and Gum Issues



The majority of Canadian candy issues appeared in the 1920's and are now quite difficult to find. A few later sets are similar to the contemporary U. S. issues. Designs like Fry and Maynard are similar to British cards, but most of the others are distinctly Canadian and of exceptional interest. This is another group in which demand far exceeds the supply.

The cards are especially well designed and produced. The distinctive scenery, flora, and fauna are beautifully shown and sports and military subjects adequately covered. Hockey fans will want the many cards of this game, which is now as popular in the United States as in Canada. Collectors should endeavor to contact sources of supply in Canada as few are ordinarily available elsewhere.

The Cowan Co. (all 2 1/4 x 5 1/2 unless stated:

V1—Airships (24)	.10
V2—Animal Cards (24)	.05
V3—Animals (6) 3 x 4 pkge. des.	.05
V4—Art Series (24) b&w	.04
V5—Badges and Battle Colors (24)	.15
V6—Bird Series (24)	.05
V7—Boy Scout Series (12)	.04
V8—Boy Scout Series (12) as No. E41	.02
V9—Canadian Birds (24)	.05
V10—Canadian Fish (24)	.05
V11—Canadian Forest Trees (16) 1 1/2 x 3 1/4	.10
V12—Chicken Cards (24)	.03
a) normal design. b) reversed design.	
V13—Dog Pictures (24) 1 1/2 x 3 1/4	.03
V14—Horse Pictures (24) 1 1/2 x 3 1/4	.04
V15—Insignia of Canadian Militia Officers (24)	.15
V16—Learn to Swim (24) 1 1/4 x 3 1/4	.03
V17—Noted Cats (24) 1 1/2 x 2 3/4	.05
V18—People of the World (24)	.05
V19—Scenic Canada (12) sepia folders open to 2 1/4 x 11	.20
V20—Wild Flowers of Canada (24)	.05
V21—Cowans Color Cards (18) 1 1/2 x 3 1/4	.05

The Dominion Chocolate Co.:

V30—Animals (20) 2 1/4 x 4	.10
V31—Dominion Athletic Stars (120) b&w	.02
a) on card. b) on paper.	
V32—Mrs. Hedgehog's School (20) 2 x 4	.04

J. S. Fry & Sons (small cards):

V38—Radio Series (25)	.02
V39—Scout Series (50)	.02
V40—Scout Series (50) Second Series	.02
V41—Treasure Island Map (50)	.02
V42—Children's Pictures (50)	.03

Walter M. Lowney Co.:

V48—Famous Trains (35) 1 1/2 x 3 1/2	.05
V49—Just Kids (24) 1 1/2 x 4	.02
V50—Magic Pictures (50) birds, fish, etc., for coloring	.03
V51—Puzzle Cards (36) wavy edge	.02
V52—Sew-Me-On (12) silk birds and flowers on card	.15

Neilson's Chocolates:

V60—Automobiles, 1 1/4 x 2 1/2	.05
Type 1—b&w (40). Type 2—colored (40).	

V61—Big League Baseball Stars (120) 2 x 3 1/4 b&w	.15
Similar to No. E120.	
V62—Flags of Countries (48)	.03
V63—Movie Actors and Actresses (120) similar No. E123	.03
V64—Movie Actors and Actresses, small, b&w	.02
Type 1—as T85-3 (1-100). Type 2—as C142-2 (101-260).	
V65—Prizefighters, small, b&w	.05
V66—Trixie Trix (48) small	.05
V67—Wild Animals (120) 2 x 3 as U. S. Frostick	.05

Patterson Candy Co.:

V75—Bird Cards (48) 2 x 5	.05
V76—Bird Cards (48) 1 3/4 x 3	.02
V77—Bird Eggs (48) 1 1/4 x 2 as bottom of V75	.01
V78—Foreign Butterflies (24) 1 1/2 x 3 3/4	.03
V79—Suzanna Movie Scenes (80) 2 x 3 1/2, b&w	.02

William Paterson, Ltd.:

V88—Aviation Series (52) as C110	.05
V89—Baseball Players (50) about 1 3/4 x 3 1/4 proofs	.03
Seen in proof form, possibly not issued.	
V90—Flags of Nations (60) as T59	.02
Similar cards with plain backs are also known.	
V91—Hockey Stars, Series A (48); Series B (24)	.02
V92—Jack Tar Series (British Navy)	.10
V93—Wonder Dog Series (40), b&w	.02
V94—Baseball Pl. (22) 6 1/2 x 8 1/2 sepia paper, Auto. sig.	.10
V95—National Flags (48) as F115	.03

Willard's Chocolates:

V100—Baseball Players (175) 2 x 3 1/4 sepia	.10
V101—Indian Series (43)	.05
V102—Men of the Mounted (40) 2 x 2 1/2	.03
V104—Movie Stars (168) 2 x 3 1/4 sepia	.03
V105—Sweet Marie (coupons) (24)	.01

Miscellaneous:

V115—Alphabet Cards (coupons) Moirs, Ltd., b&w	.01
V116—Aviation Bar (24) St. Lawrence Candy	.02
V117—Baseball Players (30) Maple Crispette, b&w	.05
V118—Big Chief (50) Ganong Bros. as No. 2	.02
V119—Birds (72) Perrins Bars, b&w	.02
V120—Bird Studies, Canadian Chewing, as U. S. Chiclets	.05
V121—Caricatures, L. Martineau, Ltd., 3 x 4 paper	.05
V122—Champion Athletes (100) numbered, 1 3/8 x 3 3/8	.02
V124—Dog Pictures (31) as No. E33	.03
V125—Dog Picture Series (24) Robertsons	.03
V126—Film Stars (16) Poppletons, b&w	.02
V127—Historical Pictures (15) 1 x 2, LaSuerie Can.	.10
V128—Hockey Stars (70) Paullins Hockey Bar, b&w	.05
V129—Hockey Stars (50) 1 1/2 x 3, brown, Eng. & Fr.	.03
V130—Hockey Players (30) Maple Crispette, b&w	.02
V131—Hunted Animals (25) as R71 but 3 1/2 x 4 1/4	.20
V132—Map Pictures (45) Confectioners Co., b&w	.01
V133—Montreal Scenes (Series A) Hollywood Conf. sepia	.05
V134—Movie Stars, 1 3/4 x 2 3/4, b&w	.02
V135—National Costumes (50) women, small, Maynards	.10
V136—National Flags (48) 2 x 2 1/2 (coupons) similar F115	.03
V137—Prizefighters, 1 3/8 x 3 1/8, sepia or b&w	.05
V139—Record Breakers (24) 1 1/2 x 4, b&w, O-Pee-Chee	.02
V140—Pippin Cards (24) Pure Gold Bars, b&w	.03
V141—Safety First Transfers (20) 1 3/8 x 1 5/8, Wrigleys	.02
V142—Three Bears (24) Fralingers post cards	.04
V143—World War Scenes (over 100) 2 x 2 1/2, O-Pee-Chee	.20
V144—World Wonder Series, Maynards	.05
V145—National Hockey League, No. 1-60, 1 3/4 x 3 3/4, b&w	.05
V146—Poker Hands (53) Confectioners Co. Ltd.	.01

V147—Playing Cards (53) Quaker Candy Co.	.01
V148—Military Medals, Robertson Bros. 2½ x 3¾	.05
V149—Alphabet Puzzles, Somervilles popcorn, 2¾ x 4¼	.05
V150—Jockey Cards (20) Robertson candy, as E47	.03
V151—Military Series, Cherry Ripe gum, very small	.02
V152—Flip Cards (44)	.01
V200—Baseball, Colleges, Cities on felt 4½ inches long, pennant shaped.	.03
V201—National Pennants, flannel 3¾ x 10½	.05

Recent Issues

Canadian Chewing Gum Co.:	
V250—Famous Aircraft (50) Wings wrappers 2¼ x 4½, b&w	.05
V251—Flags (60) Green Jacket gum wraps, as No. T59	.02
V252—Hockey Picture Gum	.05
V253—Indians (50) Green Jacket gum wraps, as No. 2	.02
V254—Papoose Gum Series (50) as No. 2	.02
V255—Papoose Animal Gum (70) as No. T29	.02
V256—Tarzan and the Crystal Vault of Isis (50) as R147	.03
Gum, Inc.:	
V275—Empire Defenders (48) as R157	.02
V276—Fighting Forces (48) as R173	.02
V277—Home Defense (48) as R158	.02
V278—Horrors of War (240) as R69	.02
Hamilton Chewing Gum Co.:	
V288—Hockey Players (sct. 50) Puck Gum	.05
V289—Hollywood Pictures Stars (40) as R68 renumbered	.02
O-Pee-Chee Co. Ltd.:	
V300—Baseball Players, Series A (48) 101-148	.10
V301—Hockey Stars, 5 x 7 1—b&w, numb. 1-100. 2—sepia, numb. 101-150.	.10
V302—Kings and Queens of England	.15
V303—Mickey Mouse (96) as R89	.02
V304—National League Hockey Stars, color varieties Not all series show title. Numbering: Series A 1-48, B 49-72, C 73-96, D 97-132, E 133-180.	.05
V305—Trick Cards (48) Mystery Gum, as R155	.03
V306—Wild West Series (49) as R172 with redrawn last half	.02
World Wide Gum Co.:	
V320—Action Series (60) as R1	.02
V321—Baseball Players, 4 x 5¾ sepia, partly as R303	.05
V322—Baseball Photos, 3¼ x 5¼ b&w As R314 but additional Canadian players, creamy card.	.05
V323—Big League 1933 (96) As R319 with last half renumbered.	.02
V324—Big League 1934 (96) 1-48 as R319. 49-96 as R320. Renumbered.	.03
V325—Big League 1936 (135) b&w, name on white panel	.10
V326—Hockey Stars (135) b&w name on white panel	.10
V327—Ice Kings (72) a) in English. b) Eng. & Fr.	.05
V328—Auto License Plates, as R19	.05
V329—Sea Raiders (48) first half as R124 a) English text. b) English and French text.	.05
V330—World War Gum (48) diff. than U. S.	.10
V331—World War Scenes (50) in blue on gummed paper	.10
Unclassified:	
V350—Airplanes (32) Brownies Chocolates, as FC17	.02

V351—Aviation Gum (planes) 1-210	.03
V352—Aviation Gum premiums (10) 4¾ x 9, sepia	.20
V353—Marine Gum (naval) (120)	.03
V354—Dick Tracy (96) as R40, Willards	.02
V355—Movie Stars (24) sepia, name in bottom panel	.05
V356—Victory Gum (war scenes) 1-90	.03
V357—United Nations' Battle Planes (147) Cracker Jack First issue (marked 50 cards) has longer back data.	.03
V358—Br. Empire Victoria Cross Heroes (120) Cracker Jack	.03
V359—Insignia of Armed Forces (55) Scott-Bathgate	.05
V360—Sports—Yesterday and Today (48) Cracker Jack	.03
V361—Assorted Views and Portraits, 1½ sq. b&w Photo Magic Bubble Gum issue.	.01

SECTION 17

Periodical Issues

Magazine and newspaper inserts were distributed in three ways. The most common method was to sell them with the paper in the form of Supplements. These must be inscribed as Supplements and not attached to the publication. They are predominantly of the "Print" type or painting reproductions and were once a common feature of Sunday newspapers and many magazines. They are still sometimes used. The listing is nowise complete as hundreds of publications have at times carried series of these supplements. While some are extremely interesting and scarce, others are of slight attraction and of no great value, selling in lots at about 5c each. The listings will give an idea of the value of the better items.

Other distributive methods were to give the pictures as premiums with subscriptions, or for coupons clipped from the papers. Sometimes a small postage charge is made, but unless this is excessive, it would not affect the insert status. If sold for a charge sufficient to cover their fair value, they are classed as Souvenir cards and listed in another section of this catalog.

Supplementary pictures were used at early dates and may possibly be the first form of inserts. They are known used around 1870, but the better items appeared mostly around 1890.

Post cards issued by periodicals as inserts or premiums have been transferred to Section 23. Collectors generally consider these as advertising issues and in the interests of unity they are grouped with those post card issues.

M1—Art Studies and Lessons (40) The Art Amateur 1892	.20
M2—Animal Series, Forest and Stream 1893	.10
M3—Baseball Players (288) small Sporting Life Magazine 1910 Issued in 24 series of 12 each. The first 2 series come with both a blue and the normal gray background.	.15
M4—Baseball Players, 4½ x 7½, courtesy Sporting Times, N. Y.	.40
M5—Baseball Players (200) small, b&w, The Sporting News	.20
M6—Baseball Pl. and Teams, 9½ x 12 sepia, Baseball Magazine	.25
M7—Baseball Pl., Sporting News 7 x 10 or 8 x 10	.25
M8—Baseball Team Groups, Sporting News 10½ x 16 or 16 x 21	.75
M9—Cabinet Chromos, Peoples Illus. Fireside Magazine 1881 Numb. 1-32 lower left. "Copyrighted" lower right. 4 x 6¾.	.05
M10—Calendar-Horoscope Cards (12) Newspaper Greetings Various papers and other issuers 1911.	.03
M11—Celebrities (Military and Movie) Chicago Sun 1942, 10¼ x 14¼	.10
M12—Columbian Exposition, Chicago Times 1893	.25
M13—Cut Out Setups, Buffalo Sunday News 1896, 8 x 9½	.15
M14—Flags of All Nations, Middletown Journal, 5 x 7	.10
M15—History of Louisiana Purchase (14) 8¼ x 10¾ St. Louis Globe Democrat about 1902.	.15
M16—Life of Columbus, N. Y. Recorder Supps. 1893	.40
M17—Maps of States (49) Youth's Companion 3½ x 5¾	.10

M18—Movie Stars, Phila. North American, 6 x 10 sepia	.10
M19—Metropolitan Museum of Art Series, N. Y. Recorder Supps.	.40
M20—Sealcraft Cards, as R123, various newspapers	.02
M21—Sports and Stage Stars, National Police Gazette, 11 x 15½, b&w	.15
M22—Star Baseball Series (30) small Baltimore Newsboy prem.	.03
M23—W.C.T.U. Presidents, Demorests Mag., 5¾ x 8¼, b&w	.05
M25—Paper Dolls (6) Penna. Grit Magazine	.25
M24—World War I Scenes, Phila. North American, 1918	.10
M26—Ruler and Flag, New York Recorder, 6 x 8½	.20
M27—Jig Saw Puzzles, Phila. Inquirer 1933, 8 x 10	.15
M28—Warships, 7 x 11 or 9 x 13 Phila. Inquirer, Buffalo News, etc.	.50
M29—Famous Paintings of Europe, N. Y. Recorder Mostly 8¾ x 16½.	.30
M30—Scenes, Portraits, Ships, Etc., N. Y. Recorder Mostly 6 x 9, many celebrities.	.20
M31—Movie Stars, Phila. Record 1937, 7½ x 9½	.15
M32—Game Birds, Field and Stream 1944, 13 x 16	.15
M33—Movie Stars, Modern Screen Mag., 8¾ x 10¾	.15
M34—Baseball Action Pictures, Sporting Life, 5½ x 7½	.30
M35—World War I Leaders, N. Y. Herald 24 x 30	.50
M36—The Champions, N. Y. Illus. News 1887 Prize fighter cabinets 4¼ x 6½.	.50
M37—Armies of the World, Boston Post 1905, 9½ x 10½	.40
M38—Navies of the World, Boston Post 1905, 9½ x 10½	.40
M39—Flags of the States (48) National Geographic Magazine	.20
M40—Prints and Solargraphs, New York Recorder 8½ x 12 or 10½ x 14.	.10
M41—Baseball Players, 9 x 12 sepia, Cleveland P. D.	.15

SECTION 18

Match Folders and Miscellaneous

Folder matches have largely superseded the boxed type and the collection of the folders thus supplants the box label collecting which was once so prevalent. Collectors divide folders into several groups, and this section is concerned only with the Group I or folders showing distinctive series of designs which were used in the same manner and purpose of an insert card of the package design variety. These are not advertising designs and the matches were not given away. They appeared around 1933 and the largest issuer (except the service types) was the Diamond Match Co. Those showing baseball, movie and radio stars were sold mostly in drug and cigar stores wrapped in glazed paper packs at two folders for 1c. The cities and expositions came eight different in a pack and sold mostly in department and 5c and 10c stores. The plan was not a success and was discontinued. During the war the Service folders were sold in Army and Navy supply stores. Most of the designs came in two to four colors and many were sold only in certain localities. Advanced collectors often offer several times catalog for certain needed items. Other advertising groups of folders are not covered in this section. These form the bulk of a general collection. Special albums have been made for folders.

Mention must also be made of many series of match box label designs of an insert nature (pkge. des.) used in Mexico and other Latin-American nations. These show series of pictures of many different sorts and form a colorful collection. They are little known in the United States.

Group I—Match Cover Designs

Sports Series—	
U1—Baseball Players, 1st Series (198) four colors	.05
U2—Baseball Players, 2nd Series (24) black border, 3 colors	.10
U3—Baseball Players, 3rd Series (151) three colors	.05
U4—Baseball Players, 4th Series (12) three colors	.05
U5—Football Players, 1st Series (90) Silver Football Orange or green bkgd., with orange more scarce.	.10
U6—Football Players, 2nd Series (164) all or part in 4 colors	.04
U7—Football Players, 3rd Series (56) 2 types, 3 colors	.03
U8—Traditional Rivals (Football) 12 issued in 1933 and 11 in 1934.	.05
U9—Hockey Players, 1st Series (60) Silver Hockeys	.10
U10—Hockey Players, 2nd Series (87) Yellow Hockeys, 4 types	.03
U11—Summer Sports Series (8)	.05
U12—Winter Sports Series (8)	.05
Movie and Musical Stars—	
U20—Movie Stars, 1st Series (61) up to 7 colors	.10
U21—Movie Stars, 2nd Series (152) mostly 4 and 5 colors	.05
U22—Movie Stars, 3rd Series (152) As U21 but name in white panel.	.10
U23—Radio Stars (44) mostly 4 and 5 colors	.05
U24—Musical Series (24) 5 colors (orchestra leaders, etc.)	.05
U25—Radio Announcers (20)	.05
Expositions and Fairs—	
U30—California-Pacific International (20) 3 series: 1st (8); 2nd (6); 3rd (6).	.10
U31—Century of Progress 1933 gold edge (10), 1934 silver edge (11) scarce.	.10
U32—New York World's Fair (20)	.05
U33—Golden Gate International Exp. (12)	.05
U34—Texas Centennial (6)	.05
Souvenir Views—	
U40—Cities, States, etc. Usually sold or traded in sets only. Some have numerous border or other detail varieties.	.10
1—Atlantic City (8)	13—Texas (4)
2—Carlsbad Caverns (20)	14—Washington, D. C. (8)
3—Chicago (8)	15—St. Louis (6)
4—Cleveland (8)	16—Yellowstone Nat. Park (3)
5—Florida (8)	17—Kentucky State Parks (6)
6—Mammoth Cave (6)	18—Rock City—Lookout Mt. Royal Flash (3) and Regulars (6)
7—New England (41)	19—Historic Williamsburg, Va. (10)
8—New York State (8)	20—Wisconsin Dells (4)
9—Milwaukee (8)	21—Bermuda (8)
10—San Francisco (4)	
11—San Francisco Bridges (4)	
12—Shenandoah Nat. Park (4)	
Other Series—	
U44—Educational Series, 1st Series (100) 33 white, 34 blue, 33 red.	.05
U45—Santa Catalina Educational Series (17)	.05
U46—American Landmarks, 1st (3); 2nd (3)	.05
U47—Pageant of America (8) Gold or gilt edge	.10
U48—State Flowers (11)	.05
U49—Presidents (31) plus 2 errors	.05
U50—Bridge Companion (sets of 2 and 4 with some singles) Issued as companions to Playing Card sets.	.03

U60—Service Folders	.05
Army Insignias (20); Marine Insignias (20); Navy Insignias (16); Safety Set—Navy Cartoons (12).	
U62—Walt Disney Cartoons (20)	.05
U63—Diamond Safety Set (6)	.03
U64—Party Dogs (6)	.05
U65—Personality Pups (4)	.06

NOTE—Type I covers are now obsolete and are not readily available in quantity from any source. A few may be had, with a little effort, but the scarcer ones are offered only at rare intervals. Most values in the longer series are indicated at average levels. Some individual items are very scarce and have permanent high offers by advanced collectors. Most of the shorter series usually change hands as complete sets, with odd single items having virtually no value. Some complete sets are quite valuable, as U31 with silver edge \$75.00 and U44 (3 sets of 100 known) \$100. Army camps, etc., are worth only 5c but naval ships bring 15c to 25c and up. Additional match cover information is in Sections 22 and 30.

Theatre Issues

Theatre issues were usually given with the purchase of a ticket or handed to patrons by an usher. Some series were used in various cities.

U100—Ball Players, 3½ x 4½ b&w as R316, Wollaston th	.10
Numbered for drawing on stage for game tickets.	
U101—Baseball Pictures (Giants-Athletes Series)	.30
Strips of 3 pictures 7 x 22, New Academy (Buffalo).	
U102—Favorite Stars, 2 x 3½ Queen Th. (San Antonio)	.05
U103—Movie Stars (60) Post Cards (Kraus Mfg. Co.)	.10
U104—College Series No. 95 (6) Postcards, Casino, Phila.	.10
U105—Art Pictures (12) Stanley Th., Bridgetown, N. J., 2¼ x 3¼	.10
U106—Mystik Cards (12) Phillies BB Club (to children)	.20
U107—Distinguished Players, Majestic Th., 2 x 3½ b&w	.05
U108—Movie Stars, LeRoy Theatre	.05
U109—Up In Mary's Attic, Blaker's Th., 1½ x 2½ b&w	.05

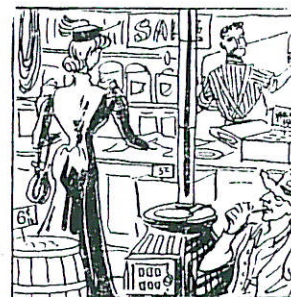
Miscellaneous

Under this heading appear inserts issued in miscellaneous ways not covered by previous sections.

U200—Astrology Cards, weighing machines, about 1 x 2	.01
U201—Chicago World's Fair, weighing machine	.02
U202—Movie Stars, weighing machine	.01
Several series and types in blue, green, or espia. In Canada by Rhodes Mfg. Co.	
U203—American Birds (Birdies Bows) Nature Study, 2½ x 5½	.05
U204—Actresses (24) Stearns Perfumes, 1½ x 2¼, actual photos	.05
U205—Dean Bros., Baseball (2) Rice-Stix shirts, 2¼ x 3	.05
U206—Actresses, LaBelle tacks, H. C. Tack Co., small	.10
U207—Comic Cartoons, L. W. Warner Cubeb cigs., b&w, small	.10
U208—Period Gowns, L. W. Warner, small	.10
U209—Women of Nations, L. W. Warner, small	.15
U210—Baseball (Cleveland) Mdse. premiums (20), 3½ x 4½, b&w, 1952	.10

SECTION 19

Advertising Cards



As noted in the Introduction, Advertising Cards comprise all items given away or used solely as advertising matter. They are not sold and it is not necessary to purchase any product to obtain them. They have appeared from the earliest days of printing and are still in use. The usual descriptive is "Old" advertising cards since the "Golden Age" of their use was in the 1880's. Items before 1870 are sparsely found and after 1890 their use declined sharply. The modern output, for collecting purposes, is small.

The common method of distribution was through the retail trade, hence the term Trade Cards. They were handed out, laid on the counter, or wrapped with a purchase by the grocer, druggist, dry goods dealer, or tobacconist. Salesmen and agents gave them out to prospective customers and many were sent through the mails. They were a popular and effective form of advertising and many of today's fortunes are a result of the business which they helped develop.

People saved these cards because they were interesting and attractive. Many also saved the strictly "store" cards such as hangers, counter display cards, and even some very large window cards. These are all kept together today, although the larger items (anything over a 15-inch length) are not covered with the smaller cards. They are mentioned in Section 22 under Large Display Cards.

Customer demand for cards caused practically every business man to give them out. Sometimes the manufacturers supplied the local dealer with an adequate supply but often he had to turn to the print shop, and so we get a number of divisions of card types.

NATIONAL AND LOCAL ISSUES

National issues are those prepared by manufacturers and distributed throughout the country, or at least a large portion of it in which their products were sold. They often have the name of a local dealer imprinted on them but that has no bearing on their national status. Local issues are cards made for a particular store and distributed only in the sales area of that store, often only a portion of a city as for a drug or cigar store.

PRIVATE AND STOCK DESIGNS

Private designs are those made for and used by only one advertiser. Stock designs are those made by print shops and sold to any one who cared to use them. The user's name was usually imprinted on the card in a space left for it. It would be incorrect to say that all private and national designs are good and all stock and local designs worthless. Many national designs are very mediocre from any standpoint and some national advertisers used stock designs. Then, too, some national cards were distributed so lavishly that even today they are quite common and of little value.

On the other hand, an occasional local store had their own private designs made, some of which are quite attractive. But the majority of local issues are stock patterns of small interest and value. Most of the Currier & Ives, the Prang ads, and some others are stock designs but they were made at a comparatively early date and in limited quantities so that a popular demand has out-balanced the surviving supply.

CLASSIFICATION

As found today, about one-fourth of the cards are loose, the other three-fourths are pasted in the old scrap albums of the day. The first task is to remove the cards from album pages so that sorting is possible. Confronted with an accumulation of all shapes, sizes, products, and services, a collector is inclined to regard as hopeless any attempt to arrange them in any semblance of order and classification. Hundreds of them seem to fit nowhere, or else in a dozen places. Dividing by issuer, product, design, and age have all been used, and probably no one method is entirely satisfactory. The following Grouping Plan has been devised as a workable system and is used and recommended by a number of collectors. It involves a four-way primary grouping, the first of which is covered in this section and the balance in Sections 20 and 21.

THE GROUPING PLAN IN OUTLINE

- I. SPECIAL GROUPS
 - 1—Pre 1850 types
 - 2—Clipper Ship cards
 - 3—Currier & Ives issues
 - 4—Prang issues
- II. PRODUCT GROUPS (HP)
 - 1—Tobacco Products
 - 2—Foods and Beverages
 - 3—Clothing and Shoes
 - 4—Personal Accessories
 - 5—Home Furnishings
 - 6—Farm and Business Equipment
- III. SERVICE GROUPS (HS)
 - 1—Transportation
 - 2—Hotels and Restaurants
 - 3—Theatrical, Amusement, Societies
 - 4—Banking, Insurance, Brokers, etc.
- IV. DESIGN GROUPS (HD)
 - 1—Views and Portraits
 - 2—Natural History
 - 3—Governmental and Racial
 - 4—Children's Specialties
 - 5—Sports
 - 6—Puzzles and Tricks
 - 7—Comics
 - 8—Art Types and Novelties

THE SPECIAL GROUPS

These four types constitute a segregation of some of the finer items that merit individual consideration. Collectors can well keep these in special albums as show pieces. The Prangs are the only large group that may turn up in quantities.

PRE-1850 TYPES

Although called pre-1850, the time element is of secondary importance as this style was used to some extent as late as around 1870. They are distinguished by the type faces and decorative designs used and by the fact that they advertise general lines of goods and services rather than brand names. Most of them are uncolored but some employ embossed colors in various ways. Many are on a highly glazed card that was popular for a period. Illustrations are mostly woodcuts and stock printers' decorations. They advertise the store, rather than specific products, and thus are found for the tailor, shoemaker, hatter, gunsmith, carriage maker, printer, and dealers of all kinds.

These cards date back to Colonial days, although such early examples are now almost entirely in museums and so not available to present day collectors. Examples of the 1800-1870 period are occasionally available and every collection should show a few of these interesting cards. Value depends on the age, size, subject, artist, and general attractiveness. Small sizes to about 2 by 3 inches are usually valued \$2.00 to \$3.00 each. Larger, postcard to 5 by 7 inch sizes rate \$4.00 to \$10.00. Still larger ones may be worth as much as \$25.00 each. Signature by a known artist, as Maverick, adds to value, as does historical importance, and a high quality of engraving. Very few disclose their exact age but it can often be judged by other factors.

These cards are seldom found among those of 1880 and later. The best sources are dealers in early documents and historical matter.

CLIPPER SHIP CARDS

A romantic phase of American history was enacted by the fleet Clipper ships following the discovery of gold in California in 1848. The rush to the Golden State called for transportation in unprecedented volume and the Clippers answered the call. Shipyards boomed, as often one or two successful trips paid the cost of a vessel. Wharves of New York, Boston and San Francisco were lined with sharp prows and forests of masts and there was keen competition to obtain cargoes and be under way. Handbills were first used to obtain business but they were soon put aside in favor of attractive sailing cards which emphasized the speed and safety of the ship, the reliability of its master, and the records of the line. These were put up in prominent public places and delivered to prospective and known shippers. See illustration in frontispiece.



Pre 1850 Advertising types. Typical designs showing the nature of early manufacturers and tradesmen. The centre engraving for Theodore Clark, New York hat maker, is by P. Maverick. Other designs advertise Piano Forte, Boot and Shoe maker, American Railway Guide, Billiard Table Manufacturer, Iron Works, Hat and Cap Store, Washington Restaurant, Locksmith and Bell Hanger, New Orleans Segars, Radiators and Stoves, Builders, and Carriage Makers.

The beauty of most of these cards with their reds, blues, and bronzes can hardly be described. Money was plentiful and the finest possible work was turned out. Few of the cards are dated, but investigation shows that the earliest known date is 1853 and that most of them appeared during the next ten years, although some came out much later. Nesbitt of New York printed a large proportion of the cards, with others coming from presses in Boston, and San Francisco.

Most of the known cards are owned by museums and other institutions and the supply available to collectors is very small. Nearly 3,000 cards are known to exist, being about 1,000 different cards for 500 different shops, but despite the fact that a considerable quantity of each must have been printed, apparently few were saved.

Values begin at \$15.00 for the plainest type without illustration. Usual range for illustrated types is \$20.00 to \$30.00. Exceptional designs of historical import or unusual layout have sold up to \$50.00 and it is quite probable that this would be exceeded by a few of the extraordinary attractive designs or a desirable ship such as the Flying Cloud. Damaged cards have sold at less than these figures.

The usual size is 4 x 6½ inches. A few are smaller and some larger. Section 30 mentions the locations of the leading collections of these cards.

CURRIER & IVES CARDS

Nathaniel Currier began his litho business in 1835, joining with Ives in 1857. The firm ceased operating in 1907. The principle output was prints for home framing but many large pictures were made for advertising purposes. Just prior to 1880 the firm entered the card field with three groups of 20 cards each intended for: 1—the tobacco or cigar trade; 2—the horse and livery trade, and 3—for general advertis-

ing. The standard size of card is about $3\frac{1}{4} \times 5$ inches. In addition to the title of picture, most cards show the C&I name and often the copyright date in the lower margin. In the checklist, a few items lack this specific identification, but these are all generally accepted as C&I issues. It should be noted, however, that there were other printers of the period whose style resembled that of Currier & Ives. These are all stock cards (except the private designs) and are found with imprints of many advertisers. Such an imprint, or lack of it, does not affect value, although some collectors prefer the imprinted cards, especially when it advertises the product for which the design was intended. Titles and values:

CIGAR AND SMOKING TITLES

H1—A capital cigar	3.00
H2—A crack shot (with cigar)	3.00
H3—A smoking run	3.50
H4—A sociable smoke	3.00
H5—Cupid's Own	3.00
H6—Good Luck to Ye	3.00
H7—High Toned	3.00
H8—Jockey Club	3.50
H9—La Cigarette	3.00
H10—No, No, Fido	3.00
H11—Perfect Bliss	3.00
H12—Please give me a light, sir	3.50
H13—Taking Breath	3.50
H14—Taking it easy	3.00
H15—The Jolly Smoker	3.00
H16—The pet of the fancy	4.00
H17—The Queen's Own	3.00
H18—The young cadets	3.00
H19—Tip Top	3.00
H20—Where do you buy your cigars?	3.00

COMIC TITLES

H21—A bad point on a good pointer	2.50
H22—A bare chance	2.50
a) uncolored—1.50	
H23—A bite all around	2.50
H24—A crack shot (no cigar)	3.00
H25—A crack trotter between the heats (shows 5 men)	2.00
a) uncolored (shows 3 men)—2.00	
H26—A crack trotter in the harness of the period	2.00
H27—A crowing match	3.00
H28—Amateur muscle in the shell	2.50
H29—A regular hummer	2.00
H30—A side wheeler "bustin' " a trotter	2.00
H31—Between two fires	2.50
a) uncolored—1.50	
H32—Black duck shooting	3.00
H33—Blood will tell	2.00
a) uncolored—1.50	
H34—Bolted!	2.00
H35—Bound to hear Beecher	3.00
H36—Bound to shine	2.00
H37—Bulldozed!	2.00
H38—Caught napping	3.00
a) uncolored—1.50	
H39—Caught on the fly	3.00
a) uncolored—1.50	
H40—Fair moon, to thee I sing	3.50
H41—Frolicksome kits	3.50
H42—Getting a hoist	2.00
a) uncolored—1.50	
H43—Giving him taffy	3.00
H44—Going to the front	2.00
H45—Hung up—with the starch out	2.00
a) uncolored—1.50	
H46—In and out of condition	2.00
H47—I will not ask to press that cheek	3.00

H48—Laying back—stiff for a brush	2.00
a) uncolored—1.50	
H49—No Maam, I didn't come to shoot birds	2.50
H50—The boss of the road	2.00
a) uncolored—1.50	
H51—The crowd that "scooped" the pools	2.00
a) uncolored—1.50	
H52—The dawn of love	3.00
H53—The deacon's mare	2.00
a) uncolored—1.50	
H54—The first bird of the season	3.00
a) uncolored—1.50	
H55—The graces of the bicycle	2.50
H56—The hat that makes the man	3.50
H57—The horse shed stakes	2.00
H58—The old suit and the new	3.50
H59—The parson's colt	2.00
H60—The sports who lost their tin	2.00
a) uncolored—1.50	
H61—'Twas a calm still night	3.00
H62—We parted on the hillside	3.50
H63—Which donkey shall I take?	3.50

UNCOLORED COMICS

In addition to the a) numbers noted above, the following titles are known only in uncolored (black and white line) form:

H70—A genteel stepper	2.50
H71—A post horse	2.50
H72—Shoo fly!	2.50
H73—The great walk—come in as you can	3.50
H74—The great walk—go as you please	3.50

RACE HORSE TITLES

H81—Bonesetter	5.00	H101—Monroe Chief	5.00
H82—Clingstone	8.00	H102—Parole	6.00
H83—Director	7.00	H103—Phallus	8.00
H84—Edwin Thorne	8.00	H104—Rarus	6.00
H85—Falsetto	5.00	H105—Sleepy Tom	5.00
H86—Foxhall	8.00	H106—Sorrol Dan	5.00
H87—Goldsmith Maid	8.00	H107—Spendthrift	6.00
H88—Harry Wilkes	5.00	H108—Sunol	8.00
H89—Hattie Woodward	5.00	H109—The trotting king—	
H90—Hindoo	5.00	St. Julian	2.00
H91—Hopeful	7.00	H110—The trotting queen—	
H92—Iroquois	6.00	Maud S.	2.00
H93—Jay Eye See	7.00	H111—Tom Bowling	5.00
H94—Johnstone	6.00	H112—Trinket	5.00
H95—Longfellow	6.00	H113—Wedgewood	6.00
H96—Luke Blackburn	6.00	H114—Training a trotter	5.00
H97—Majolica	5.00	H115—Trotters on the snow	2.00
H98—Mattie Hunter	6.00	H116—A road team at a	
H99—Maxy Cobb	8.00	twenty gait	4.00
H100—Mo'lie McCarthy	5.00	H117—A spin on the road	6.00

VIEW TITLES

H130—American River Scenery	5.00
H131—American Winter Scene	8.00
H132—A mountain torrent	6.00
H133—At the ford	7.00
H134—Bothwell Castle	6.00
H135—Cliff castle	7.00
H136—Falling Springs	7.00
H137—In the Highlands	6.00
H138—Lighthouse Point	6.00

H139—Mountain Scenery	7.00
H140—Northern Scenery	8.00
H141—Our Village Home	7.00
H142—Placid Lake	6.00
H143—Silver Cascade	6.00
H144—Shady Lake	7.00
H145—Summer Moonlight	7.00
H146—The Arched Bridge	7.00
H147—The River Road	6.00
H148—The Seashore	6.00
H149—Winter Twilight	8.00

PRIVATE DESIGNS

Private designs may vary slightly in size and card texture. A few other Currier & Ives are known in small print form but probably not intended for advertising use. One uncolored design on card about 5 x 7 has been seen. Such items are worth \$8.00 each.

H175—Baltimore & Ohio RR (red train, scenic background)	20.00
H176—Boston & Bangor SS Co. (Str. Penobscot passing light)	10.00
H177—Peoples Evening Line (Strs. Drew & St. John)	10.00
H178—Mansfield Medicine & R. S. Brown (Liberty frightening world)	15.00
H179—Straiton & Storm Great Dignity cigar (a wise child) sepia	8.00
Clarence Brooks & Co. (6 paired designs):	
H180—Draw Poker—Laying for 'em sharp	10.00
H181—Draw Poker—Getting 'em lively	10.00
H182—Darktown Fire Brigade—Hook and ladder practice	10.00
H183—Darktown Fire Brigade—Under full steam	10.00
H184—Two to go! (pool room scene)	8.00
H185—Got 'em both (pool room scene)	8.00
H186—Great East River Suspension Bridge	6.00
Several views in varying sizes.	
H187—Great Bartholdi Statue—(use uncertain)	6.00
Two or three views and sizes.	

PRANG CARDS

Probably the greatest real effort toward supplying the public want for picture cards was begun in 1862 by Louis Prang when he began to print sets of beautiful album cards. Prang started his business in 1856 and until 1890 set the standard of excellence in design and craftsmanship. The card issues, for cataloging purposes, fall into three groups: 1—The Album Cards which are covered in detail in Section 27. 2—The Greeting Cards which are covered in Section 25. 3—The Advertising Cards which rightly come in this place. While Prang apparently did considerable work for advertisers, there is little that can be done in the way of a checklist of them.

Prang was a master of color and layout. He could arrange a few sticks and stones and produce a gem of beauty. As with other firms of the period, much of the output was in the form of framing prints and these are much sought items in that field. Most of the earliest cards show flower and bird designs and while these appear somewhat like greeting cards, the majority were originally intended as advertising cards. It is quite common to find two cards of the same design, one with an advertising imprint and the other with a greeting imprint. Most of these were primarily made for advertising purposes and later converted into greetings. Practically all designs having a panel space or an open area in the sky or elsewhere in which to imprint a firm name should be classed as advertising cards, even though the design is also known with a greeting imprint. Collectors can group all together or keep the advertising and greetings separate, as they choose. See also the notes on album-advertising cards in Section 27. Nearly all Prangs are of a stock card nature, the exceptions being the Clarks Thread series and numerous odd singles. Value of advertising designs depends primarily on size of card and a convenient scale would be:

Under post card size, usual designs, average	.10
Special designs, as Clarks Thread or 1876 Centennials	.20
Post Card size to 7-inch length (narrow), average	.20
Over 5 x 7 to 12-inch length, average	.50

SECTION 20

Advertising Cards

THE PRODUCT AND SERVICE GROUPS

After eliminating the Special Groups cards of Section 19, the balance are divided into the Product and Service Groups on the one hand, and the Design groups on the other. While the Product groups will contain the vast majority of the cards, there are comparatively few of them which can be effectively listed as sets or series. Most of the Design groups are listed in that manner, either by individual set or type.

Product and Service groups will include all cards showing the product, its uses, its proprietor, place of business, and manufacture. There will also be thousands of designs of a general advertising nature showing people, girls, children, also florals and non-descript scenes. Many of the cards will be single items but there are also many short sets of six or a dozen cards.

Booklets and Folders. The 1880's was the hey day of the small booklet and many were issued to supplement a firm's advertising. A long listing of these is given in Appendix 12. This will give an idea of the ones most commonly seen and their value. These are not primarily catalogs or price lists of the firm's products but rather souvenir booklets of a general advertising nature. Price lists are more of a business nature, and along with letterheads, invoices, and similar stationery, are wanted by those whose main interest is business history and research.

Metamorphic and Mechanicals (M&M). Metamorphose is from two Greek words meaning "I change about" or literally, put into another form. In advertising cards it applies to those quaint items in which by opening a fold is given before and after use of a product. There are many variations and adaptations. Mechanical action cards may be either automatic or manual. Automatics act when opened, like the kicking girls and projection types in which a portion of the picture is projected into the foreground. Manuals include the pullouts and revolving backs and most of them actually are a type of metamorphics because of the change shown. A fairly complete listing of M&M cards is given in Appendix 13.

Stock Designs. While there are exceptions, as previously noted, stock cards average very low in artistic merits and collector interest. Many are found with a dozen or so imprints, or with none at all, the latter being printers' samples or remainders. Stocks range in value from 2c to possibly 25c with an average of 3c for a large unpicked lot. This rate applies only to items not individually listed in this catalog.

Values. In the following expansion of group details there is given a further division of the different products advertised. Following each such division is given a price range and average value for cards of that type which are not otherwise individually mentioned in this catalog. Thus these values do not include any items listed in Sections 19, 20 or 21, nor any Booklets, M&M, stocks, or large items of more than an approximate 6 x 8 size. Such larger private designs up to the 14-inch poster size (Section 22) are worth 25c to \$2.00 with an average of 50c. The average rate reflects the normal makeup of each group and would apply to unpicked lots of all different cards in quantity. Picked over lots containing items of the lower price range only, duplicates, and slightly damaged items may not be worth more than a "junk" rate of 50c per 100.

Albums. As can be deduced, the valuing of an old scrap album in an accurate manner presents considerable calculation. Some are almost of no value whatsoever, others have changed hands for amounts up to \$50.00 and could conceivably figure to even higher amounts. Everything depends on the percentage of "good" cards. As a rule, 90% of the value is in 10% of the cards. An experienced person can "price" an old scrap album in a few minutes, but it may be necessary to handle many thousands of the cards to acquire the necessary experience. Some discount is usually figured for the damage that almost always results from soaking cards off album pages. The albums themselves are worthless.

Advertising Post Cards. At the turn of the century the picture post card leaped to popularity and business firms turned strongly to this new medium. In the interest of unity, these cards are listed with other post cards in Section 23.

THE TOBACCO PRODUCTS GROUP (HPI)

These cards are not given priority listing because the product is more important than any other. Rather, it is a large and popular group very widely collected, in fact, the only group collected by some. The break into product and design classifications



Old Advertising Cards. Product types. Top: H265 Libby, McNeill & Libby Cooked Corn Beef (Shipwreck Scene), Metamorphic card (opened) for the President Lawn Mower, American Liebig card for the Robinson Crusoe set. Bottom: Tobacco advertisement for Uncle Tom's Cabin Smoking Tobacco (Uncle Tom and Little Eva), Thread card for Belding's Spool Silk (pulling cable street cars), The Argand Heater with clinkerless grate.

will seem to weaken this group, as it does some others, and many collectors will probably prefer to keep all their tobacco items together regardless of the listing. Such collectors will find it advisable to keep separately the cards of the main issuers like Allen & Ginter, Duke, Goodwin, Kimball, Kinney, and possibly Lorillard, Marburg, and Mayo. The balance fall naturally into the four sub-groups of tobaccos, cigars, cigarettes and snuff. Values of uncatalogued items of the various types:

a—A&G, Duke, Goodwin, Kimball	.15c to 40c; average 20c.
b—Lorillard, Marburg	.20c to \$2.; average 40c.
c—Kinney, Mayo	.20c to \$1.; average 25c.
d—Other smoking and chewing	.10c to 50c; average 25c.
e—Other cigars	.10c to 50c; average 20c.
f—Other cigarettes	.20c to 40c; average 30c.
g—Snuff	.20c to 40c; average 25c.

THE FOOD AND BEVERAGE GROUP (HP2)

Cards in this category are very high in popularity, notably the packing house and liquor issues. Although widely used products, these cards do not seem to have been as lavishly distributed as some. The group can be further divided and valued as follows:

a—Meat products, butter, lard	.5c to 50c; average 20c.
b—Fish, oysters, sea foods	.20c to 50c; average 30c.
c—Milk, cereals, baby foods	.5c to 25c; average 10c.
d—Bread, flour, pastries	.10c to 40c; average 15c.
e—Starch, yeast, baking sodas	.5c to 25c; average 10c.
f—Extracts, spices	.10c to 25c; average 15c.
g—Soups, jellies, cocoanut	.10c to 30c; average 15c.
h—Canned goods, raisins, beans	.10c to 50c; average 20c.
i—Vinegar, pickles, sauces, syrups	.10c to 40c; average 20c.
j—Liquor, wines, beer	.25c to \$1.; average 50c.
k—Coffee, tea, cocoa, soft drinks	.5c to 20c; average 10c.
l—Candy, gums	.5c to 15c; average 10c.

THE CLOTHING AND SHOES GROUP (HP3)

The principle value of this group is to show how people of the time dressed, and so the cards will include a medley of nationals, locals, and other odds and ends per-

taining to the subject. Brand names had not yet appeared when most of the cards were issued and the local tailor, dressmaker and milliner were people of prominence. Style books and dress patterns were a part of every household. The cards will naturally divide themselves into a number of smaller groups:

a—Women's coats and suits	.20c to 75c; average 40c.
b—Corsets and bustles	.20c to \$1.; average 50c.
c—Millinery, gloves, etc.	.20c to 50c; average 25c.
d—Men's clothing	.10c to \$1.; average 30c.
e—Men's shirts, collars, cuffs, etc.	.15c to 40c; average 25c.
f—Children's clothing	.20c to 40c; average 30c.
g—Clothing—general (locals and misc.)	.10c to 30c; average 20c.
h—Shoes and rubbers	.15c to 40c; average 25c.
i—Fashion issues	.5c to 10c; average 7c.

THE PERSONAL ACCESSORY GROUP (HP4)

This group includes some of the more prolific issuers of cards. These are products of wide distribution and general use and most firms, especially those in the patent medicine and soap business, made full use of this popular medium. It is easy to find three or four dozen soap brands and there are at least fifty remedies that are a sure cure for all ailments. While most of these cards are common, there are some scarce ones that an experienced collector can point out. The small items include many scarce ones.

a—Soaps and cleansers	.5c to 20c; average 8c.
b—Patent medicines	.5c to 40c; average 10c.
c—Perfumes and cosmetics	.10c to 40c; average 15c.
d—Thread and needles	.5c to 15c; average 7c.
e—Watches and jewelry	.5c to 25c; average 15c.
f—Shoe polish, dyestuffs, blueing	.5c to 25c; average 10c.
g—Small items	.10c to \$1.; average 25c.

Books, newspapers, magazines, albums, pencils, pens, inks, stationery, eyeglasses, dentures, wigs, cutlery, shears, pins, brushes, matches, umbrellas, skates, baby carriages, musical instruments, toys, playing cards.

THE HOME FURNISHINGS GROUPS (HP5)

Firms in the home furnishing business issued a large number of cards but almost everything in the way of sets belongs in the Designs groups of Section 21. There are at least eight main divisions:

a—Stoves and ranges, stove polish	.15c to \$2.; average 20c.
b—Sewing machines	.5c to 30c; average 10c.
c—Pianos and organs	.10c to 30c; average 15c.
d—Furniture and carpets	.20c to \$2.; average 40c.
e—Washing and laundry equipment	.25c to \$2.; average 50c.
f—Carpet sweepers, freezers, hammocks, phonographs	.15c to \$1.; average 25c.
g—Clocks, lamps, dishes, kitchen wares	.20c to 50c; average 25c.
h—House fittings and fixtures, mantles, shades, wallpaper, etc.	.20c to 50c; average 25c.

THE FARM AND BUSINESS GROUP (HP6)

A much sought group of cards of above average value. With them can go items like letterheads, invoices, bills and similar things of a purely business nature such as price lists and catalogs. The main divisions:

a—Carriages and wagons	.20c to \$2.; average 40c.
b—Farm implements	.25c to \$2.; average 40c.
c—Seeds, plants, fertilizers	.10c to 40c; average 15c.
d—Harness, veterinary, feeds, insecticides	.25c to 50c; average 25c.
e—Pumps, windmills, fences, lawn mowers	.25c to \$1.; average 40c.
f—Scales, separators, incubators	.10c to 40c; average 20c.
g—Paints, varnishes, oils, greases	.5c to 30c; average 10c.
h—Cash registers, safes, typewriters	.20c to \$1.; average 50c.
i—Factory and industrial equipment	.25c to \$2.; average 40c.

Hardware and plumbing supplies, lumber, roofing and building supplies, factory machines, forges, boilers, printing inks, miscellaneous supplies.

THE SERVICE GROUPS (HS)

The Service groups are fundamentally the same as the Product groups except that the business of the issuer was primarily the sale of a service instead of a product

There was usually little or no tangible return for the money expended except the service rendered.

TRANSPORTATION (HS1)

An extremely popular group which includes:

- a—Railroads and steamship lines25c to \$2.; average 75c.
- b—Airlines, automobiles, trucks, bicycles . . .10c to \$1.; average 25c.
- c—Stage coaches, liveries, storage, delivery .10c to 25c; average 15c.

HOTELS (HS2)

Includes all hotels, restaurants, resorts, and similar places furnishing lodging and foods. Menus can be kept with this group (or with the transportation group for rail and ship menus) if they are but few in number. It is possible to form a very large independent collection of menus. Their value depends on age and makeup and would range from 5c to \$1.00 for very fine old ones; average 15c.

- a—Hotels and resorts10c to 40c; average 20c.
- b—Restaurants and lodgings5c to 15c; average 10c.

AMUSEMENTS (HS3)

Theatrical items in this category are those issued by the theatres themselves. There are many other cards picturing actresses and actors but issued as general interest subjects by unrelated concerns. These are covered in Section 21. Many of the early stage and circus items are on paper rather than card material. Various emissions by clubs, lodges and societies include invitations, tickets and programs.

- a—Early stage play items to about 6-inch length10c to 30c; average 20c.
- Larger sized items 25c to \$1.; average 40c.
- b—Circus types25c to 50c; average 40c.
- c—Society announcements, programs, etc. . .5c to 25c; average 10c.
- d—Amusement places and events held at them10c to \$1.; average 25c.

BUSINESS SERVICES (HS4)

Miscellaneous service types:

- a—Banking, insurance, brokers10c to 50c; average 20c.
- b—Schools and colleges, libraries10c to 25c; average 15c.
- c—Printing, laundries, lotteries, etc.10c to 25c; average 15c.

PRODUCT AND SERVICE SETS

Most product and service sets or series must be listed in the design groups since the subject has no relation to the issuer of the card. However, there are a number of a general nature which can be segregated and listed in this section. They are arranged in the order of the groups as listed above:

TOBACCO

- H230—Children, French print cards, A&G (Little Beauties)15
- H231—Children, A&G 3 x 4½ (Sunny South)15
- H232—Cigarette Making Girls, A&G Cabinet photos2.00
- H233—Little Girls, A&G various series for Pets Cigts.25
- H234—Silk Centres, A&G General subjects, 5 x 8 to 9 x 14\$2.00 to 5.00
- H235—Smokers' Heads, Goodwin 4 x 6 diecuts (7 seen)40
- H236—Girls, Kimballs 4¼ x 6 Bien Lithos (9 seen)40
- H237—Frog Prints (4) Kimballs 8½ x 10¾1.00
- H238—Fancy Bathers, Kimball 6 x 8¼ as No. 19250
- H239—Life in a Monastery, Kinney large (6 seen)2.00
- H240—Centennial Series, Marburg40
- H241—Lone Fisherman, Marburg, 2 sizes25
- H242—Tansil's Punch Cigars, various sizes, average15
- H243—Birds (girl's headdresses) Mogul cigts. (5)1.00
- H244—The Cake Walk (5) Virginia Cheroots 17 x 17¼3.00

FOODS

- H265—Libby, McNeill & Libby, Shober & Carqueville Lith (est. 50)25
- H266—McFerran, Shallcross, Magnolia Hams, General (est. 36)25



Old Advertising Cards. Top: a mechanical card (revolving disc) for Keystone Agricultural implements. There are four views on the disc. Belding Thread card of the political type showing Presidential candidates of 1884 (Blaine, Logan, Cleveland, Hendricks). Bottom: Trix Breath Perfume, Madame Lang's Perfected Nurser.

- H267—Magnolia Hams, Child and monogram (10) gold bkgd.15
- H268—Counselman Royal Hams, S&C Lith. (est. 12)25
- H269—Royal Hams, Jones Lithos, blue bkgd. (10)20
- H270—Wilson Packing, numb. W695-702 or S&C Lithos25
- H271—Wilson Packing, Clay & Richmond Lith. b&w20
- H272—St. Louis Beef Canning, 3 series25
- H273—Chicago Packing & Provision (6)25
- H274—Fairbanks Lion Series25
- H275—Fairbanks Pig Series, 2 sets (45) brown shades20
- H276—Fairbanks Pig Series in colors (10)30
- Liebig's American Series, see appendix 14 for full listing.
- H277—Armour's luncheon beef, rabbits or parrot15
- H278—Swift & Co. Pig Series40
- H279—Henry Mayo dried beef or codfish, 3 series40
- H280—Naphey's Phila. Lard (children) 2 series (10)15
- H281—Potter & Wrightington Mackerel Series (4)25
- H282—Anglo-Swiss Milk, 3 series (est. 30)15
- H283—Atmore's Mince Meat, several series (est. over 75)15
- H284—Thurber's Canned Goods, several series15
- H285—C. Lewis Baker Beans35
- H286—Alden Vinegar (Calendar-Evangeline-Animals)15
- H287—Old Continental Whiskey, Burlesque Girls 4 x 6½50

CLOTHING

- H310—Clement & Sayer (politicals)50
- H311—Bufford Stocks (8) men's and boys' clothes 2 x 510
- H312—Seeley 1882 (6) for tailors20
- H313—J. Reed's Sons (10) uniforms50
- H314—J. N. Cloys (5) latest in style20
- H315—Tobin 1890, Famous Shoes (6) small10
- H316—Shoes, Sollyers 1874-77; Little Red School House25
- H317—Shoes, Solar Tip, Reynolds, Burt, various series10
- H318—Woonsocket Rubber, sepia20
- H319—Standard Screw Fasteners, mostly 4 x 7 paper, average15

ACCESSORIES

H340—Fairbanks Soaps, various series	.15
H341—Dobbins Electric Soap, 7 ages of man (7)	.10
H342—Blueing, 3 ball, Reckitt's, Bixby's, Bartlett's	.15
H343—Clark's Thread, turn cards (both sides) 2 x 3½	.20
H344—Clark's Calendar Cards	.10
H345—Belding's Spool Silks, various	.20
H346—Watch Cases, Boss Pat (75 known); Keystone (est. 40)	.15
Mechanical Bank Cards, see full listing in appendix 15.	

SERVICES

H380—National Line Steamships, Hatch Lith	.50
H381—National Line Steamships in Spanish War Use	1.00
H382—Ocean Steamship Lines, views of ships	.50
H383—Lake, River, Excursion Lines, ships or docks	.30
H384—Success Talks* (52) 2¾ x 4¼, Stevens Davis (Banks, etc.)	.05

SECTION 21

Advertising Cards

THE DESIGN GROUPS (HD)

In the Design groups, the subject has no possible connection with the firm or product advertised. They are souvenir type pictures somewhat like those on insert cards and were used because they are of the popular interest sort that creates goodwill toward the advertiser. A large proportion of these cards can be given individual set listing, but there are hundreds of others not so listed, being single items or others that can only be group listed and priced. The averages given for these, as in Section 20, are for otherwise unlisted cards. Notes and types for the 8 classifications:

Views and Portraits (HD1). Show pictures of actual places and people of prominence (except government heads). Unless a place or person is named or can be recognized, it probably belongs in one of the HD8 Art groups. Main divisions:

a—Views, all general types	.10c to 50c; average 20c.
b—Expositions	.25c to 75c; average 40c.
c—Historical Events	.25c to \$1.; average 30c.
d—Stage stars and Celebrities	.5c to 50c; average 20c.

Governmental and Racial (HD2). Main divisions:

a—Presidents and Rulers	.5c to 25c; average 15c.
b—Flags, Arms, Medals, Maps	.5c to 25c; average 15c.
c—Military and Naval subjects	.20c to \$1.; average 40c.
d—Political and Patriotic designs	.15c to 50c; average 30c.
e—Native types, habits, customs	.15c to 40c; average 25c.

Natural History (HD3). Main divisions:

a—Animals, birds, insects, fish, etc.	.10c to 20c; average 15c.
b—Trees, flowers, fruits, etc.	.10c to 20c; average 15c.
c—Minerals and gems	.10c to 25c; average 25c.

Children's Designs (HD4). This group is not intended to include all children's pictures, as such are found in all classifications, but rather a group of specialties of a juvenile nature:

a—Nursery Rhymes and Children's stories	.15c to 25c; average 20c.
b—Greenaway type (adv. only; no K.G.)	.20c to 50c; average 35c.
c—Paper dolls	.25c to 50c; average 40c.
d—Fables and Fairy Tales	.5c to 40c; average 25c.

Sports Subjects (HD5). Main divisions:

a—Race Horses	.25c to 40c; average 35c.
b—Baseball, track and field sports	.15c to 40c; average 25c.
c—Yachts and water sports	.20c to 50c; average 40c.

Puzzles and Tricks (HD6). A popular pastime on long evenings when the family gathered around the living room table. Mostly in the post card size but a few come in a large 5 x 8 size. Main types:

a—Hidden objects puzzles	.5c to 15c; average 10c.
b—Rebus and transparencies	.5c to 10c; average 8c.
c—Mechanical puzzles	.10c to 20c; average 15c.

Comics (HD7). Nothing is complete without a comic section.

a—Uncolored line drawings to postcard size	.5c to 10c; average 8c.
b—Heavy cabinet size by Tobin or Hayes	.20c to 30c; average 25c.
c—Strip comic sequences, various	.20c to 40c; average 25c.

Art Types (HD8). The word Art is used here in a broad sense and not to designate the comparative few cards which show reproductions of paintings and similar items. This will develop into quite a large collection of cards. French types can be recognized quite easily as most will have a gold background or include French inscriptions. The others are little specialties which show up to better effect if kept as a single group. At the end has been included a Miscellaneous group which can hold any left over designs which don't seem to fit in elsewhere:

a—Art reproductions	.10c to 40c; average 20c.
b—Steel engravings	.5c to 25c; average 10c.
c—Small print types (views, etc. 5½ x 7½)	.10c to 25c; average 20c.
d—French type cards	.5c to 15c; average 10c.
e—Japanese and Oriental subjects	.5c to 25c; average 15c.
f—Bookmarks (Adv.)	.5c to 20c; average 10c.
g—Diecut novelty (fans, palette, plate, etc.)	.5c to 25c; average 15c.
h—Miscellaneous	.3c to 10c; average 5c.

DESIGN SETS

Design sets are arranged in the order of their classification above. Complete sets take the usual percentage increases. Modern issues (since 1930) are marked with an asterisk (*).

VIEWS AND PORTRAITS

H400—American Scenes, Clay & Richmond Lithos (10) Larkin, Royal St. John, locals.	.10
H401—American Scenes, Street & Co., 3½ x 5½	.25
H402—American Scenes, Perfection Buckwheat	.10
H403—American Scenes, Sozodont book marks (12)	.15
H404—American Scenes, Fleischmann's 3½ x 6½	.15
H405—American Scenes, Copr. Koerner, varying sizes	.20
H406—American Scenes, Groders, Warren, etc., 3 x 4 sepia American Scenes, Clark's Thread, see complete list Appendix 16.	.15
H407—American Home Styles, National Lead Co.	.20
H408—Airplanes*, East N. Y. Savings Bank, 3¼ x 4¾ b&w	.10
H409—Airplanes* Richfield Gas (24) 4½ x 6	.10
H410—Airplanes*, Commonwealth Shoes, as E195	.10
H411—Aeroplanes*, Tydol Gas (40) 2¼ x 4	.15
H412—Air Transport Progress*, Eastern Air Lines, sepia photos	.10
H413—Bridges of America*, (6) Merrell Co. folders 5½ x 8½	.15
H414—Buffalo & Niagara Views (12) Dr. Pierce 5¼ x 7½	.20
H415—Cathedrals of the World (5) Brooks Varnish, locals	.10
H416—Dutch Scenes, DeJong's Cocoa, 2¾ x 4	.05
H417—Dutch Scenes, Van Houten's Cocoa, 4¼ x 6	.20
H418—Famous Club Houses (8 seen) Kinney tobacco	2.00
H419—Historic Homes, Empire Agr. Works, etc., 4 x 5 (locals)	.25
H420—Holland Scenes, Bensdorp's Cocoa, 3½ x 5½ (25)	.15
H421—Homes of Poets 1—Dingman's Soap, 6 x 11 2—Pozzoni's Powder, 3¾ x 5 3—Gooch's Syrup 4—Locals, 5 x 6¾ (Larkin)	1.00 .25 .20 .15
H422—Historical Events, Fleischmann's 5 x 7	.40
H423—Historical Events, Trenton Cracker Co.	.25
H424—Historical Scenes*, First Nat. Bank, Boston, 3¾ x 9 blotters	.10
H425—Historical Scenes, Clark's Thread 5 x 6¾	.50
H426—Historical Scenes, J&P Coates 4 x 5¾	.40
H427—Images of Japan and Korea, Steifel's Soaps	.20
H428—Industrial Series (4) Clark's thread views	.50
H429—Lake George, Pozzoni's Powder, similar A50	.25
H430—Lake Mohonk, Royal Grand ranges, locals, 3½ x 5¼	.15
H431—Lighthouses, locals 4 x 6	.25
H432—New Orleans, Chicago, St. Louis & New Orleans Ry.	.30
H433—New York City, Howard Insurance Co.	.50
H434—Niagara Falls, Mich. Central & Great Northern Ry.	.20



Old Advertising Cards. Service types. Top: Anchor Line, United States Mail Steamer City of Rome. Theatrical, Scene from the play "One of the Old Stock". Bottom: Magician, The Great Herrmann will soon be with you. Circus, P. Ryan's Menagerie of Wild Beasts, W. O'Dale Stevens Great Pacific Combination and James Robinson's Champion Circus. Railroad, for Atchison, Topeka and Santa Fe (The New Colossus of Roads).

H435—Niagara Falls, Larkin, locals (4) 4 1/4 x 6 1/2	.20
H436—Man-Made Wonders* (15) General Petroleum 3 1/4 x 5	.20
H437—Pacific Coast Views*, Associated Oil, 9 1/4 x 12 folders, 4 page	1.00
1—San Francisco Bay Bridges	
2—Great Reclamation Dams	
3—San Francisco Exposition	
H438—Pioneer Views, palette shape locals	.10
H439—Photos of the World (200) Hoods, sepia	.15
H440—Plantation Scenes, Pearlina, etc.	.05
H441—Public Buildings, Washington, Natl. Corn Rem., Bromo-Pepsin, b&w	.10
H442—Rivers of America* (6) Merrell 5 1/4 x 8 folders	.15
H443—Seven Wonders of the World (7)	
1—Large 5 1/2 x 10	.60
2—Medium 3 1/2 x 6	.10
3—Bufford Lithos	.05
H444—State Capitols, Anchor soda, locals, as No. 14	.05
H445—Stereoscope Views, Honest Long Cut photos	.25
H446—Singer Souvenirs (sets 10 in env.) 4 1/2 x 7 views	.10
1—Boston	
2—Brooklyn	
3—Jamestown Exp.	
4—N. Y. C. Downtown	
5—N. Y. C. Uptown	
6—N. Y. C. Waterfront	
7—Niagara Falls	
8—Philadelphia	
9—Pittsburgh	
10—New Orleans	
11—Mississippi Valley	
12—Washington, D. C.	
13—Yosemite Valley	
H447—Singer in Foreign Lands, no border	.25

H448—Turkish Scenes, Nestor cigts., 5 x 6 1/4	.40
H449—Swiss Views, Peters' chocolates 3 x 4	.10
H450—Western Scenic Views*, Standard Oil, Calif.	
1939 (9 x 12)	.75
1940 (9 x 12)	.40
1941	.15
1942 Folders	.30
1946 (12 x 15)	.05
1947 (12 x 15)	.05
Add 50% for Hawaii and Canada views. Value includes envelopes for 1939 and 1940 (separately—.10). Special albums—2.50.	
H451—Views of the World, Platt & Washburn, BBB, etc., 3 x 4 3/4 sepia	.15
H452—Views of World, Hartman's Peruna, 3 1/4 x 4 1/2 sepia	.15
H453—Views of World (5) Kandy Kubes	.05
H454—Views of New York, Wampole's 2 1/2 x 3 3/4	.10
H455—Views of the World, Van Houten's Cocoa, 4 1/4 x 5 3/4	.30
H456—Views of Paris (48) Foster-Milburn 3 x 4 3/4 sepia	.10
H457—Wisconsin Scenes (4) Wisconsin Central Ry., 5 x 7 1/2	.40
H458—Rhine Views, Ace of Hearts cigars (Hatch)	.20
H459—Views, Clark's Thread, diamond centre (4) 5 x 7	.10
H460—Great Buildings, Luxfer Prism, 4 1/2 x 6	.20
H461—Golden Gate Bridge (6) Standard Oil, 4 1/2 x 6 b&w	.20

1893 World's Fair: (approximate sizes)

H500—2 1/2 x 3 1/2 Wheeler & Wilson, Kerrs, Buttermilk Soap, etc.	.05
H501—2 3/4 x 4 1/4 A&P Tea, Henderson Shoes, locals	.15
H502—3 1/2 x 5 1/2 Bucher & Gibbs, Gold Coin, etc.	.15
H503—3 1/2 x 4 3/4 Bucher & Gibbs, Altoona, Enterprise, etc.	.20
H504—3 1/2 x 6 Clark & Morgan, Davis, Bell's soap, Fields, Noxall, etc.	.25
H505—4 x 5 1/4 Household ranges, etc.	.25
H506—4 1/4 x 6 Frears and locals	.30
H507—6 x 8 1/2 Montgomery Ward	.25
H508—American Cereal (12) 5 x 7 1/2	.50
H509—Chase & Sanborn (50) 4" round b&w	.10
H510—Clark's Thread (7) 5 x 7	.40
H511—Pan-American, Bucher and Gibbs 3 x 5 and locals	.25
H512—Louisiana Exposition, 3 x 5 locals	.20
H513—Louisiana Purchase (5) Singer Sewing, 8 x 10 paper	1.00
H514—Centennial, Boschee's Syrup, 3 x 5 1/4	.40
H515—Centennial, 3 x 4 3/4 locals	.40
H516—Paris Exposition (25) Hartman's Peruna, 4 1/2 x 6 1/2 sepia	.30

H550—Shakespeare Scenes, Libby, McNeill & Libby (24)	
1—sepia (8)—.20, 2—in colors (8)—.25. Glazed paper (8)—.30.	
H551—Shakespeare, Peck, Frean & Co., London Biscuits	.20
H552—Mikado Players (7) Cragin soaps	.25
H553—Mikado Players (4) Lautz Bros. soaps, J&P Coates	.10
H554—Gilbert & Sullivan, Saxton Gold Flake (Canada)	.25
H555—Gilbert & Sullivan, Pinnacle, Capadura, Golden Belt, etc.	.25
H556—Actresses, sm. Ivory Polish, Lavine, etc.	.05
H557—Actresses, about 3 x 5 b&w line sketches, locals	.05
H558—Actresses, about 4 x 6 1/2, X-Zalia, Lister's, BBB, Foster-M., etc.	.20
H559—Actresses, Tetlow's fan shape	.25
H560—Actresses, Gardiner Tea, etc., as No. 532	.20
H561—Movie Stars*, Standard Oil 8 x 10 photos	.10
H562—Actresses, photos about 7 1/2 x 13, A&G, Duke, Marburg, etc.	3.00
H563—Actresses, photos about 6 1/2 x 10, Kinney, etc.	2.00
H564—Celebrated Singers (7) Clark's Thread	.10
H565—Celebrated Men (104) Bensdorp's Cocoa	.10
H566—Famous Men, Royal Glue 2 1/2 x 4	.10
H567—Famous Dancers*, Capizio Shoes, 2 1/2 x 4 photos	.05
H568—Famous Queens, Queen Quality Shoes	.50
H569—Famous Physicians, Maltine (8) 4 x 6 1/2 sepia	.30
H570—Gallery of American Heroes, Clarke's Thread	.30
H571—Leading Women of the World (6) Clarke's Thread	.30
H572—Men of America* (52) Stevens-Davis 2 1/2 x 4 booklet	.10
H573—Nellie Bly (6) Schencks, Morse, locals	.05
H574—Don Quixote Series (20) Wilson Packing Co.	.15
H575—Characters From Fiction, Van Houten's 4 1/2 x 6 1/2	.25
H576—Pickwick Character Cards, Cosack locals	.10
H577—Circus Actors and Animals, Richardson Silk Co.	.15

GOVERNMENTAL AND RACIAL

H600—Presidents, as No. 309, Van DeCarrs, etc.	.05
H601—Presidents, sm. Selz Shoes	.05
H602—Presidents, b&w line, Clarks, Trumps, A&P, locals, etc.	.10
H603—Presidents, lithos, Welcome soap, Larkin, locals, etc.	.10
H604—Presidents and Vice-Presidents, Muzzy's Starch 3½ x 6	.20
H605—Ruler and View, Clarke's Thread	.10
H606—Uniforms of U. S. Army (22 seen) J&P Coats	.75
H607—U. S. Army Uniforms, Pond's Extracts 4 x 4	.50
H608—Uniforms Armed Forces (Tuck cards) Krakauer Pianos, etc.	.75
H609—Uniforms of French Army, LaRue (Montreal)	.25
H610—Insignia of Armed Forces*, Wampole's blotters	.10
H611—Battle Scenes, as No. 99 locals, 3½ x 4¼	.25
H612—World War I Scenes (12) Kinney Shoes	.15
H613—Battles of the World, FEC Remedy 5 x 7	.75
H614—Spanish War Herps, Hoff's Extract 3½ x 5	.50
H615—Spanish War Leaders, Behning Pianos 6 x 9	.75
H616—Soldier, Map, Flag, Arms, Sterling Piano, Natl. Biscuit	.25
H617—Maps of Nations, Celluloid Collars	.20
H618—Warships, Clarke's Thread (4)	.50
H619—Warships, Estey, Ivers & Pond, etc., about 4 x 6	.40
H620—Warships, Clarks, Cluett, Norman, Carpenter, Kurtzman, etc.	.40
H621—Warships, 3½ x 4½ to 4½ x 6½, John Hancock and locals	.30
H622—White Squadron Series, Herson Soaps 6¾ x 10¾	1.00
H623—Flags, Past and Present, A&P Tea Co.	.25
H624—Flags and Arms, John Wanamaker, sm.	.10
H625—National Flags, Baxter's Stoves, 5 x 7½	.30
H626—National Flags, medium	.10
Electric Oil, Tulip Soap, Wheeler & Wilson, Atmores, Ideal Brush, BBB, Schleicher Piano, etc.	
H627—National Flags, 2¼ x 3¼, 1½ x 3½, 1½ x 2¾, smalls	.10
H628—National Flags, as No. 9, various issuers	.05
H629—State Flags, as No. 11, various issuers	.05
H630—Stamps and Mail Carriers, as K138, Angelus, White, etc.	.05
H631—America 1800-1825 (4) Florida Water	.20
H632—America 1800-1900 (4) Singer Sewing folder	.20
H633—Ocean and Ships Setup, Barbour's Threads (Base 7 x 22)	2.00
H634—Boy Scouts, as E41 (36) locals	.10
H635—History of France, LaRue (Montreal)	.25
H636—Girls of Nations, Old Virginia Cheroots	1.00
H637—Costumes of Nations (24) Dr. Miles lg. diecuts	.25
H638—Costumes, Royal Ruby Wines 5 x 7	1.00
H639—Costumes of all Nations (36) Singer Sewing 1892	.75
H640—Costumes of all Nations (18) Singer Sewing 1894	.10
H641—Costumes as H639-640 redrawn, 3½ x 5, varying and with calendar	.10
H642—Costumes at 641, 3½ x 4¼ on tinted paper	.05
H643—National Dances, National Biscuit Co.	.15
H644—Period Gowns, Kinney 6 x 7¾	1.00
H645—Manner of Greetings, Griffin and locals 3¾ x 5	.25
H646—Wedding Scenes (12) Dr. Richter Liniment	.25
H647—Medicine Men* (12) Ciba Phar. blotters	.10
H648—Medical Men of All Ages* (6) Arlington Chemical blotters	.10
H649—Indian Scenes, Kickapoo Remedies	.20
H650—Costumes, Shannon Miller & Crane, 5 x 8 paper	.50
H651—Standard Bearers (girls) John Hancock Ins.	.10
H652—Dollars of the World (Scott & Co.)	.10
H653—Presidents, Wheelright Paper, 4½ x 7 b&w	.25
H654—Doctors, Mellin's Foods	.10

NATURAL HISTORY

H675—Jumbo Series, Clarke's, J&P Coats, Bufford locals	.05
H676—Prize Livestock (8) Domestic Sewing	.05
H677—Wild Animals as No. 25, various issuers	.05
H678—Zoo Animals, Van Houten's 4 x 5½	.40
H679—Animals (diecut paper animals)	.10

1—Hood's Animal Statuettes (10)	
2—Williamantic Thread	
3—Dougherty's Menagerie (16)	
4—Friends Oats Birds (20)	
5—Clarke's Thread (12)	
H680—Dairy Cows, Church & Dwight 3 x 5	.15
H681—Enlarged Soda Designs, Church soda, ave. 11¼ x 14½	.60
H682—American Singers (birds) Singer Sewing 3½ x 4¾	.10
H683—American Singer Series (16) 4½ x 6	.05
Reprintings show minor changes, different backs, etc.	
H684—American Song Birds, Singer Sewing, similar H683	.05
H685—Singers of America, Singer Sewing 4 x 6¼	.10
H686—Native Song birds (12) Clarke's Thread	.10
H687—Birds, Ceylon Tea 2¾ x 4	.05
H688—Bird Cards (27) Foley & Co.	.10
H689—New England Birds (20) G. E. Marsh	.20
H690—Our Native Birds and Their Eggs (25) Chas. Marsh	.25
H691—Birds (26) Marsh, reprints of H689-690	.20
H692—Owl Species (6) Boraxine, etc., 3 x 4½	.05
H693—Owl Comics, Boraxine, BBB, etc.	.05
H694—Bird Series* (6) Wampole's blotters	.05
H695—Van Houten's Aviary, 4 x 5½, several series	.15
H696—Birds, Life Ins. Co. of Va., blue edge	.05
H697—Poultry Life Portraits, S. J. Bestor	.20
H698—Practical Poultry, Johnson (Hart Lithos)	.20
H699—The Percomorth Fishes* (20) Mead Johnson 3½ x 5½	.10
Regular and puzzle card in envelope—20.	
H700—Frog Pictures (20) Frog in your throat Co.	.05
H701—National Flowers, Clarke's Thread, 1st series (5)	.20
2nd Series (Germany, Japan, Italy, Greece, Switzerland) value—40.	
H702—Flowers for Remembrance, Singer Sewing, 5¼ x 7¼	.15
H703—Flowers, Lazell's Perfume, folded	.15
H704—Flowers, Palmer's Perfume, diecut, 2 sets	.15
H705—Leaf Designs, Pond's Extracts	.05
H706—Roche Botanical Series (drugs) 6 x 8 folded	.10
H707—Spice Growing (10) Durkee spices 3½ x 6	.20
H708—Spices, Natural Tree and Fruit, Bugbee & Brownell 4 x 5¼	.15
Similar but 4 x 6½ (12)—25.	
H709—Spices, Davis Sacker & Perkins (7 seen)	.15
H710—Spices, Bohsemen Spices	.10
H711—Bible Flowers, American Tract Society	.15
H712—Flowers (12) Silver Star Powder 4 x 6	.10
H713—Birthstones (12) deReuter (Barclay & Co.) in Spanish	.25
H714—Birds, Williamantic Thread, diecut setups (10)	.15

CHILDREN'S SPECIALTIES

H750—Children of the Week (7) Clarke's Thread	.05
H751—Born To Be A— (4) 3¾ sq. Clarke's Thread	.05
H752—Nursery Rhymes, J&P Coats (Greenaway type) 2 colors	.25
H753—Nursery Rhymes, Alden Vinegar (Greenaway type) colored	1.00
Similar designs (about 6 x 6) uncolored—75.	
H754—Greenaway Types, Metropolitan Mfg., Eclipse wringers	.50
H755—Greenaway Types, Sunshine Pub. and similar	.75
H756—Spool Pets (6) Coats 2 x 5	.10
H757—Aesops Fables, J&P Coats, Wrights, Wissner, W&W, etc.,	.15
H758—Aesops Fables, Garland stoves, Hayes lithos	.10
H759—Aesops Fables, Wemple & Kronheim lithos	.05
H760—Aesops Fables, Kerr & Co. 3¼ x 5	.15
H761—Mother Goose Series (6) Nestles Milk	.10
H762—Paper Dolls, average about 6 inches tall	.50
1—Enameline College colors (9)	
2—Enameline Dolls of Nat. (6)	
3—Enameline Flower Girls (6)	
4—Clark's Double Dolls (12)	
5—J&P Coats thread (5)	
6—Hudson Buttermilk soap (16)	
7—Worcester Salt (12)	
8—New Eng. mince meat (16)	
9—Barbour's Irish Flax (12)	
10—Washburn Crosby flour (16)	
11—Dougherty's Fairy's Children	
12—Merrel-Soule (5) in 9 x 10	
panes	
13—Kabo Corsets	

14—Beecham's Pills	23—Clark's Soldier Boys (12)	
15—Crown Pianos	24—Diamond Dyes (6)	
16—Estey Organs (5)	25—Kis Me Gum (12)	
17—Orangeine	26—Adams Gum	
18—Hood's Sasp. (15)	27—A&P Tea Co.	
19—Merrick's Thread	28—Blackwell's Durham	
20—Electric Lustre Starch	29—Freeman Milling	
21—Dr. Jayne's Vermifuge	30—Friends Oats	
22—Clark's Cavalry Ser. (12)	31—Hershey's Chocolates	
H763—Story of Bluebeard (8) Blanchard & Latimer, etc.		.40
H764—Baron Munchausen, Gail & Ax (10)		.40
H765—Baron Munchausen, Van Houten's cocoa		.25
H766—Proverbs and Children's Stories, Van Houten's		.20
H767—Life of Rip Van Winkle (10) Piedmont cigts. 5 x 8		.50

SPORTS

H800—Fox Hunting, Allen & Ginter, 2 sets: 3 x 5 1/4 and 4 x 5 1/4 (4 each)	.40
H801—Fox Hunting, Van Houten's cocoa, 4 x 6	.25
H802—Sporting and Fashion Plates, Crawford Shoes 4 1/4 x 7	.50
H803—Black Stocking Nine (9) A&G photos	3.00
H804—Polka Dot Nine, A&G cabinet photos	2.50
H805—Girl Cyclists, A&G cabinet photos	3.00
H806—Presidential Baseball Club, Duke photos 7 x 11	5.00
H807—Baseball Comics, Capadura cigars, gray or brown bkgd.	.15
H808—New York Baseball Club, Welton cigars & locals	.20
H809—Baseball Players, Old Mill 5 x 7 1/2	.50
H810—Baseball Comics, Merchants Garglang	.10
H811—Baseball Comics, various locals	.10
H812—Popular Ball Players (12) Boston Garters 4 x 8 1/2	.75
H813—Baseball Stars*, Signal Oil, 3 1/2 x 5 1/2 Demaree sketches	.25
H814—Baseball*, Signal Oil 1948, colored	.20
H815—Baseball*, Smith Clothing as D56	.15
H816—Race Horses, Clarke's Thread, 4 1/4 x 4 3/4 sepia	.50
H817—Race Horses, D. M. Osborne 5 3/4 x 9 1/4	1.00
H818—Race Horses, Clay & Richmond lithos	.25
H819—Race Horses, Cosack or Calvert lithos	.15
H820—Bull Fighting, Pitts Agr. Works, numb.	1.00
H821—Archery Series (5) Kimball's tobacco	.20
H822—Prize Fighters*, Adams Hats 8 x 10 photos	.10
H823—Famous Yachts, Singer Sewing 4 1/2 x 7	2.00
H824—Spalding's Sports Players, diecut standups	1.00
H825—Baseball Stars* (16) Val Decker Packing Co. photos	.20

PUZZLES AND TRICKS

H850—Hidden Objects, about 6 x 8, any issuer	.25
H851—Hidden Objects, about 3 x 5	.05
1—Toll Gate Puzzles (4)	4—Presidential Puzzles
2—Carter's Pills (4) red or blue	5—Primer Cards (Dunbar)
3—Shadow cards, Dunbar	
H852—Hidden Objects, 3 x 5	.10
1—American Puzzle cards (14)	8—Kings, SSS, Browns, Sim-
2—Adams & Westlake	mons, Goffs, Nathans.
3—Malt Bitters Puzzles (6)	9—National puzzle cards
4—Clarks Thread, Wright's pills	10—National Litho 3 3/4 x 4 col.
5—Heat the card (20)	11—Kirk's soap
6—French puzzle cards	12—Burk's Magic soap
7—Hippodrome puzzle cards	13—McLean's Cordials
H853—Hidden Objects, 3 x 5	.15
1—3 1/2 x 4 1/2 Hunnewells, Streeters, Arnolds, Dr. Tarr	
2—Cigars: Consolation, Darby & Joan, World's Choice, Buckeye	
3—St. Charles Milk (7)	
H854—Thought Reader, in box, Van Houten's	.25
H855—Hood's War Game (52) U. S. vs. Spain (game)	.02

COMIC DESIGNS

H875—Bro. Gardiner and His Hossles Wagon (6) Dukes Mixture, b&w	.30
Bro. Gardiner, as above, colored	.50
H876—The Masher's Dream (6-fold) Johnson's Fluid Beef (Dwight)	.25
H877—Husband and Wife (6) Michigan Stove Co.	.10
H878—Classical Story of Jupiter and Danae (5-strip) Hayes	.50
H879—Life of a Fireman (7) Cosack	.25
H880—Blackville Comics, Brooks Varnishes, 2 series	.15
H881—Day & Martin, Japan Blacking (British)	.20
H882—Scotch Jokes and Facts, Doniger & Co., locals	.20
H883—Sayings of Bill Jones, Parker Holliday 2 1/2 x 3 1/4	.05
H884—Comics, 5 or 6 card sets by A&P, etc.	.05
Fighting Tom Cats, Wayward Owl & Wife, The Drunk, Card Game (monkey and dog).	
H885—Comic Strips, 5 or 6 view sequences	.40
Before and After Marriage, I'm a Farder, I'm in Love, Let's Smile, I'm Grandpa at Last, I've Got a Wife, I'm a Daddy, Courtship in 6 Acts, Daddy's Baby, etc.	
H886—Fritz Spindle Shanks, local issuers	.15
H887—Frog Comics, Pollywog and Full Weight cigars	.20
H888—Peck's Bad Boy (9) b&w, cigars	.20
H889—Skating and Other Comics, Capadura cigars	.10
H890—Ages of Man (7) Blackwell's Durham	.25

ART TYPES

H900—Album Card Series (22) Dr. Jaynes	.05
H901—Art Pictures (6) James S. Kirk	.10
H902—Authentic Color Reproductions, ABA Cheques	.10
H903—Art Miniatures, Electric Lustre soap 3 x 6	.10
H904—Art Designs, Fleischmann's Yeast	.10
H905—Art Types (100) 3 1/2 x 4 1/2, Arbuckle, etc. (Tuck Adv. Cards)	.15
H906—World's Most Famous Paintings (10) sepia, Candee Rubber	.50
H910—Facsimiles (4) Hubinger's Starch	.10
H911—German Prints, various, Life Ins. Co. of Virginia	.05
H912—Seasons and Climes (10) Sach-Prudens, 5 x 7	.20
Slightly larger by Tenney's Magic Soap, etc.	
H913—The Seasons (4)	.10
1—Florida Water	
2—Clarke's Thread, 2 sets: 5 x 7, 4 x 6 1/2	
3—Lautz Bros. soaps	
H914—Paris Art Co., about 5 1/2 x 7 1/2 (French)	.25
H915—Paris Universal Exposition 1878, 2 series, (French)	.20
H916—French Print Cards, small	.10
Includes Newspapers, Views of Cities, Bank Notes, Letter Carriers, Knights, Calendar and Scene, National Girls, Stamps, Coins, Medals, Flaa Girls, Flags, Famous Operas, Types of Nations, Maps, Language of Flowers, Children, etc., etc.	
H917—Art Miniatures, Newsboy, Marburg, HLC, newspapers	
1—3 x 6 numbered 1-6	.05
2—3 1/2 x 5 1/4 numbered 7-up	.10
H918—Chromo-Heliographs, 7 3/4 x 12 1/2 Marburg (A. Hoen) seen to No. 159	3.00
H920—Maud Muller Paintings, Miles Baking Powder 5 x 7	.20
H921—Painting Reproductions, Hires 5 x 6	.10
H922—Girl-Art, Sach-Prudens (6) 5 3/4 x 8	.20
H923—Girl-Art, Sach-Prudens (10) 2 sets 5 x 7	.20

C&S AMERICA

Difficulty of translation makes it almost impossible to record advertising cards from the Spanish speaking areas. Some cigarette inserts include non-related general ads on their backs. This is a field needing much additional research.

Mexico	
HN1—Serie Historica Mexicana (205) F. Paz y Puente	.05
Use uncertain, may be an insert issue.	
HN2—D. Juan Tenorio (24) Lg. Vincente Bosch	.10
HN3—National Flags (14) Nixtamalina, Lg.	.05

Banners and Labels

Old-time stores were the moving pictures of their day. A constant procession of advertising material was a never ceasing attraction for customers. Prominent among such things were the poster banners—large paper signs with a metal binding on top and bottom edges. Many were hung in windows since modern window trimming had not yet been developed. The popular size was a length of about 30 inches but some were larger, one for sewing machines being known with a length of over five feet. They were made for all products, but drugs and tobacco products were especially lavish with them. The art work was usually of the finest, and today's collectors regard all banners very highly.

TOBACCO ISSUES

The following listing of tobacco banners includes only those used in connection with the current insert card sets. The usual design shows the set of cards with a large appropriate centre design. There are many other tobacco banners not connected with card sets. The usual design of these being an actress or pretty girl and the value ranging from \$5.00 to \$8.00 for the 24 to 40 inch lengths. An occasional smaller one would be worth \$2.00 to \$4.00. Condition should be fairly good to fine to merit these rates.

Allen & Ginter:	
G1—Indian Chiefs (Indian hunting buffalo)	10.00
G2—Arms of All Nations (arms and armour)	10.00
G3—Birds of America	8.00
G4—Birds of the Tropics (3 tropical birds) 22 x 30	8.00
G5—City Flags (N. Y. City Hall) 14½ x 30	8.00
G6—Fans of the Period (woman with fan) 14½ x 31	5.00
G7—Fish from American Waters (big fish) 14½ x 42	7.00
G8—Flags of All Nations, First	10.00
1—18 flags, 24½ x 41½	8.00
2—Card set and 5 views	7.00
3—U. S. Flag in centre, 15½ x 21½	7.00
G9—Flags of States and Territories (eagle) 15¼ x 21¾	7.00
G10—Game Birds (wild duck) 14½ x 30½	10.00
G11—George Washington (for album)	10.00
G12—Naval Flags (U. S. Frigate Chicago)	5.00
G13—Parasol Drill	8.00
G14—Pirates of the Spanish Main (pirate)	8.00
G15—Quadrupeds (elephant) 13½ x 42	5.00
G16—Racing Colors (jockey) 18½ x 29	7.00
G17—Song Birds of the World	7.00
G18—World's Beauties (globe) 14½ x 29½	8.00
G19—World's Beauties (woman's head on shield)	6.00
G20—World's Champions, 1st.	8.00
G21—World's Champions (championship cup)	6.00
G22—World's Decorations (medals)	10.00
G23—World's Dudes (dude in red coat)	7.00
G24—World's Racers (horse's head) 16 x 28	8.00
G25—World's Smokers, 22 x 30	10.00
G26—World's Sovereigns (queen) 14½ x 31½	10.00
G27—Types of All Nations (native woman)	8.00
G28—Wild Animals of the World (tiger head) 22 x 31	

Dukes:	
G40—Actresses (for set 70) 14 x 28¼ (actress)	8.00
G41—Actresses (set 95)	8.00
G42—Albums of American Stars (actress) 22 x 31	8.00
G43—Fancy Dress Ball Costumes	6.00
G44—Battle Scenes (cavalry charge) 21 x 29	10.00
G45—Great Americans (child) 26 x 42	10.00
G46—Histories of Generals (battle scene)	10.00

G47—Histories of Poor Boys	10.00
G48—Musical Instruments (girl)	6.00
G49—Postage Stamp Cards (postman) shows no cards	10.00
G50—Shadows	7.00
G51—Terrors of America (3 boys) 20 x 28	8.00
G52—State Governors (album cover) 19 x 28½	8.00
G53—Rulers Flags and Arms, 25 x 40	10.00
G54—Yacht Club Colors (girl) 20½ x 28½	6.00

Goodwin:	
G75—Games and Sports (girl) 13½ x 28	7.00
G76—Baseball Banner (4 album pages)	10.00
G77—Dogs of the World (head of bulldog)	8.00

Kimball:	
G83—Ballet Queens, 13½ x 27½	8.00
G84—Dancing Girls of the World (2 girls)	8.00
G85—Goddesses of Grecks and Romans (3 goddesses)	10.00

Kinney:	
G92—Military Series (old soldier) 19¾ x 29	10.00
(State seals in gray or gold bkgd.)	
G93—Naval Vessels of World (Trafalgar) 15 x 28½	10.00
G94—Race Horses (Iroquois) 18 x 28	8.00
G95—Race Horses (Proctor Knott) 18 x 29 Am. Turf	8.00
G96—Harlequins 2nd	8.00
G97—Butterflies of the World	7.00
G98—Leaders (George Washington)	8.00

Others:	
G110—Buchner Police Inspectors (12 chiefs) 13½ x 20	5.00
G111—Buchner Views and Girls (policeman) sets 281 and 285	10.00
G112—Buchner Actresses, set 280	7.00
G113—Newsboy Actresses (4 large cabinet cards)	8.00
G114—Lorillard Actresses (4 cards), splendid cut p'ug 26 x 40	8.00
G115—Lorillard Actresses, for set 250	6.00
G116—Ellis Dogs (tiger's head) 15½ x 23	8.00
G117—G. B. Miller Presidents (card designs) 12 x 21	8.00

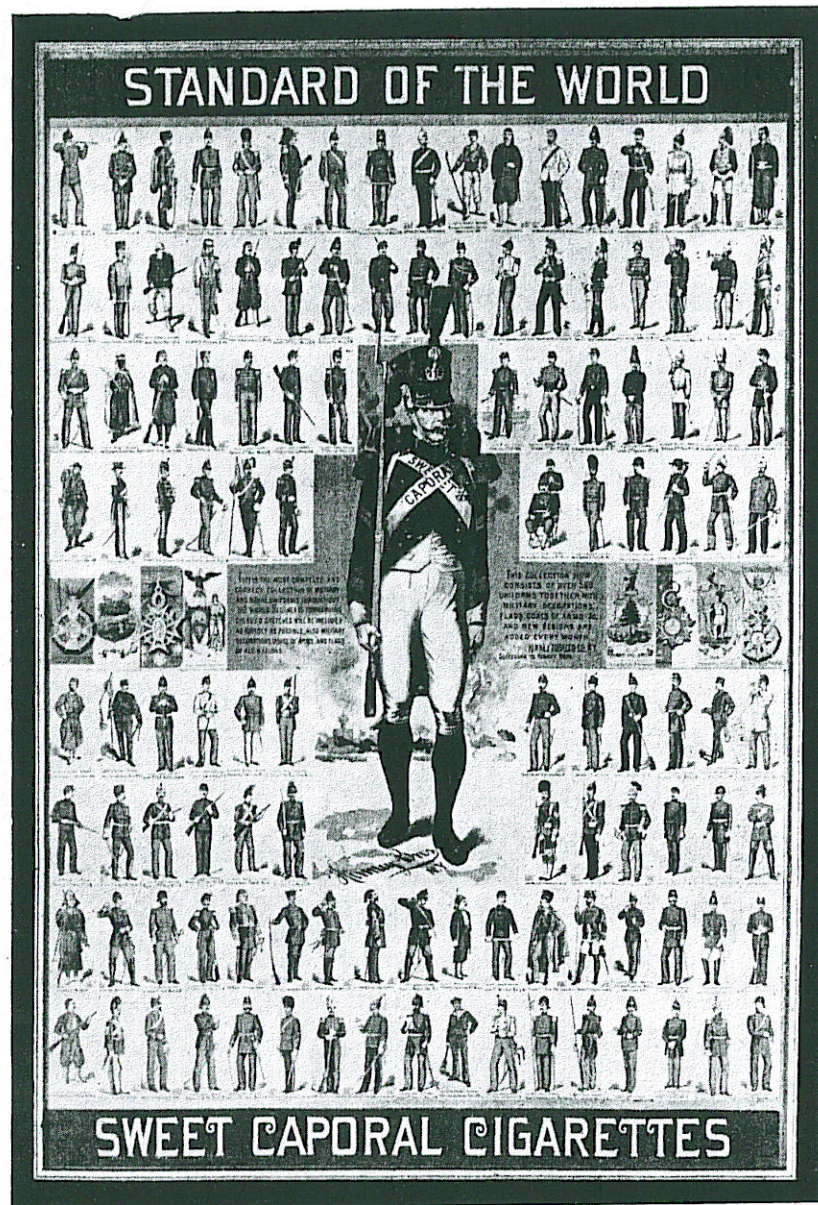
NON-TOBACCO BANNERS

Most non-tobacco banners are of a strictly business nature which does not lend itself easily to listing unless a very detailed individual listing of each design is undertaken. Few have any connection with card sets. Value averages about \$5.00 each in the usual sizes.

G130—Rulers (15 shown) Bromo Seltzer 14 x 28	2.00
G131—Birds (14 shown) Church & Co. 17 x 25	2.00
G132—Birds (set J8) Church & Co. 20 x 41	3.00
G133—Birds (set J5) Church & Co. 30 x 46	5.00

POSTER CARDS

Cards measuring 14 inches or more in length are usually regarded as poster cards. These will include window and counter display items, street car or bus cards, but not billboard types or any sheet printed advertising. Ordinary prints and paintings are not included unless they have been used as advertising matter in which case they would qualify. Except for tobacco material, the demand for these larger items is not great. Tobacco items are usually valued from \$2.00 up. A few large attractive items of 30-inch length have been found that would easily rate a \$10.00 valuation. Usual value for the 16 x 20 size is \$4.00 to \$7.00. Non-tobacco items rate half to a third these figures. The above is for old items only. Some very attractive material is in current or recent use, and while such things are not considered to have any collectors' value they sometimes change hands for a small nominal handling charge. The collector with foresight will lay aside the better current items as 50 years from now they may be valued highly, as 19th Century items are now valued. Often today's 25c item is tomorrow's \$25.00 rarity.



Tobacco Banner No. G92. Kinney Military Series. Full size approximately 20 x 29. The centre is probably one of Napoleon's veterans with burning Moscow in the background.

CUTOUTS

Designs of the small cards cut out of the above banners (or from album pages or large cards) are often found. These have no value whatever except possibly a 10c value on cutouts from Banners G110 and G111. Several more banners probably were made but examples of them (except in the form of cutouts) have not been seen.

ALBUMS

In addition to the souvenir tobacco albums as listed in Section 5, there are a few other similar large advertising albums known:

G150—Home of Our Favorite Poets, Colorado Soap, etc.	3.00
G151—It's All in the Draw (poker hands)	2.00
U. S. Cartridge Co., La. Triumph Cigars, etc.	
G152—Marine Album, Hazeltine (Pisos Remedies)	2.00
G153—Sweet Home Album (famous people) Larkin Co.	2.00
G154—Famous Actors and Actresses, J. S. Kirk soap	5.00
G155—Snow Shower (snow scenes) local issuers	2.00
G156—Peck's Bad Boy, Peck's Bad Boy cigars	2.00
G157—Renowned Places of the World, Cameron & Co.	3.00
G158—Principal Cities of the World, Cameron & Co.	3.00
G159—American Cities, Cameron & Co.	2.00

EARLY MOVIE STILLS

In its early days the moving picture industry used no cards in its publicity. Only large sheets showing the name of the picture were hung or tacked up in the theatre lobby or entrance. About 1910 pictures of stars were added. These were bust shots that were used over and over again. About 1914 the action stills and lobby cards came into use. These were put in frames in front of movie houses and advertised the show of the day or that of the coming week.

There are two varieties: 8 x 10 movie action stills which came in a glossy finish, mostly in black and white, but also in colors. The second type measured 11 x 14 (sometimes called lobby cards) and came in sets of 8 cards. These also came uncolored or colored and sometimes in sepia or blues. This larger size is preferred by some as age does not discolor them as easily as it does the smaller glossy prints. The matter of condition is important in setting a value on these cards. The 8 x 10 action stills in mint condition are worth 50c if mint, 25c if fine, and about 15c if good. The 11 x 14 lobby cards in sets of 8 are worth \$1.50 per set if mint, \$1.00 if fine and about 60c if good. Single cards in fine shape bring about 25c each.

Also collected are the double glass slides measuring 3 1/4 x 4 inches, used to project on the screen a notice of coming attractions. These are in beautiful colors. Usual valuation is about 25c. All this material is now practically obsolete. Its period of use was 1914 to 1928. Any current material is of lesser value.

All the old silent movie stars will be found on these stills and lobby cards. Perhaps the most in demand are the popular ones like Douglas Fairbanks, Valentino, William S. Hart, Buck Jones, Tom Mix, Pearl White, Ruth Roland, Nazimova, Chaplin, Lon Chaney, Hoot Gibson, Richard Dix, Dorothy Dalton and Helen Holmes. Cards played a vital role in the advancement of these stars and the development of the movie industry. They are receiving more attention all the time from general card collectors and those with a special interest in movie star material.

SHEET MUSIC

Few think of sheet music as having any definite connection with ordinary advertising matter, and that is quite true as regards modern compositions. But from 1850 to 1880 there was published a considerable quantity of such music dedicated to various stores and products and quite obviously a subtle form of advertising. Some are music only and some are songs. The illustrated fronts are most attractive. Some typical titles, dates and values are:

Song of the Sewing Machine, 1869, for Florence Sewing Machine—\$4.00.
The Glass Fountain, 1861, for the Capitol Drug Store—\$4.00.
Old Abe Polka, for Leidersdorf's Old Abe Tobacco—\$10.00.
Aniline Polka Mazurka, 1869, for Aniline Dye & Chemical—\$10.00.
Bassford Refrigerator Galop, for Bassford Furniture Co., N. Y.—\$3.00.
Good Old Sweet Ham, 1873, for Magnolia Hams—\$5.00.
Ceres Scottish, 1859, for Mack Grain Huller—\$4.00.
The Black Cook, 1867, for Charter Oak Ranges—\$3.00.
Sewing Machine Galop, for Grover & Baker Sewing Machines—\$3.00.
Sang Lee, 1878, for Dobbins Electric Soap—\$4.00.
Sewing Machine Polka, 1861, for Wheeler & Wilson—\$3.00.
Rough on Rats song and chorus, 1882, insecticide—\$2.00.
A Message from the Battlefield, for Hemboldt's Medicine—\$10.00.
The Battle of the Sewing Machines, 1874, for Remington S. M.—\$5.00.
Peerless Polka, 1857, for Peerless Ranges—\$5.00.

The early songs should not be confused with a number of 20th Century similar pieces (mostly 1920 to 1930) which are worth 25c to 50c each average. Among



Tobacco Caddy Label for David Dunlop of Petersburg, Va., for his brand "High Admiral of Navies" King of Seas. The label measures 7 x 14 inches and was copyrighted 1874. The design shows King Neptune in his sea chariot escorted by mermaids.

such compositions are: The Moxie One Step, Number 3 (for Old Gold cigts.), The March of the Flit Soldiers, My Sweet Virginia Dare (wine), Standard Oil (1907), My Girl Uses Mineralava, Smoke Your Troubles Away (for Henry George cigars), My Cocoa-Cola Girl, The Makin's of the U.S.A. (for Bull Durham), Have You a Little Fairy in Your Home? (Little Fairy Soap).

CALENDARS

Small single calendars, like blotters, tickets and similar specialties, are normally kept with the ordinary advertising cards. Some of the larger and more interesting ones, however, may well be segregated as a separate group. A few very interesting ones have appeared over the years, especially the 12-page type. A short listing of the better kind and their value would show:

G200—Calendars

1—Armour's Spirit of the Century 1901	50
2—Mass. Mutual Ins. 1894, Great Inventors	2.00
3—Mass. Mutual Ins. 1892, State History	2.00
4—Brooks Varnishes, Blackville Comics, any year	2.00
5—New York Life Ins. 1890	2.00
6—Home Life Ins. 1876, Centennial Historical Views	3.00
7—Charter Oak Ranges 1888	2.00
8—Grand Union Tea 1901, Progress of the Century	1.00
9—Antikamnia 1900	2.00
10—Youth's Companion, 1898 to 1906	30
11—White & Wyckoff Mail Carriers	30
12—Berkshire Life Ins. 1902	50
13—Edison Lamp Maxfield Parrish series	20
14—Continental Ins. Historical scenes	20
15—Singer Mfg. 1899 Birds	25
16—Fairbanks Fairy Tales 1901	50
17—Wm. Amer & Co., Phila., 1899	2.00

More recent and modern calendars are also often saved by careful collectors with an eye to future value. Their value, at present, like most other current items, represents largely a handling charge and is seldom over 25c. The large proportion of such calendars have little collector's interest, although there are several exceptions, such as the Currier & Ives reprints and the issues of certain large industrial and transportation concerns.

Art calendars sold in novelty stores and made by firms like Tuck, are classed as Greetings and collected as such today.

LABELS

Labels are the standard design made to show the contents of a package or container and used over an indefinite period. The vast majority were in use for a long time and so printed in enormous quantities. In the early days of packaged products



Typical Linen Labels of the early engraved variety. These are in beautiful colors with gold trimming. The view type (at right) is uncommon. The center design measures 3 3/4 x 5 inches.

some manufacturers put a considerable amount of art and variety into the composition of their labels. They were so good that collections of them were formed that today are of outstanding interest. In some types the collection of labels has reached a recognized status, notably match boxes and folders, linen labels, cigar boxes and bands.

Practically all sorts of labels have been the object of collections of some sort, especially the more colorful ones found on liquor bottles and similar drinks. Bottle caps are also collected as are tea tags and milk bottle caps. Interest in these items is limited and value is usually a matter of personal negotiation, depending on the age of the material and the time and labor required to collect it.

CONTAINERS

In a few cases the collection of labels is expanded to include the entire container. The most popular instance is the collection of the various boxes, bags, and cans in which tobacco has been sold. It is possible to assemble quite an array of these, some going back nearly a hundred years, and including foreign as well as domestic types. Value is usually 10c to 25c for the smaller paper, card, or tin varieties. Some of the larger metal items are quite elaborate and readily bring a few dollars each, the exact amount depending on size, attractiveness and condition.

MATCH LABELS

The collection of match labels has reached quite an advanced stage with national and local clubs, and special albums and magazines. Originally, the collected item was the label from the small wooden match boxes. These were a colorful group representing many countries of the world and especially from Japan and the Scandinavian nations. Albums of these are occasionally found and the value is usually a 5c average if in good condition.

Today the box type has been largely supplanted by the folders. Section 18 covers only the specialized insert variety of these which are known to collectors as Group 1. The vast majority of folders are the purely advertising sort, the same as other package labels, and they are in such universal use by thousands of retailers and individuals that few attempt to save all varieties. Thus there is practically no value to the ordinary tavern or gas station folder.

Principal collector interest today, in the order of popularity is: 1—Ships. 2—Armed Services other than ships. 3—Transportation. 4—Hotels and places of similar accommodation. 5—Americana or covers that depict something pertaining to American history. 6—Odd size covers other than the usual 20-match book.

Match covers include the following sizes and varieties: 10 Giant, 10 Strike, 12 Ups, 15 Midgets, 20 Regular, 20 Jewel-lite, 20 Contour, 21 Feature, 22 Feature, 28 Aristocrat, 30 Match or sticks, 40 Royal Flash, 200 Jumbo, 20 Action, 20 Safety, and 28 Safety. Some of these are made by several companies and some are collected entire, since the individual match stems have pictures on them. This is a hobby that is almost purely American. Match books were invented in the U. S. and better than 95% of them are made and used here. For data on clubs see Section 30.

LINEN LABELS

Early linen labels would be worth collecting if only for their exquisite beauty of design. One was used on the outside of bolts of linen and they can be recognized by the word "Yds.", which appears at the bottom. There are three types: 1—The early lithographs (see illustration) which vary in shape up to about eight inches long but average about 4 x 6 inches. These sell for \$2.00 to \$3.00 each for the better specimens. 2—The die cuts, irregular in shape and usually an embossed silhouette on gold or silver paper. Value 25c to 40c. 3—Late larger "Fruit of the Loom" style worth 10c to 25c each. While not too well known, several beautiful collections of linen labels have been formed and they are greatly admired by all who see them.

CADDY LABELS

Plug tobacco is shipped in wooden boxes called caddies. These boxes bore beautifully printed labels known as caddy labels. Shapes and sizes vary, but the majority are approximately 7½ x 14½ or 11½ inches square, fitting the usual 20 and 40-pound caddies. These labels are still used, although the industry is now but a slight shadow of what it was from 1860 to 1890 when most of these labels flourished. Many of them were used on the export trade and bore designs suited to the countries where shipped. These old obsolete labels are much sought by collectors today. Colorful designs of historical or allegorical portents are worth \$2.00 each. Those of lesser interest sell for \$1.00 each. Very few are now available to collectors.

CIGAR BOX LABELS

Cigar manufacturers have employed the very best art and printing talents in the production of their box labels. The earliest types before 1880 are now hard to find and fine specimens are worth 25c to 50c each for the normal large box size. These must show the date, usually in the copyright notice.

Labels of later issue are of lesser value. Those showing famous people or important events often sell for 10c to 15c each but the ordinary designs usually sell at 3c to 5s apiece. End labels and medallions are worth half the larger size. Much of the present supply of labels is in the form of lithographers' sample books, many of which are stock designs of little value. Some of these sample books hold only a dozen labels, others as many as 200. Modern labels have practically no value.

There are few better examples of the fine art of lithography than is found on these labels. In addition, they show much of the habits and customs of their times. Every tobacco collection should include a few albums of them.

CIGAR BANDS

Cigar labels, or bands as they are better known, originated about 1854 and from the start they became an item of interest to collectors. It has long been a custom of cigar manufacturers to name their brands after prominent people or great events and the commemorative bands made for these brands are both interesting and beautiful. Foreign bands often excel the domestic varieties in vivid coloring and designs.

Collections of over 50,000 varieties are known but such a quantity requires a considerable search. The normal method of collecting is an even exchange between collectors (see Section 30). The cash value is seldom stressed and collections of all different bands may change hands at from 10c to 50c per hundred. As a rule, the larger the collection the higher the rate used. Souvenir sets showing portraits of the Presidents, decks of cards, the alphabet, etc., are of greater value. These sets were usually made for collectors and not used on cigars. The items listed in Section 2 are also of this type.

Many have found an album of bands is a colorful addition to a collection of cards. Expense is comparatively small and supplies are still available in ample quantities.

Another sideline is the collection of cigar ribbons. These are the narrow bands used to hold cigars together in small bundles in the days when many were sold in that manner. The brand name of the cigar is printed in the center of the ribbon. Many found these attractive enough to save and collections of over 400 different kinds are known. They can be mounted on large cards or in other ways. Value is usually in the 3c to 5c average, selected.

TIN TOBACCO TAGS

A novelty collection can be made of the small tin tags and their accompanying paper labels used to identify plug tobaccos. They were first made by Lorillard in 1874 and soon afterward every brand had its distinctive tin tag. The paper labels were held onto the plug by the teeth of the tin tag. A good collection will show several hundred designs both in the plain embossed tin style and the more attractive colored enamel type. A good collection of these must be seen to be really appreciated. Selected items are worth 3c to 10c each. Large lots of all different bring 2c to 3c each, while assorted or rusted lots would be worth much less.

SECTION 23

Post Cards



The Picture Post Card is a development of the postal (postoffice) card and the early album-advertising card. The idea originated in Europe where the post card was legalized in the early 1880's. In the United States they were authorized by the Post Office Department for use on May 19, 1898. However, some few had been improvised previous to that, the most noteworthy being the Columbian Exposition series of 1893 which were made by coating and printing the ordinary postal cards of that time. A few other early American examples are known on unstamped private cards although cancelled specimens are almost nonexistent. Such cards were, of course, quite mailable but not at a special low post card rate.

Following their authorization by Congress, several firms began publishing post cards although they did not become common or popular until about 1902. From 1904 to 1910 their collection was perhaps the wildest hobby imaginable. Huge quantities were published and saved by collectors so that even today some of these cards are more common than later ones. All sorts of novelty designs were produced until the postoffice finally had to ban them from the mails unless sent under a protective cover as are modern greetings. After 1912 the hobby gradually subsided to a more normal basis with production more nearly geared to the actual needs.

AGE OF POST CARDS. It is often impossible to determine the exact date a post card was published. Early cards usually show considerable white space on the picture side on which to write a message, as only the address was allowed on the back of the card. (Note: To the Postoffice, the address side is the face side of a card, but collectors through long custom have reversed this and term the address side as the back). After 1907 messages were allowed on the back and a vertical dividing line was printed near the middle. Cards with this dividing line are considered as since 1907 although the line was not mandatory and not always shown. In the absence of conflicting factors, the line is accepted as a date indicator. Postmarks, of course, are all that is necessary to prove early origin. Due to reprintings, copyright dates are not reliable for dating purposes, but help, especially on known early printings. Sometimes the subject matter (picture) will prove early origin and penned message dates are often acceptable evidence. Early origin should not be claimed unless there are factors to substantiate it. The full sized picture with white frame came into use about 1915 and issues of that type are usually considered "modern". Kodachrome type prints (since 1939) and their variations, are very recent issues.

NOVELTY CARDS. Cards which vary from the single sheet cardboard of approximately normal size are termed Novelty types. As collecting became a popular hobby the publishers competed keenly in their efforts to produce all sorts of fantastic designs to attract collectors. There is some doubt that the more elaborate of these should be classed as Post Cards even though so designated. Without the words "Post Card" or similar descriptive. They may be beautiful greetings or advertising cards, but not post cards regardless of size or shape. Very elaborate designs sold in protective boxes and totally unsuited to stand the rigors of a trip through the post office can hardly be classed as post cards. However, Collectors customarily accept all these items as legitimate provided they were made before the postoffice definitely banned them from the mails in 1910.

CARD TYPES

The three primary divisions of post cards are: View cards, Greetings, and Comics. Separate subdivisions are customarily made for cards depicting Expositions and Art subjects. Novelty and Advertising designs are likewise grouped separately.

VIEW CARDS. The term includes pictures of all scenes and events, historical subjects, portraits of actual people, and any other object that actually existed. Early view cards often show the words "Greetings from" (or the German equivalent "Gruss Aus") but that does not change their view card status. Flags, stamps, coins and other emblems are also in this class. Most of these are "set" cards.

GREETINGS. Include cards for all Holidays, Anniversaries, Best Wishes, Announcements, Names, etc. "Girl" cards are also in this group and include Gibson girls, cowgirls, pin-up girls, and others for states, colleges and sports. Designs of poems, songs and literary subjects are in this class. Some of these may show small scenes or portraits pertaining to the subject without changing the classification. Other greetings may be patriotic, allegorical, or symbolic in their subjects.

COMICS. The main object is to evoke a smile and some of the early ones are quite good. Every collection should have at least one small album of comics.

EXPOSITIONS. Pertaining to the great fairs of the world, and an extremely popular group. Usually included with them are the State Fairs, Old Home Weeks, and similar events of lesser importance.

ART. Primarily reproductions of paintings but also includes pictures of relics, statuary, and other objects of art as found in museums and historical organizations.

NOVELTY. Differing in size of structure from the standard. Does not include many early cards which are slightly under normal size or the modern "Continental" size which is slightly oversize. Embossing, tinselling and glossy surfaces are mild forms of novelty construction but unless carried to an extreme extent are usually disregarded in the matter of added value.

ADVERTISING. Ads of the highest grade are those with distinctive designs made especially for the advertiser, especially those which show the product or service. Views of factories, stores, hotels, and similar places of business have only a sub-ordinary view card value. Printed ads on the backs of cards (in the message space) add no value to the card.

POST CARD SETS

Despite the fact that untold thousands of post card subjects have been printed, there are relatively few that were issued in definite, outstanding sets or series and can be satisfactorily catalogued in that form. It would seem that the method of sale did not favor the set pattern. Many publishers have little groups of related subjects among their thousands of cards but as such can hardly be designated as sets. Others did publish more definite sets but left them unnamed and unnumbered and usually any attempt to list as sets would be pointless without an accompanying illustration in full. Most sets which could be definitely listed are short ones of about six cards and can be graded as well by subjects as by set title. This is especially so of many foreign firms whose issues are not well enough known to list adequately.

The only feasible method is to make a general grouping and control the value of the more popular subjects with the "special subjects" increases. Set pricing could be unfair when individual cards in a set have varying values, and any attempt at individual card pricing would be too long and complicated for practical use. An almost identical result is obtained through the present simplified group listings.

It will soon become apparent that any attempt to catalog by manufacturers will run into insurmountable difficulties. The fact is that anyone can publish a post card, and apparently most everyone has. There is hardly a small town without a local issuer, not to mention the individual snapshots printed on post card stock. Many of the finer cards show no publisher's name, and except for a few leading firms, little can be done from that angle.

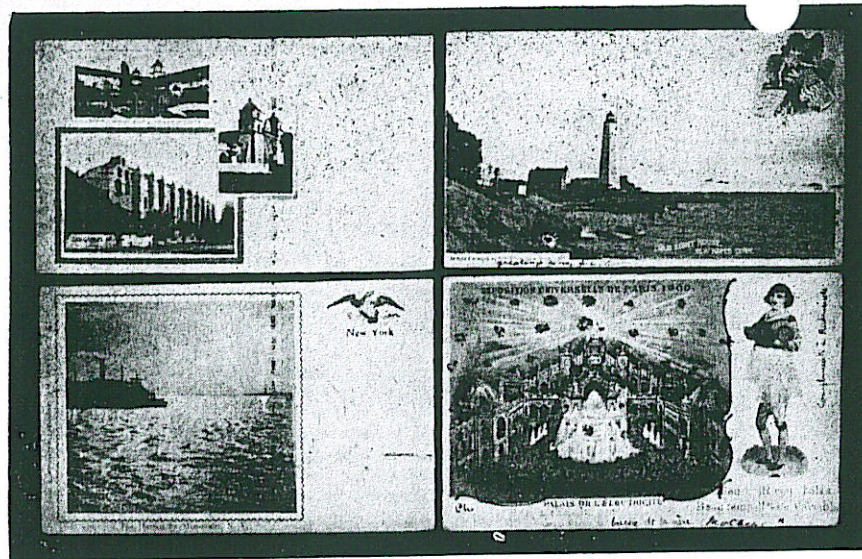
PUBLISHERS

DETROIT PUBLISHING CO. The firm was originally known as The Photochrome Co. and its first post cards of 1898 are inscribed with that name. It became The Detroit Photographic Co. in 1899 and Detroit Publishing Co. in 1905. A branch office in London was called the Photochrome Co. Ltd. and one in Switzerland the Photo Glob Co.

The output of this firm is by far the most important group of American post cards. It is estimated that they published approximately 15,000 different view cards and 700 in the art and humor field. The views cover entire North America. While all views are commonly known as "Photochromes" the actual Photochrome process cards were first issued in 1909 with improvements in 1912 and 1914. The company ceased doing a general business in 1919 but continued to publish on a limited contract basis until 1931 when it disbanded entirely.

The firm printed for Fred Harvey (Sante Fe RR) for many years, beginning in 1907. Other contracts were with the Milwaukee Museum, Burbank (Plymouth), Gardiner (Nantucket), and many hotels and resorts. Detroit's were never a cheap card, selling at 2 for 5c which was a fairly high rate for that time. Many of the best selling items were reprinted as many as a dozen times, with minor changes for each print. This results in hundreds of varieties which most collectors will want to save. A collection of 10,000 different is a very large one.

The 1898 Photochromes are unnumbered. 1899 are numbered 1-521 (highest



Post Cards. Top: PC1 type (Views of San Gabriel Mission), the name "The Photochrome Co., Detroit" is in microscopic type under the right view. An Arthur Livingston card (Old Light House, New Haven, Conn.) postmarked 1904. Bottom: An unusual type with a real photo print pasted on the card. Pub. by Geo. K. Hollister, N. Y., and postmarked 1905. It is No. 16 and the scene is "The Harbor by Moonlight, N. Y." A ferry is approaching from the left and the Statue of Liberty is visible in the distance. An Exposition card for The Exposition Universelle de Paris 1900. At the right is a "scrap" figure with tissue paper skirt which changes color as a weather barometer. The view shows the "Palais de L'electricite" and is in colors with tinsel decorating.

number seen). 1900 reprinted the 1899 views but renumbered by adding 5000 and continued through the 14,000's. Most of the 14,000 are humorous subjects and the 60,000 (1912) are mostly art designs. The 70,000-72,225 came in 1916-19 and the 79,000-82,150 in 1919-31. Most Harveys and some other groups show private numbering.

EDW. H. MITCHELL, San Francisco. The largest Western publisher, covering the continent as far East as Kansas City. A large collection of Mitchells will show 4,000 different. The first issues were in 1898 and the last in 1915. In addition to his own imprint, Mitchell printed for many other publishers and much of his work will be found inscribed with their names. Included are: Souvenir Pub. Co., E. P. Charlton, Art Litho Co., Owl Drug Co., Rhodes 10c Stores, Pacific Novelty Co., California Sales Co., C. R. Savage, J. B. Caro, Tuttle Co. (Vermont), Minott (Mass.), Bardell Art, Cardinell-Vincent, Island Curio and Wall-Nichols (Hawaii).

L. J. KOEHLER, N. Y., who published many of the Hold-to-light cards.

REICHNER BROS., Boston, who made the glazed windows (luminous paint).

LIVERMORE & KNIGHT, Providence, R. I., who produced many of the novelty cards, especially the receptacle types for advertising.

ARTHUR STRAUSS, FRANZ HULD and **ARTHUR LIVINGSTON**, N. Y., whose early cards are especially well liked by collectors.

HUGH C. LEIGHTON, Portland, Me., who is credited with printing the first post-cards in America in 1888.

Other names commonly seen on cards are: Hammon, Bosselman, Kropp, Haynes, Ullman, Curt-Teich, Robbins, Rotograph, Wulff, Lowery, Reider, Art Litho, National Art, Hollister, Metropolitan News, Illustrated PC, Mason, Souvenir PC, Frey, Valentine, American News, Tichner, Int. Art Publishing, Britton & Rey, Selige, Underhill, Albertye, Detroit News, Sheahans, Douglas, etc., etc.

RAPHAEL TUCK & SONS. The leading English publisher whose Oilette cards are very popular. The description is sometimes varied to Oilfacism, Rapholette, Raphotype, or Aquarette. Many sets were produced expressly for the American market.

ERNEST NISTER and **J. SALMON**, whose productions are likewise most popular with collectors. Other English publishers include: Bemrose & Sons, Max Ettinger, Eyre & Spottiswood, S. Hildesheimer, W. N. Sharpe, Davis, Faulkner, Valentine, Bamforth, and Tarrant.

Best known German publisher is STENGEL whose art reproductions set the world's standard. Italy has SBORGI, SORICCHI and many others. Almost every part of the world has produced post cards.

INSTITUTIONS

Practically every museum, historical society, shrine or historical spot, zoo, or Charitable society has published souvenir post cards to augment their revenues. They have been produced by States and Nations for publicity purposes of all sorts. They have aided War Bond Sales, Boy Scouts, Girl Scouts, Missionary Societies, and many similar projects. Many will want to make a special group of these issues but for cataloging and value no distinction is made between them and other cards of the view or art varieties.

SPECIALTIES

While some collectors specialize in the cards of a single publisher, or those of a certain date, others choose a particular subject for their interest. Among the many such subjects can be listed the following:

Court houses	Trolleys	Landscapes	Folders
Post offices	Ships	Seascapes	Patriotic
Colleges	Hotels	Street scenes	Large letter
Historical places	State capitols	Factories	Hold to light
Birds	Children	City halls	Miniatures
Animals	Flowers	Negro scenes	Jumbos
Dogs and cats	Schools	Libraries	Real photos
Maps	Royalty	Monuments	Kodachromes
Movie stars	Presidents	Depots	Railroad
Actresses	World War I	Horse and buggy	Steamships
Pin-up girls	Flags	Harbors	Jails
Swiss flowers	Trees	Canals	Armories
Bathing girls	Battleships	Locomotives	Year dated
Aerial views	Disasters	Waterfalls	Christmas
Night views	Indians	Seashore	Easter
Snow scenes	Poems	Shipping	Embossed
Rivers	Songs	Farm scenes	Tinseled
Bridges	Historic events	Santa Claus	Bells
Covered bridges	Airports	Washington	Toys
Old autos	Sunsets	A particular city	Valentines
Fire engines	Airplanes	Lincoln	Thanksgiving
Military	Sports	A single state	Detroits
Lakes	Costumes	Rock formations	Tucks
Mountains	Native types	Advertising	Mitchells
Lighthouses	Cowboys	Expositions	Leightons
Churches	Westerns	Art types	Clapsaddles
Trains	Famous homes	Novelties	Stage Stars

Maximum cards are rapidly regaining an early popularity and are being specialized in by a growing group. In Maximum cards, the subject, stamp, and cancellation are related as much as possible. Cancellation should tie in both in place and date. Early Maximums may be worth a dollar or two each, or even more, depending on date and card. Some very large collections of them have been formed in the past.

VALUES

The past few years have witnessed a widespread popularity in the collecting of post cards not unlike that which developed in the early years of the century. They are the best known of all card types, the easiest to collect, and consequently have the largest following. There are at least a dozen dealers doing a large nationwide business in them and countless others doing a smaller business. Collector's clubs are active in nearly all the larger cities of the nation. Since post cards have a complexity of factors affecting values, it is only natural that all these unrelated clubs, dealers, and individuals find themselves using value scales that differ widely. Most clubs have set up values for sale and exchange among themselves and while this has been a great local convenience, a survey shows a wide dissimilarity between various clubs and between clubs and dealers. It is, of course, the prerogative of anyone to buy or sell for whatever amount they choose but the fundamental value of a card is unchanged by the price used in any such individual transaction. The need of standardized rates is readily apparent to prevent uncertainty and dissention.

The values shown in this section have been established after a digest of rates being used by collectors, clubs, and dealers in many parts of the country. They are not the opinion of any one person only. Many of the larger collections and dealers'

stocks have been probed and probable supply and demand for the various and grades of cards over a period of years has been analyzed as accurately as the best experienced people can foresee. Popularity or demand is of greater importance than supply in determining value. It is often a transient quality and so it is possible to indicate only the current situation. Other groups may later come into favor with a subsequent increase in value.

While fantastically high values are sometimes mentioned for certain post cards, there is, as yet, no real market for them at more than nominal figures. Probably the highest values are in the compound novelty types (combining two or more unusual features) since many of these cards were partly hand-made in small quantities, have had a high mortality rate, and a generally keen present day demand. These usually are valued up to \$2.00, although very rarely one is found that is in the \$5.00 to \$10.00 class. An example is the auction sale at \$8.25 (high bid much over \$10.00) of a card combining early (1909) date, popular (baseball) subject, and novelty (honeycomb folder) construction. It showed Forbes Field and the Pittsburgh team in individual photos on the folder sides.

High values are sometimes mentioned for the lowest numbers of long numbered series such as Detroits, Mitchells, or Leightons, but it is not believed that actual demand will support such figures. A valuation of a few dollars is generally considered adequate for even the lowest numbers in such series and only a few specialist collectors would be interested at such figures.

It may seem impossible to reconcile the views of those who prefer 1c to 3c values with those who favor much higher rates. The solution is that, as in other card groups, there is enough pleasure to satisfy everyone regardless of their price limits, and those on a dollar a week budget can derive the same enjoyment as those spending many times as much.

The values in the groupings are for single cards selected from approvals or want lists. Beginning collectors are advised to purchase small collections or in lots at lot rates. Such purchases will secure most of the commoner cards at the lower lot rates. Scarcer cards in large demand are seldom offered in lots although fortunate purchasers may find them at times, especially in buying small unpicked collections. Lot rates are for quantities of all different put up by the seller and usually sold per hundred or per dollar. Duplicates in lots lower value and bulk lots (mostly duplicates) may not be worth a quarter list.

It is a general policy in post cards, as in other hobby lines, to quote reduced rates for quantity purchases, especially in the less popular types of cards.

COLOR. Values shown are for cards in two or more colors. Black and white or one color cards (brown, blue, green, etc.) are worth one-half the value stated except real photograph type cards of the Special Subjects types, which have a normal value. Color is decided by the main subject of the card and not backs, trademarks, or minor details.

USED-UNUSED. Used cards have the same value as unused provided they are not damaged or defaced. Commemorative stamps and Christmas seals may add philatelic value.

SPECIAL SUBJECTS

Since many collectors are interested in only a few certain subjects it has been customary, and rightly, to value these at a higher rate since demand is far greater than supply for these cards. A similar advanced rate would apply where considerable time is required to sort out a small quantity of any other similar limited subject. It is to be regretted that a value list cannot be made in a more simple form, but post cards are a complicated group with many factors affecting value and the supply thoroughly scattered throughout the world. To adequately consider all these elements it is necessary to approach the problem from the triple standpoints of publisher, subject, and date; combined with a general analysis of present collecting trends and processes.

The more popular subjects have been gathered into four groups. The subject must be shown as the primary element of the design and not an incidental or minor part.

GROUP A (U. S. Viewcards)—Double value: Autos, planes, fire engines, horse cars to 1920. Portraits Presidents, celebrities, Indians. Historic events (not places).

GROUP B (U. S. Viewcards)—Add 50%: Battleships, World War I, State Capitols, lighthouses, covered bridges, courthouses, baseball, maps.

GROUP C (Foreign)—Add 50%: Royalty, coronations, festivals, military, battles, costumes, native types, stamps, coins.

GROUP D (Greetings)—Double value: Patriotic, flags, poems, songs, literary characters, fairy tales, nursery rhymes.

VALUE GROUPINGS

Detroit

Includes all Detroit issues and subject to the usual subject increases as outlined above.

PC1—Photochrome Co. (1898) not numbered	1.00
PC2—Photostint type views, numbers under 1000 (1899)	.40
PC3—Photostint type, all other numbers (or unnumbered) lot rate 5c	.10
PC4—Expositions (Panama-Pacific & Panama-California)	.40
PC5—Art subjects or sepia photos. 1) Sepia 15c. 2) Colored	.25
PC6—Humor. 1) 14000-14090—10c. 2) 14091-14225	.15
PC7—Misc. Art (Fairy Queen, Gnomes, Int. Girls, etc., type)	.40
PC8—Long length views, per section	.30
PC9—Foreign. 1) Photochrome, Ltd.—10c. 2) Photo-Glob	.15

Mitchells

PC15—1898-1903 Ribbon and plume on backs	.30
PC16—1903-1907 Undivided backs, several types. (Lots 5c)	.15
PC17—1907-1915 Divided backs, various series. (Lots 4c)	.10
PC18—Expositions (Panama-Pacific & Alaska-Yukon-Pacific)	.25
PC19—Hawaii, Philippine, or Japanese cards	.25
PC20—Origin of Months (12) for advertising	.15

Tucks

PC30—U. S. "City" Series or Heraldic Series	.30
PC31—Expositions. 1) St. Louis 1904—(12) may be overprinted	1.00
2) Jamestown, silver—\$1.00. 3) Historic James—25c.	
4) panorama—\$2.00. 5) Hudson-Fulton colored—50c. 6) sepia	.25
PC32—Oilette types (lots 12 for \$1.00)	.10
PC33—Oilfacisms (brush type) or Limited Editions	.25
PC34—Other viewcards or arts	.05
PC35—Greetings or comics	.05

U. S. Issue Viewcards (inc. Hawaii and Poss

No Detroit, Mitchell, Exposition, Art, or Novelty.

PC40—Pre 1900 undivided backs. 1) on Govt. postal cards	3.00
2) ordinary cards (date must be positive)	2.00
PC41—1900-1907 undivided backs (Lots 5c) Selected	.30
PC42—1907-1915 divided backs (Lots 3c) Selected	.10
PC43—Since 1915 (Lots 1c) Selected (Subject lots 40 for \$1.00)	.05
PC44—Recent Kodachromes and similar (Lots 50 for \$1.00)	.03
PC45—Large Letter. Selected to 1920—40c; Later	.05

Foreign Viewcards

No Tuck, Art, Exposition, or Novelty.

PC55—Pre 1895	2.00
PC56—1895-1900	.50
PC57—1900-1915 (Lots 25 for \$1.00)	.20
PC58—Since 1915 (Lots 75 for \$1.00)	.05

Art Types

No Detroit or Tuck. Religious designs are usually allied with the Art group. See PC216, 217, 223.

PC66—Stengel type (heavy cards) 29,000's	.25
May bear name of Rotograph, Sborgi, Misch, or others.	
PC67—Other Art designs (Lots 12 for \$1.00)	.12

Expositions

See also PC4, 18, 31, 322.

With Official Exposition cancellation add 50%.

PC75—Columbian 1893 Official (Goldsmith) 12 designs	1.50
Issued in 3 sets of 10 with 2 design changes.	
Unofficials (not Goldsmith) value \$5.00.	
PC76—Cotton States and International Expo. 1895 Official	5.00
PC77—Trans-Mississippi Exposition 1898 Official	5.00
PC78—Pan-American 1901 Official (Gies) Niagara Envelope	.50
1) Niagara Env. small—.70. 2) 6 x 9	4.00
3) Arthur Livingston and others	.75
PC79—South Carolina Interstate & West Indian Expo 1901-02	5.00

PC80—Louisiana Purchase 1904. 1) Off. (Cupples) Hold to light 6 x 9	4.00
2) Official (Cupples) hold to light, regular	1.50
3) Official, silver background	.75
4) Official Cupples, regular, smooth or pebbled sets	.50
5) Frey or Hammon (tinselled), Selige. or Sol. Art	.75
6) German (Amerika) issue or Egyptian (Benyakar)	.60
7) Others (Rotograph, Kropp, etc.)	.50
8) Panoramic View Folder	1.00
9) World's Fair (St. Louis) City Views, Cupples	.25
10) Vieled Prophet Floats (20) Selige.	.25
11) Ten Ages of a Letter (10) Fair souvenir set	.20
PC81—Lewis & Clark 1905. 1) Official (Rich) silver bkgd.	1.00
2) Official (Rich) regular	.60
3) Selige, Thayer, Official Photo Co. issues	.50
PC82—Pike Centennial 1906	2.00
PC83—Jamestown Exposition 1907. Jamestown A&V series	.50
Bosselmann or McMurran, etc. (Boss. Panorama—\$1.00)	.25
PC84—Hudson-Fulton 1909. 1) Official Redfield Bros.	.50
2) Valentine (by Wall) or Par Excellence	.40
3) Anglo-America, Empire P&P, and others	.25
P.85—Alaska-Yukon-Pacific 1909 Official Portland PC CO.	.15
Puget Sound News, H. B. Co., Valentine, Reid, and others	.15
PC86—Panama-Pacific 1915. 1) Bardell Art regular—.15c; large 5½ x 7	.50
2) Exposition Pub. Co. (Britton & Rey) sepia—25c, colors	.40
3) Others (Cardinell Vincent, Behrendt, Pacific Novelty, Curt-Teich, PPIE Novelty, Alberttype, Souvenir Guide, etc.)	.10
PC87—Panama-California 1915. 1) Western Pub. Co.	.15
2) John Sirigo, Poole Bros.	.15
3) Eno, Eno & Matteson, or Denham	.10
PC88—Sesqui-Centennial 1926. Regular—10c; Tichnor, with flags	.15
PC89—Expositions since 1930	.10
1—Chicago Century of Progress 1933	
2—California Pacific International 1935	
3—Texas Centennial 1936	
4—Great Lakes Exposition 1936	
5—Connecticut Tercentenary 1936	
6—New York World's Fair 1939	
7—San Francisco World's Fair 1939	
8—Golden Gate International 1944	
PC90—Old Home Weeks, State Fairs, Days, Festivals, Shows, etc.	.10

Issues Abroad:

PC100—Events 1900 and before	1.00
1—Berlin Trade Fair 1896	
2—Paris Exposition 1900 (hold to lights, \$2.00)	
PC101—Events 1900-1930	.25
1—Swiss Tercentenary 1903	
2—Sweden Exposition 1906	
3—French Colonial 1907	
4—Quebec Tercentenary 1908	
5—Irish International 1907	
6—Franco-British 1908	
7—St. Johns, N.B. Int. 1906	
8—Japan-British 1910	
9—Belgium Exh. 1910	
10—Argentine Independence 1916	
11—Barcelona International 1929	
12—British Wembley	
13—Ibero-American	
PC102—Events since 1930	.10
1—Paris International 1937	

Novelty Types:

Includes all classifications of cards. Values are for issues to 1915. Later items worth up to 50% these rates. Combinations of two or more novelty features, or novelty combined with desirable subject may be worth up to ten dollars.

PC110—Leather cards. (Lots of 12 for \$1.00). Selected Comic—10c; Views	.15
PC111—Cards entirely of wood, metal, cork, celluloid, etc.	1.00
PC112—Decorated cards with materials as wood, metal, silk, plush, shells, beads, lace, jewels, etc.	.30
PC113—Heavy or backed embossing, extensive tinseling, gelatines	.20
PC114—Receptacle design (pouches, compartments, envelopes, etc.)	.50



Post Cards. Top: An Italian Military Regimental card of 1938 for the North African campaigns. This card is in the popular Continental size of about 4 x 6. Bottom: Novelty type PC117, girl with real hair plus two "scrap" paper decorations. This is an early type. There are later ones. Center, a Mechanical PC115 pullout. Pulling down the tab at bottom spreads the curtains as shown. This card has an advertiser's imprint but may not have been originally intended for that purpose. Right: advertising card PC340 by Beckwith Stove Co., Dowagiac, Mich., showing "Doe-Wah-Jack, the Hunter" shooting wild geese from canoe with bow and arrow.

PC115—Mechanicals (pull-outs, revolving disc, projections, fans, etc.)	2.00
PC116—Musicals, wire tails, paper bells, paper dolls	.50
PC117—Designs with real hair, fur, feathers	1.50
PC118—Hold to light (windows, etc., cutout) See also Expositions	1.00
PC119—Glazed windows (luminous paint) or transparencies (thin)	.50
PC120—Booklet type, folders, calendars, easels	.40
PC121—Jumbo size (about 7 x 9) and unusual shapes—40c; or per section	.15
PC122—Miniatures, average	.07
PC123—View folders, strip type (6 for \$1.00)	.20
PC124—Tricks, puzzles, tip to read	.30

Greeting Cards:

No Novelty types included.

PC132—Washington, Lincoln, 4th July, Memorial (Lots 10c)	.15
PC133—Clapsaddle, Santa Claus, St. Patrick, Patriotic (12 for \$1.00)	.10
PC134—Labor Day, poems, songs, literary subjects (6 for \$1.00)	.25
PC135—Girls: 1) Gibson 25c; 2) State or College 10c; 3) Pin-ups	.05
PC136—Others, U. S. or Foreign (Lots 1c each) Selected	.05

Comic Subjects:

No Novelty types included.

PC145—Designs by famed cartoonists (Outcault, etc.)	.10
PC146—U. S. or Foreign to 1915 (Lots 2c) Selected	.05
PC147—U. S. or Foreign since 1915 (Lots 1c) Selected	.02

Advertising Types:

No Novelties included. See also Set listing.

PC155—Pre 1915 distinctive advertising designs	.10
PC156—Since 1915 distinctive designs (Lots 25 for \$1.00)	.05
PC157—All hotel, factory, resort, or building subjects (lots 2c)	.03
PC158—Steamship lines (liners, shipboard, etc.)	.15
PC159—Theatrical (stars or acts, publicity)	.15
PC160—Overprints, backprints, etc. (Lots 2c) Selected	.03
PC161—Modern Ads, since 1930, regular or plastic (Lots 2c) selected	.03

POST CARD SETS

This brief classification covers only a comparatively few cards that can be adequately listed as sets. There are, of course, hundreds of others that could be added, but which can be covered in a simpler manner through the group listings and special subjects system. Complete sets take the usual additional 50% as for all catalogued items.

PC200—American Heroes and Scenes, R. M. Donaldson 1906	.50
PC201—African Animals (25) M. J. Mintz, sepia	.25
PC202—Bible Series (10) Nelson	.15
PC203—Birds, Audubon Societies	.15
PC204—Boy Scout Series	.15
PC205—Colonial Heroes (40) Am. Historical Art Pub. Co.	.50
PC206—Dude Larsen types	.05
PC207—Dubosclard types (Presidents, Flags, Zodiac) current	.10
PC208—Esqy Postcards, sold by Esquire (sets of 6)	.10
1—Esquire Cartons	
2—Hurrell Girls	
3—Varga Girls	
4—Bohl watercolors	
5—Szyk caricatures	
6—Waxman dogs	
PC209—Famous Men (portrait and biography) J. I. Austin	.25
PC210—Flags of the Nations, Valentine	.20
PC211—Flags and Views, Strowbridge 1910	.20
PC212—Girl Scout Series	.15
PC213—Hiawatha Legends (10) Advance Cut Co.	.25
PC214—Hiawatha produced in life (27) Wanamaker's	.25
PC215—Illustrious Americans, Ullman, sepia	.25
PC216—Passion Play (10) Conwell, red edge	.25
PC217—Passionsspiele Oberamergauer (German)	.30
PC218—Paul Revere's Ride (10) red edge	.20
PC219—Papal Illuminated Series, Ferloni (Italy)	.75
PC220—Roosevelt African Hunt (40) Phelps, U&U, Illus. Bureau	.20
PC221—Roosevelt Tour, Arthur Capper 1909	.20
PC222—Sheridan's Ride (10) blue edge	.20
PC223—Ten Commandments or Lord's Prayer sets	.20
PC224—Victor Record Artists (16) sold by Victor Co.	.20
PC225—Wildlife Post Card Series, Wildlife Pub. Co.	.15
PC226—Views of the World (2 to card) Austin 1909	.10
PC227—World War I, W.C.A. Series 146 (100)	.15

ADVERTISING CARD SETS

In addition to the sets listed below, there are several sets with an insert card status which are listed in Sections 1-18. Railroad view issues are not listed in detail as all such cards can be considered as ordinary viewcards in value. Practically every railroad in the country has issued souvenir viewcards, mostly of scenes along the route of the road. Airline cards are treated similarly.

Views:

PC300—Boston Views, McPhail Pianos	.10
PC301—Boston Views, Henry Siegal & Co., sepia	.05
PC302—College Campus Views, Lydia Pinkham	.20
PC303—Historic Scenes, LaFrance Bluing	.10
PC304—Historic Scenes, C. H. Co. Shoes	.15
PC305—Historic Boston, Brown's Bronchial Troches, sepia	.05
Also inscribed Historic Series and Literary and Historic New England.	
PC306—Ohio Scenes, SOHIO	.05
PC307—New York City, Beardsley's Codfish	.20



exposition post card PC80-1 for the 1904 St. Louis World's Fair. (The Palace of Machinery). Cards of this set combine desirable early age, exposition subject, size (6 x 9), and hold to light construction.

PC308—Historic Boston (10) Boston Rubber Shoe Co.	.10
PC309—Scenic Views, Zeno Gum	.20
PC310—Scenic Views, Conaco Touraide	.05
PC311—Washington, D. C. Pompeian Olive Oil, b&w	.10

PC312—UNION OILS (Alaska and Hawaii double value)	
1) 1939 (1-84 plus 72A)	.50
2) 1940 (1-51) and 1941 (52-171) Lots 10 for \$1.00	.15
3) 1947 (108), 1948 (186), 1950 (212) Lots 40 for \$1.00	.05
Many are duplicate scenes of earlier years.	
4) Photo Biographies of Canada's Generals (10) Canada 1945	.50
5) Scenes in British Columbia (28) Canada 1939-1940	.25
PC313—PRUDENTIAL INSURANCE (Views, Historical, Battleships)	.10

FOREIGN VIEWS:

PC314—Dutch Peoples, several series, Bensdorps Cocoa	.10
PC315—Isle of Marken Views (12) Bensdorps	.10
PC316—Foreign Views (Holland, etc.) Bensdorps	.10
PC317—Texaco Oil in Foreign Lands, Texas Co.	.15
PC318—Jap Art Views, Formosa Oolong Tea	.25

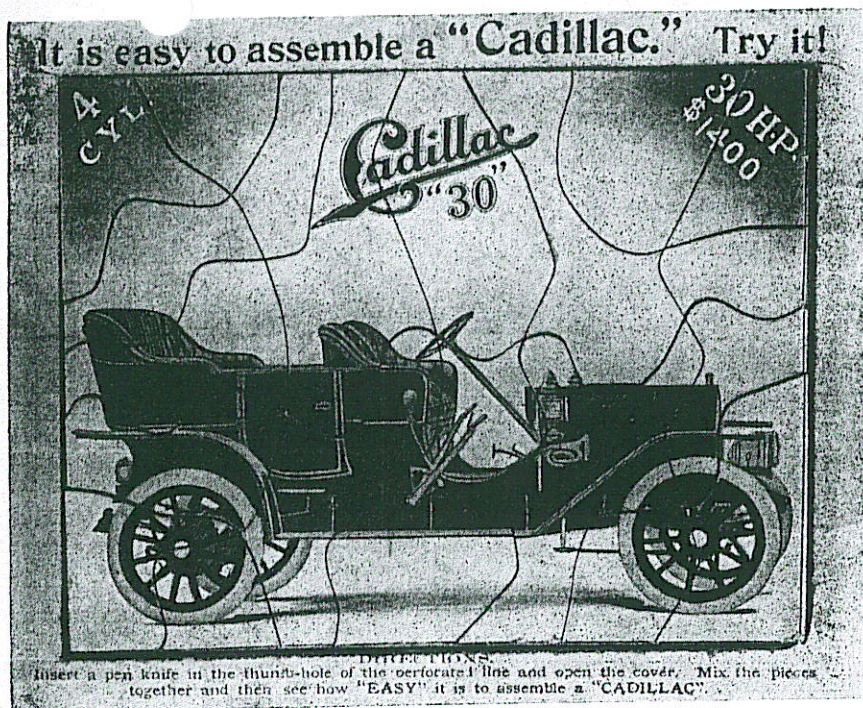
PC319—FACTORY, STORE, PLANT SETS	.05
1—Asbestos "Century" Shingles	7—Wm. J. Lemp Brewing
2—Beech Nut Packing Co.	8—Marshall Field
3—H. J. Heinz Co.	9—Metropolitan Life Ins. Co.
4—Johnson Service Co.	10—Stetson Shoes
5—House of Edison	11—Swift & Co. plant
6—Kellogg & Co.	
PC320—CALENDAR SETS (see also PC20)	.10

1—Buster Brown 1910	5—Life of Lincoln
2—Fabrics & their his. (Gorman)	6—Little Journeys
3—Homes of Famous Americans	7—Quotations 1906 (Wesley)
4—Lawson Wood Animals, 3 ser.	8—Styles in History (clothing)
PC321—CALENDARS (Girls and general art subjects)	.05

PC322—ST. LOUIS EXPOSITION 1904	.15
1—Regal Shoes	.20
2—Mogul cigarettes (25) b&w	.30
3—Zeno gum	

General:

PC323—American Girl Series, Armour 1901	.30
PC324—Bigger than Weather Boys, Patrick-Duluth Woolens	.15
PC325—Birds, Capern's Bird Foods (British)	.10
PC326—Buchan's Soap (girl and bear) 1907 (6)	.10
PC327—Buffalo Bill's Wild West Circus Pets, b&w	.05
PC328—Bull Durham's Trip Around the World (30) Bull Durham	.25
PC329—Buster Brown, Brown Shoe Co.	.15
PC330—Boy Scouts (10) Scout Gum Co.	.10
PC331—Cartoons, Dr. LeGear's Animal Remedies	.10
PC332—Comics, Woonsocket Rubber Co. (for salesmen) 1907	.10
PC333—Comic Cartoons (12) Shell Oil Co.	.05
PC334—Champion Dogs (12) DuPont's Powders	.15
PC335—Champion Dogs, Spratt's Dog Cakes, b&w	.05
PC336—Cleveland Baseball Team, Van Patrick	.15
PC337—Coffee Culture Around World (25) Tea and Coffee Journal	.15
PC338—Corn Kinks (Cornelia Kinks) H-O Co. Series A (6)	.10
PC339—Dick Tracy, Coca-Cola 1942 (4)	.05
PC340—Doe Wah Jack, Round Oak Ranges	.20
PC341—Dutch Children, Utopia Yarns (on buff)	.10
PC342—Facts and Figures (10) Huyler's Chocolates 1909	.10
PC343—Famous Rides, Corbin Coaster Brake	.15
PC344—Farm Scenes, Sharpless Separators	.05
PC345—Fisherman Scenes (6) Bell-Cap-Sic Plasters	.15
PC346—Footwear of Nations (10) Woonsocket Rubber Co.	.15
PC347—Girls, Bour Teas	.05
PC348—History of Chicago (16) Central Trust Co.	.20
PC349—Harvesting Scenes, International Harvester Co.	.10
1909 (12); 1910 (10), mostly different.	
PC350—Indian Post Cards (9) Sleepy Eye Flour	.25
PC351—Indian Mailing Cards, Wanamaker 1909	.15
PC352—JOB cigarettes (art designs) English	.15
PC353—Language of Flowers, Arbuckle Coffee	.05
PC354—Lipton Series, by Faulkner or Photochrome (English)	.15
PC355—Locomotives, Baltimore & Ohio RR	.15
PC356—Milwaukee Comics, High Life Beer	.10
PC357—Mountain Series, Triolene gas	.10
PC358—Movie Stars, Studio portraits (adv.)	.05
PC359—Mr. Frog and Girls, Frog in Your Throat Co.	.10
PC360—Mural Paintings, Hotel Radisson, Minn.	.20
PC361—National Flag and Scene, Strawbridge & Clothier (Fete)	.20
PC362—Negro Children, etc., Berry Bros. Varnishes	.05
PC363—Nursery Jingles, Morrow's Coaster Brake	.10
PC364—Percomorth Fishes (15) Mead Johnson Co.	.10
PC365—Porto Rico, Cayey-Cagnes Tobacco, b&w	.05
PC366—Primitive Transportation in the West, Triolene	.10
PC367—Roosevelt Bears (for the book) E. Stern	.25
PC368—Santa Claus Comics, Dr. Derby's Croup Mixture	.20
PC369—Swift Packing Co.	.15
1—Children of the week	3—National Girls
2—Dancing Girls of the World	4—Nursery Story Pictures
PC370—This is the House, Purity Salt	.15
PC371—Up to Date Cupid Series, Page & Shaw, b&w	.05
PC372—Walkover Shoes	.10
1—Childhood's Pleasures (9)	4—Puritan Days (in brown) (10)
2—College Comics (8)	5—Southern Plantation Scenes (6)
3—Dutch Scenes (in blue) (10)	
PC373—Weather Birds (12) Peters Shoe Co.	.10
PC374—Tom Breneman Broadcasts (15) Kelloggs	.05
PC375—Campbell's Kids (6) Campbell's Soups	.10
PC376—Washday Around the World (local laundries)	.10
PC377—5A Horse Blankets (scenes)	.15



Advertising Post Card of unusual type for Cadillac Motor Cars from their New York Office. This card combines early age (Cadillac 30 came out in 1909), popular (old auto) subject, large (5½ x 6¾) size, and unique (jig-saw) construction. The card is heavy double thickness with the front picture to be pried out to make puzzle. Cards of this sort are valued to \$10.00 each.

PC378—Holiday Greetings, United Cigar Stores	.10
PC379—Washington Senators BB (est. 20) 2 photos to card, 1948	.10
PC380—St. Louis Cardinals BB 1951 (10) b&w	.10
PC381—National BB Hall of Fame set (60) players, etc.	.05
PC382—British Battles, Peake's tea (Eng.)	.20

PUBLICATIONS

Newspapers and magazines have issued numerous series of post cards and distributed them either as Supplements with the paper or as premiums in return for clipped coupons or for new subscriptions. They are thus of an Insert nature as in Section 17 but are placed here as most collectors keep them with other advertising post cards. Some of the newspaper sets were printed in small panes of six or eight card size. Those with papers like the Hearst chain appeared in various cities where the papers were published. The following brief listing will show the type and value of these cards.

PC500—City (or locality) Views	.05
1—Buffalo, Morning Express, Times	
Seeing Buffalo Series	
Buffalo Beautiful Series	
Buffalo Frontier Series	
Niagara Frontier Series	
2—Boston, Herald, Post, Sunday American	
3—Brooklyn, Eagle, b&w	
4—Cleveland, Plain Dealer (16)	
5—Columbus, Dispatch (16), b&w	
6—Colorado, Rocky Mountain News	
7—New York, Sunday American	
8—Philadelphia, Public Ledger	
Historic Philadelphia	
9—Pittsburgh, Press (16), b&w	

10—San Francisco, Examiner	
11—Washington, D. C., Evening Star, b&w	
PC501—American Postcard Series, American Magazine	.10
PC502—Bird Series (50) Meredith's Magazine	.10
PC503—Boys and Girls of New England (5) Boston Herald	.10
PC504—Cartoon types, American-Journal 1906	.20
Moving Pictures, Magic Invisible, and similar.	
PC505—Comic Mutt and Jeff (Series 37) N. Y. American	.05
PC506—Comics, Boston Post, Sunday Amer., Cleveland Plain Dealer	.05
PC507—Farm Life, Successful Farming cover designs	.10
PC508—Hockey Stars, Canadian issues of British magazines	.05
PC509—Mission Scenes, The World in Boston, sepia	.10
PC510—Language of Flowers (24) Woman's World	.15
PC511—Passion Play (50) Comfort Magazine	.05
PC512—San Francisco Earthquake 1906, Hearst American	.15
PC513—Souvenir Post Cards, Boston Post 1904, 3 series	.20
PC514—St. Louis Exposition, Post-Dispatch	.05
PC515—Viewcards (50) Woman's World	.10
PC516—Viewcards, New York American & Journal (4 each)	
1—Picturesque America (A)	3—Our Colonies (C)
2—Fashionable New York (B)	4—New York Scenes (D)

SECTION 24

Playing Cards and Game Cards

The origin of Playing Cards is shrouded in the mists of antiquity. Probably they are almost as old as mankind. The Chinese claim their origin about 1120 A.D. and the Hindoos at an even earlier date. Spain and Italy each claim to have introduced them into Europe. They are referred to in German annals of the late 14th Century in the earliest form of Tarots, or Fortune Telling cards. France translated the pips into the shape and names known today. England copied from France and the United States followed a similar pattern. Modern cards are thus evolved from a long and complicated ancestry.



Playing card collecting originally meant the collecting of full decks of cards and that type of collecting is still a very live and growing activity. Of late years, however, the collecting of single card backs has become widespread. In this, only one card from a deck is needed, the others being available for exchange with other collectors. Many combine both forms of collecting; such a course being almost a necessity if the hobby is studied intensively. Several classifications of the cards are usually recognized:

1. **EARLY ISSUES.** These include Museum items of the oldest surviving types and will need little mention here as very few will be found by present day collectors. However, decks up to 1880 are generally considered as early ones and some of these are occasionally located. These old cards should be carefully preserved even if in damaged condition. Advanced collectors study the paper, method of printing, inks and dyes, and other technical details which often reveal the identity of country, manufacturer, and era of issue. These decks should be kept intact, even if some cards are missing. Most of them have plain white or otherwise unattractive backs and so are of little interest to collectors of back designs. The usual valuation is \$5.00 to \$10.00 a deck, depending on age, attractiveness and issuer. The older items would be more valuable, although only an expert appraisal could determine a fair valuation for such items.

2. **WIDE PICTORIALS.** Pictorial backs were adopted about 1880 and the wide cards (2½ inch, sometimes called Poker size) were standard until 1928 when they were reduced to the narrow (2¼ inch, or Bridge size) form. This is a most interesting and colorful group and appeals to men and women of all ages. Many are becoming

ing extremely difficult to find. There are between 2,000 and 2,500 of these in the U. S. issues only, and exclusive of the Souvenir decks which are usually classed separately. Condition is very important in cards since 1880 of the United States and 1860 in foreign. The value of decks of this period can only be approximated as some of similar age and appearance may vary from \$2.00 to \$5.00 in value. Single cards (for back collectors) usually range from 3c to 10c, according to scarcity and attractiveness. Plain and filigree (ornamental) backs are of almost no value and the bicycle types rate very low. Typical deck values of wide pictorials in fine condition and with Joker (less without Joker):

Music Hath Charm	2.00 to 3.00
Mistletoe	2.50
The Widow, They Call Me Satan	3.50
Flirtation, Pansy, or Pierette	3.00
Mission Bell, Priscilla, Washington on Horse	1.50
Rookwood—with name—\$3.00. Without name	2.50
Bicycle cards—in red or blue—50c to \$1.50. Green or brown	2.00

3. U. S. 20TH CENTURY. This designation is generally meant to cover only the Bridge size pictorials exclusive of Souvenir issues. Most of these are of more interest to backs collectors than deck collectors. A few of the early decks issued 1910 to 1928 are worth 50c to \$2.00 each. Modern decks are valued at 25c to \$1.00.

4. SPECIAL ISSUES. Decks of the normal shapes but issued for special occasions or purposes are classified separately. There are several groups:

SOUVENIR. This type has a different view of the area or subject on the face of each card. They have been issued for Expositions and shows of all kinds, railroads and steamship lines, cities, states and localities of interest, and celebrations and events of all kinds. The State Souvenir decks are being issued at this time. There were over 30 different decks for the Chicago Century of Progress, many of them of the souvenir type, and securing them all today, 20 years after the event, is a challenge to any collector. These decks should never be broken. Most of them came in special boxes and should be collected in that way. Typical values in this group are:

Pan-American Exposition 1915	3.00
Panama Canal (boat on river)	3.00
White Pass & Yukon	4.00 to 5.00
Florida State Seal	1.50
Railroads, various	1.50 to 4.00
Steamships, various	1.50 to 3.50

ROYALTY. Refers to decks with portraits or crests of the rulers of any country on the backs of cards. Issued in many European countries since the reign of Queen Victoria. English issues are best known.

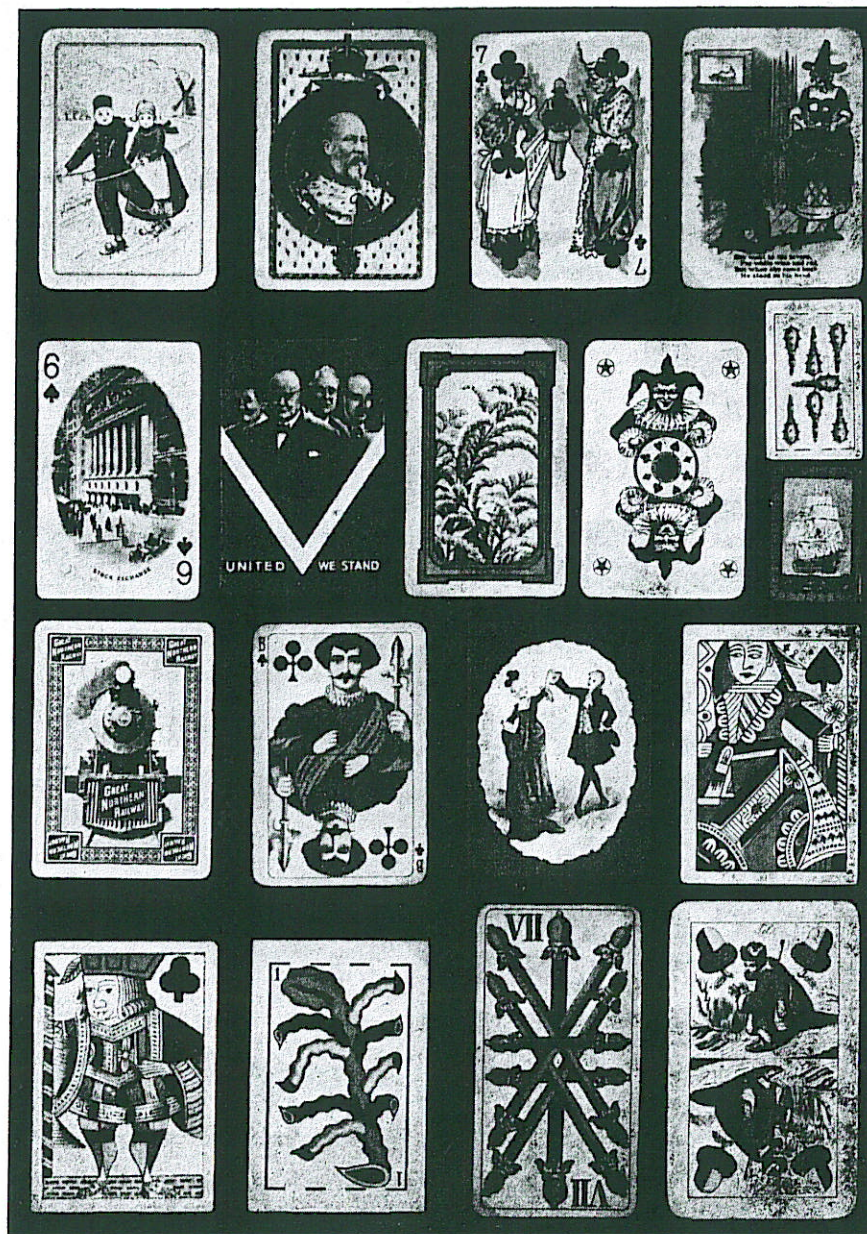
WAR DECKS. Special decks of a military nature issued in war-time usually with a patriotic motif. Some have only a distinctive back design while in others the usual pips and face cards are replaced by soldiers or war symbols. Some commemorate victories or heroes.

TRANSFORMATION. Not common, but fascinating and some quite unique. Have been issued by many countries. Generally the characters of the cards have the pips as part of the scene or people. Some are comic or satire in nature. One of the most common and best known is The Vanity Fair deck of 1895.

TAROTS. Cards with special inscriptions adapted for Fortune Telling or predictions of various kinds.

5. **ADVERTISING ISSUES.** Advertisers have used playing cards as a popular medium for nearly a hundred years, although most of the cards are the modern issues. These decks are seldom given away but are sold at full or near-regular rates. Sections 1-18 of this catalog list a number of decks which have been given as inserts or premiums with various products. Collectors customarily divide ads into several groups with Transportation (Railroad, Steamship, and Airlines) as the most popular. Others are Tobacco products, Beverages, Hotels, Machinery, Appliances, in fact nearly everything that is sold has had playing card advertising, including political candidates and their platforms. Colleges, fraternal orders, clubs, and even individuals have had card back publicity, and while most of these are really souvenir issues, they are generally grouped with the advertisements.

6. **FOREIGN DECKS.** Except for some English issues, foreign cards are often difficult to identify as to origin and date. Experts after long study are often baffled by the odd designs that are occasionally found, although most of them can be placed after a close examination. In many, the usual pips are represented by acorns, swords, and other symbols strange to present-day collectors. Shapes and quantities vary greatly. Tarots have 78 cards. German and Austrian decks from 32 to 48, while all



Playing Card Types: Top: wide English pictorial (Skaters), Royalty (Edward VII), Transformation from a Hustling Joe deck, Game Card (Old Mother Hubbard). 2nd row: Souvenir deck (New York views—The Stock Exchange), War Deck, English (Allied Leaders), narrow old Flower card by A. Dougherty (Goldenrod), Miniatures from Spain and England. 3rd row: Railroad card of about 1890 for Great Northern Ry., German card, Early wide pictorial (Minuet), A Queen from an early U. S. deck. Bottom: Early American deck prior to 1860, Spanish card, Early card from Prague about 1900, an Austrian style card. The Joker is from Denmark.

standard decks of the French type have 52. In modern cards there is more uniformity. Typical values are:

Germany or France, old attractive backs	2.50 to 5.00
20th Century, attractive backs	1.00 to 2.50
England, 1850 to 1900 with back design	2.00 to 3.50
20th Century, attractive	1.00 to 2.00
Spain or Italy, Tarots, old	2.00 to 5.00
20th Century	.75 to 2.00
Scandinavian decks, not filigree, attractive	1.00 to 2.50
Iceland	1.50 to 3.00

7. NOVELTY SHAPES. Miniature and petite cards make a nice collection as there are many of them and some of the older ones, so small as to need tongs for handling, are almost works of art when viewed under a magnifying glass. Cards used in the game of Patience in France and other countries are usually a little larger than the toy and other miniature decks. There are also the over-size or giant cards, and others which are round, oval, square, or other unusual shapes. The Advertising and Special issues include many of these novel shapes.

BACK COLLECTING

The collection of pictorial backs has grown into a most popular hobby. For this purpose, a deck of cards will fill the needs of 52 collectors. The extent of interest depends on the individual collector, some collecting general (all designs), others desiring only scenery, ships, art designs, birds, florals, people of all countries, horses, dogs, or any one of dozens of other subjects. A large backs collection can be indexed into 60 to 100 divisions. Such a collection may grow to 10,000 cards in a single year if a collector joins an exchange club and fully uses its advantages. A fair collection will contain 30,000 to 50,000 card backs and increase yearly as new backs are released by the several card manufacturers. The usual method of building this type of collection is for members of a club to exchange among themselves card for card with no money involved. Dealers selling single cards usually rate them from 2c to 10c each depending on age, type and subject. A few, such as very early items and tobacco inserts, bring higher prices.

A branch of single card collecting is the saving of Jokers. Many designs have been used and a fairly large collection will contain about 1,000 Jokers. Desirable decks should not be broken to obtain this card, for while a deck can be considered complete without a Joker, it is more desirable with one, if issued that way.

THE REVENUE FEATURE. Playing cards differ from others in that their sale is subject to a tax by the Internal Revenue Dept. Present rate is 13c for each deck or part deck down to 2 cards, and it must be paid each time the cards are sold. One card sold at a time is not taxed and collectors may exchange any number card for card without tax payment. Dealers, who register with the Revenue Dept., attach a stamp to each deck or unit of 54 cards. This tax adds to the value of a collection.

GAME CARDS

Game cards, to collectors, are any type of cards with which a game can be played but which do not bear the conventional playing card suits and symbols of hearts, clubs, etc. These cards are not subject to the revenue tax as are normal playing cards. Game cards, sometimes called "Educational Games" (see Section 27) cover a period of about 200 years and are now receiving considerable attention from collectors. The educational feature covers such topics as Geography, Natural History, Chemistry, Music, Religion, and Mathematics. One of the older ones is the game of Dr. Busby, copyrighted in 1843. Others better known are Authors, Flinch, Pit, Lexicon, and Togomachy. The original box adds to the value, which for most items ranges from 25c to \$1.00.

See also Section 30 for information on Clubs, books, etc.

SECTION 25

Greeting Cards

Greeting Cards have become a specialized field of card collecting with a rapidly growing following. It is now realized that these messages of cheer and affection have a distinct place in the way of life of their period, in addition to being attractive and lovable objects for collection today. This section covers all greeting cards except the post cards of Section 23.



Early Greeting Card of the lacy type. The girls and flowers are the scrap variety pasted on the lace paper backing. The back paper contains a stanza of poetry.

Greeting cards are commonly found mixed with early advertising cards although the earlier greetings antedate most of the advertising and so often may be found tucked away in old attic boxes by themselves or preserved between the leaves of early books. Very old scrapbooks of the 60's and 70's may contain them. Old book and print shops are a favorable source of supply, especially those which handle the more primitive class of material.

The matter of values is particularly difficult. While all types of cards depend to some extent on "eye appeal" for their value, this is especially so of greetings. It is possible for two cards of the same age and size to be several dollars apart in value because the designer of one had some unusual artistry or knack in laying out a decorative scheme. However, size is an essential element in value since the larger sizes are usually the most attractive and likewise the scarcer ones. In the following value data small size refers to miniature items of about 3-inch length, medium to approximate post card size (3½ x 5½), large to items of about 5 x 7 size, and very large to an approximate 7 x 9 or 8 x 10 size. Combining size with type and age makes it possible to group practically all greetings ordinarily found.

VALENTINES

St. Valentine was an early Christian who was beheaded 270 A.D. by the Emperor Claudius of pagan Rome when he was found teaching the importance of honor and constancy in love and marriage. The history of the day is largely legendary and uncertain, but as time went on, February 14 gradually evolved as a particular day set aside when lovers professed their undying love and affection for each other. It is only proper that such messages be called Valentines in honor of the good Saint.

Valentines ... the early days were people. "Will you be my Valentine?" meant a real person. The custom was to have as your Valentine the first person of opposite sex seen on the day. This game of choosing Valentines is derived from the Roman feast of Lupercalia wherein billets with the name of someone of the opposite sex were drawn from an urn. As early as 1500 verses were written on the billets, and a volume of these verses is known dated 1686. This was the ancestor of the "Valentine Writer".

These simple handwritten love messages in time expanded into the most elaborate creations imaginable. But the hand-made Valentine has continued to some extent down through the years, although commercially made ones are known as far back as about 1800. Such old examples are seldom seen, although one of the early 1800's is sometimes found.

VALENTINES TO 1870

HAND-MADE. Simple home-made manuscript Valentines may not readily be recognized as such unless some wording or date gives a clue of their purpose. There is no uniform size or shape. Early examples of the 1825 era without decoration are usually valued from \$2.00 to \$10.00, but hand-cut types may go much higher. One very intricate 1820 hand-cut of Pennsylvania Dutch origin recently sold at auction at slightly over \$60.00. The usual range for the better hand decorated items of this period is \$10.00 to \$40.00. Among the more interesting are the "True Lover's Knots" or the "Endless Knot of Love" which is a device dating from 1620. Designs also included the Rebus and the "Puzzle Purses" or "Broken Heart" Valentines which were very popular. Some with water color illustrations are worth as much as \$50.00.

People made Valentines by hand because they could not afford to buy manufactured ones, although sometimes it was for sentimental reasons or because manufactured ones were not available. Some of the workmanship is crude, but often considerable artistry is shown. Examples are known on which cloth pieces are cut to show clothing, flowers, and similar objects. To assist those who made their own, there were published small pamphlets or "Valentine Writers" filled with appropriate verses and sentiments. These are known with dates from 1784 to 1860. Most were of English origin but many were published in America around 1850. Examples of the 1840-1850 period have recently sold in the \$20.00 to \$25.00 range.

LETTER SHEET STYLE. Mailing envelopes did not come into general use until 1840 and the earliest printed Valentines were on large sheets of paper which were folded for mailing in the fashion of the day. For practical purposes, small Valentines date from around 1845 when envelopes came into general use, and very small ones did not appear until the 60's and were made for children.

Letter sheet styles may have copper plate, lithograph or woodcut illustrations and sometimes embossed borders. They date before 1850 and the simpler ones sell in the \$5.00 to \$10.00 range.

ENGLISH LITHOS 1825-1835. English publishers of this period went to extreme heights in designing their elaborate productions. Some of them probably sold for as much as \$25.00. The central motif was always decidedly artistic and outstanding. Embossed frames appeared as early as 1815 and were used on many designs. This embossing should not be confused with lacy paper, as the latter did not appear until about 1835. Applied ornaments include such things as Daguerreotype photos, "flower cages," "church with opening door," "ship with porthole," etc. These are usually large to very large in size and good specimens today realize \$20.00 to \$50.00. One in 8 x 10 size with satin centre recently sold at auction for nearly \$60.00. The date was 1830.

LACY PAPER TYPE. The lacy paper, heavily ornamented Valentines originated in England and were at their peak between 1845-1860. These became very expensive and the variety of decoration is almost endless, including small mirrors, ivory miniatures, real lace, and satin centers. Fine examples of this period so decorated bring from \$20.00 to \$30.00 in the larger sizes. The usual rate for ordinary specimens averages: small \$1.00, medium \$2.00, large \$5.00, and very large \$15.00.

MECHANICALS. An innovation in early designs is the mechanicals, in which a tongue of cardboard can be moved from side to side, or up and down, in turn causing an arm or other part of the picture to similarly move. Some of these were made primarily for children in smaller sizes and are worth around \$10.00. Larger ones, for adults, are usually priced to \$25.00 or \$30.00 and some of these more elaborate "tricky" designs have been valued as high as \$100 but might not realize that amount if actually sold.

Another interesting novelty is the "documentary" type in which the general design resembles a bank note, a wedding certificate, diploma or similar form.

COMICS. These date with the sentimental types starting with the copper plates of



A Kate Greenaway card published by Marcus Ward & Co. Size is 4 x 6 1/4 and subject "Going to the Party". The words and music are completed on the back of the card. It is for birthday use but has a holly trim border.

the early 1800's which are worth \$5.00 to \$10.00 each. Large woodcuts of around 1840 and lithographs of 1830-1850 are worth \$2.00 to \$3.00. Smaller woodcuts (5 x 8) are worth a dollar and the later single sheets 25c to 50c. Earlier comics, with imprints, especially those with a popular or Civil War flavor are quite scarce and have sold from \$5.00 to \$15.00 each. England produced the very large "Long Toms" which did much to get the Valentine in disrepute in that country. They are worth 25c to 50c. Modern comics have little value.

PUBLISHERS. Among the early publishers of England were Kershaw, Bartolozzi, Lloyd, Canton, Windsor, Jonathan King, Meek, Mansell, and Dean who made most of the mechanicals. Their names may often be found in very small type in some obscure place. American publishers include Esther Howland, Whitney, Strong, and McLaughlin. Howland produced in 1849-1881 and used a small red "H" marking. There were many other small publishers. Some remained in business until the early 20th Century.

VALENTINES 1870-1895

Most of the Valentines found in scrapbooks and similar accumulations date from this period, including the lacy paper types whose popularity has continued to some extent to the present time. Most of the trade, however, was in the new "greeting card style" Valentine as best known in the productions of Prang, Tuck, Marcus Ward, De la Rue, Ernest Nister, Hildesheimer, and Wirth.

Lacy paper Valentines of this period can be valued as: small 25c, medium 50c, large \$1.00, very large \$2.00. An extremely elaborate one might be worth slightly more. Prang and Tuck Valentines have similar values. Other issuers about 50% less.

GREENAWAYS. Kate Greenaway designed at least a hundred Valentines, mostly for Marcus Ward. Cards of the early 1870's are worth \$5.00 to \$10.00 each. Later types signed "KG" sell for \$3.00 to \$5.00. An occasional one is worth slightly more, but imitations in the Greenaway "style" are worth only 25c to \$1.00.

VALENTINES 1895-1915

During this period German manufacturers dominated the market and are best known for their elaborate "set up" designs in which part of the card opens forward to form a base. They feature automobiles, ships, gardens, and similar layouts, and the largest ones are about a foot long. Paper bells and fans are popular ornaments. The usual valuation is: small 25c, medium 50c, large \$1.00, very large \$2.00. Some of the largest and most elaborate ones have sold as high as \$5.00.

Since 1915 most Valentines in America have been produced locally by several firms which constitute the greeting card industry. The great majority of these recent

or modern issues have little or no interest to advanced collectors and sell at very nominal rates. Selected prices are usually quoted at: small 5c, medium 10c, large 25c, very large 50c. Large assorted lots would sell very cheaply. On the other hand, some very nice items are produced every year, some of which probably retail for more than the figures mentioned. Juvenile collectors are most interested in these items and adult collectors can well give them more attention with an eye to future value.

GREETING CARDS

The first Christmas card is said to be the one designed in 1843 for Sir Henry Cole of England. One thousand copies were lithographed although the card was not used until three years later. There were, however, Continental ancestors, especially the German New Year greetings which were probably descendants of the custom of Imperial Rome to exchange greetings and gifts on New Year's. Later a call sufficed for a gift and still later, a card for a call.

Sir Henry's card was not followed up with others, probably because printing was still too costly for a mass produced popular item. In the early 1860's printing became less expensive and Christmas greetings began to appear in a timid fashion in the form of letter sheets with lithographed headings and as engraved cards with emblems and greetings. Some were made in the form of Valentines. Popularity was rapid and within a short time the Christmas card had surpassed its Valentine ancestor until today it is by far the chief item in the greeting card field.

Prang of Boston printed his first Christmas card in 1874. It was issued in England only, as the wife of his English distributor had suggested that he print Christmas sentiments on some of his beautiful advertising cards and try their sale during the holiday season. It was so successful that the next year Prang issued them in the United States, and so was off on his career as premier greeting card publisher of America, if not of the world. His chief competitors in an artistic sense were Raphael Tuck and Marcus Ward. For about 20 years they supplied most of the world's fine greeting cards. While Christmas was the most important holiday, there were hundreds of fine designs for New Year's, Easter, birthdays, and many similar occasions. The value scale for Prang and Tuck greetings:

Small 20c, medium 30c, large 75c, very large \$1.50.

Printed on silk, silk fringed, folding, beveled thick boards, and prize designs—double value.

Folding long Calendar cards—\$2.50.

Among the many other greeting card publishers the names most commonly seen are Hildesheimer, Hildesheimer & Faulkner, Eyre & Spottiswoode, Wirth Bros., Marcus Ward, Goodall, Castell Bros., Obpacher, Harrison, Nister, Hagelberg, and Rothe. Cards by these firms and others of the period, selected, range: small 10c, medium 20c, large 35c, very large \$1.00. Canadian issues (Clarke or Rolph, Smith) \$1.00.

Kate Greenaway (born 1846, died 1901) did much work for Marcus Ward between 1872 and 1897. In addition to cards, she illustrated many children's books and almanacs which today are choice collectors' items of considerable value, although many have been reprinted to sell at nominal prices. Genuine Greenaway greetings are in extreme popularity and single subject designs bring \$2.00 to \$3.00 each. Larger multiple subject designs and very early types bring \$5.00 to \$10.00.

GREETING BOOKLETS of this period are quite commonly found, especially the imported productions of Tuck, Castell, etc. These feature poems and selected prose, and the art work is exquisite. Some are especially for holidays but many are for friendly gift occasions of a general nature. A few should be kept to accompany every greeting card collection. Value is not great—from 10c to 40c or 50c for the very finest.

20TH CENTURY GREETINGS are of only nominal value and are of interest mostly to juvenile collectors. Selected used items may be rated at: letter size 5c, larger 25c. More costly items can be currently purchased at retail, and an occasional one may be worth slightly more used, such as very fancy padded silk Mother's Day greetings in large sizes. Average assorted lots would be worth but little, although the wise collector will lay aside the more attractive current cards. An album of them may be something of real value at a future day.

SECTION 26

Stereoscope Cards

Few people realize that photography was invented before 1840. Talbot in England and Daguerre in France both perfected their processes in the 1835-37 era and Brady, the great Civil War photographer, opened his studio in New York in 1844. These early pictures were "still" subjects and hardly comparable with modern speed photography, but improvements were constant and during the '50's quite creditable work was being accomplished. Much of it, though, has not survived the years, especially the outdoor work where developing was done in crude field darkrooms and with faulty chemicals. In many cases the resulting fading and discoloration amounts to complete obliteration.

The stereoscope was developed at approximately the same time as the photograph and the two were not long in joining forces. The scope and box of views became standard parlor equipment in those early days when pictures were a rare and welcome type of education and amusement. Newspapers and magazines of the day contained very few illustrations and colored pictures did not appear in magazines until 1876 and not until ten years later did they really begin to fill the public's real needs in illustrations. Stereoscope views were a never failing source of entertainment for guests and served to compensate for the inability to travel and actually see far-off places and events. It is not entirely a "dead" pastime, as stereoscope views are still being made although on a limited scale.

Collectors today do not get these cards because they are beautiful and attractive. From an art standpoint, most of them fail miserably. Rather, it is the historical significance that makes them of interest and value. As the popularity grew, souvenir sets and comic designs were produced and for a time sold quite well, but are of comparatively little importance today. Most sought are the original photos of early events showing the history, growth and development of the country, especially the great areas of Western America. These early cards were seldom sold or found today as sets, although many were originally put out as series of a dozen or so. These cards are the actual paper photos pasted on the cardboard slides. A few desirable views are known in reprint or copied form but these can usually be noticed through their lack of definition, and are of much lesser value.

While there are a great many who save stereoscopic views in a minor way, principally for nostalgic reasons and because they are still a source of interesting amusement, the number of advanced collectors is comparatively small. The market for the scarcer items at enhanced rates is confined largely to these few advanced collectors, who also to a great extent set the rates or values of these cards. Some of these collectors have more than 20,000 different selected views.

Fully 95% of the stereoscope cards found and offered for sale are worth the usual standard price of .60c per dozen. Few of these will be wanted by advanced collectors. They include views of such subjects as Niagara Falls, Washington, D. C., National Parks, well-known resort spots, Cemeteries, Religious and Art designs, Comics, Foreign views.

Printed halftones or photo engravings (usually colored and on thin cards) are wanted only by amateurs. A set of 100 cards normally sells for a dollar or two. A set of World War I photos has a collector's valuation of \$5.00 for the set of 100. Broken sets of 20th Century cards rate about .03c each for ordinary view subjects.

On the other hand, there are many of the old views, mostly made before 1870, for which advanced collectors will gladly pay much larger amounts. Values and subjects can be listed:

Ten cents to \$2.00 for THE OLD WEST (Old Indians, cowboys, stage coaches, soldiers, forts, guides, emigrants, covered wagons, desperados, expeditions, Custer items).

Twenty-five cents to \$5.00 for EARLY RAILROADS of the West (building the Union Pacific or Central Pacific, Golden Spike, laying track, etc.) Pictures of early locomotives or trains of other railroads, 10c to \$1.00.

Ten cents to \$3.00 for FAMOUS PEOPLE (portraits of celebrities in any field—military, dramatic, musical, medical, literary, sports, political, royalty, scientific).

Ten cents to \$3.00 for SHIPS (Great Eastern, Leviathan, Mississippi River boats, sailing vessels, warships, levee and shipping scenes).

Twenty-five cents to \$1.00 for CIVIL WAR VIEWS (soldiers, dead, equipment, Brady views). LINCOLN funeral or funeral train, captured conspirators \$2.00-\$5.00.

Ten cents to 75c for WESTERN MINING (towns and scenes).

Five cents to 50c for HISTORICAL items in general (celebrations, parades, reunions, expositions, disasters, events, and subjects as fire engines, high-wheeled bicycles, early oil wells).

City and local scenes are wanted by some collectors, usually for the particular city or locality in which the collector lives (value to 50c). Stereoscopic views on glass are also collected by some, with values ranging from 25c to \$2.00.

These valuations assume fair to good condition. Cards of the middle period (1870-1900) if they picture historical events, famous people, or battleships are worth more than the minimum valuation, although seldom going over a 10c to 15c (2 for 25c) figure. A few 20th Century subjects of a like nature sometimes sell for 5c to 10c. Higher figures have been mentioned for some of these cards but it is not believed that actual market conditions will support increased rates at the present time. There is a possibility that "Stereo-Realist" and other presently popular forms of stereoscopy will increase interest in this form of photography. It could increase demand (and value) in these old pictures of history and life in America of a period which seems so long since passed.

SECTION 27

Album Cards



Among the earliest cards known are numerous sets which were made solely to sell to people because people liked such pictures and were anxious to purchase and save them to look at for their interest and educational value. Many are souvenirs of a trip or event. Collectors today who find these cards in complete sets are indeed fortunate as time has scattered and destroyed most of the older ones and most that we know is based on fragmentary pieces. They are sometimes found with an advertising imprint, but that is a latter adaptation and should not change their status, as originally they were album cards only, and so they should remain today.

PRANG ALBUM CARDS

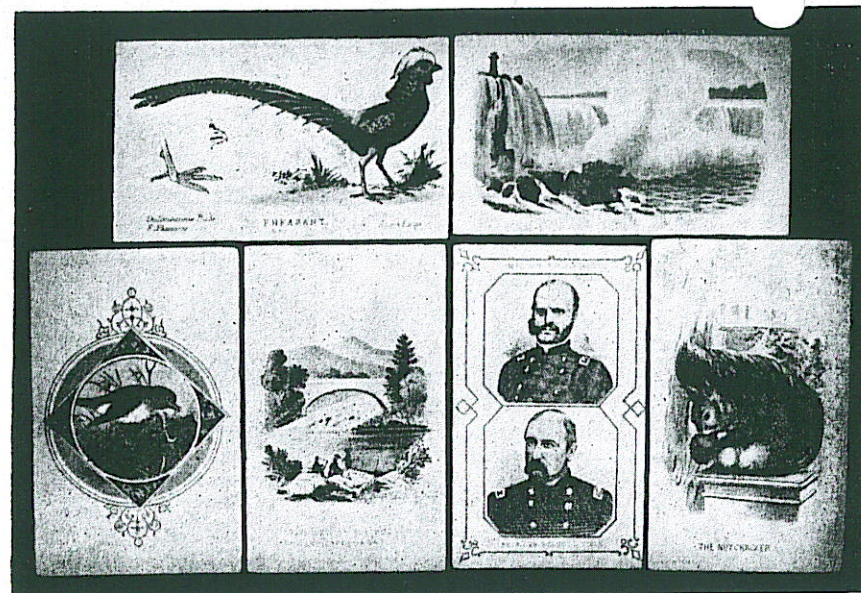
Prang had been in business only a few years when he introduced his Album Cards as a direct response to the public love and demand for beautiful and interesting pictures. They were issued from 1862 to 1869 and the first subjects were birds, butterflies and flowers. Later came scenery, portraits and other popular subjects. Many of the scenes bore the principle title of "American Views". The cards are 2½ x 4 inches and were sold in sets or "parts" of 12 for 50c in specially imprinted envelopes. These envelopes (which show the official title of the set) are also desirable items and a dollar or two additional is usually charged for a set in its envelope.

In 1864 beautiful leather albums to hold the cards were introduced. They are the corner slot type and came in two sizes: the small, holding 25 sets (6 cards to page), and the large, holding 50 sets (12 cards to page). The albums in good condition are worth \$4.00 and \$10.00.

Prang also sold a set of 6 Campaign Sketches (uncolored) of the Civil War on large 11 x 14 cards. They are similar to the Life in Camp set and are worth \$10.00 per card.

The cards contain no printing except the picture title, with one or two exceptions which also show Prang's name. It is impossible to identify the exact titles in many of the sets (or "parts" as they are designated on the envelopes) without reference to a checklist. Set titles, as given below, are the official ones as shown on the envelopes, except those marked (*) which are supplied descriptives. The envelopes for these have not been seen but all are known or believed to be Prang issues. Values are for single cards, with complete sets taking the usual 50% additional.

A few sets (Numbers W2, W5, W68) are known on a slightly larger card measuring about 3 x 4¼. The wider margin allowed space for an advertising imprint. Others were probably similarly used. Numbers W76 and W77 are known with Reward of Merit imprints.



Early Album cards in the popular small 2½ x 4 size. Top: Gallinaceous Birds (Pheasant), Niagara Falls (Horse Shoe Falls from below the Tower). Below: Birds, square on circle design, Hudson River views (Confluence of the Hudson and Sacondaga), Civil War Generals (Major Gen. A. E. Burnside and Brig. Gen. Egbert L. Viele), Home Pets (The Nutcracker). All are by Prang except the Generals which is a Magnus card.

W1—American Singing Birds (48)	15
W2—Humming Birds of America (24)	15
W3—Birds*, square on circle—see illustration (12)	1.00
W4—Birds*, wading birds (12)	.50
W5—Birds*, gallinaceous or columbine (12)	.50
W6—Butterflies and Moths of America (60)	.15
W7—Flowers (24)	.15
W8—Wild Flowers (96)	.15
W9—Roses (24) with and without frameline	.15
W10—The Language of Flowers (60)	.40
W11—Fruits* (12)	.30
W12—Fruits and Blossoms (24)	.25
W13—Spice Plants* (12)	.40
W14—Sea Mosses (36)	.15
W15—Wood Mosses (24)	.15
W16—Autumn Leaves (60)	.15
W17—Plant with Root* (12) ground plants	.25
W18—Animals—Home Pets (24) second set has buff bkgd.	1.00
W19—Animals* ruminants (12)	.75
W20—Animals* carnivora (12)	.75
W21—Animals* rodents or gnawers (12)	.75
W40—Life in Camp (24) second set has buff bkgd.	3.00
Civil War sketches by Winslow Homer.	
W41—Children of the Bible (12) captions in red or black	1.00
W42—Pilgrim's Progress (24) views with rounded top	2.00
W43—Maxims of Poor Richard (24) circle over maxim	2.00
W44—Life of Childhood (24) second set on buff	1.00
W45—Paradise of Childhood (24) second set on gray bkgd.	2.00
W46—Funny Characters (24) dressed animals, 2nd on buff	1.50
W47—Magic Cards (24) puzzle pictures, b&w	.75
W48—Illuminated Rebus Cards (12) numbered	1.00
W49—Nursery Rhymes (12)	1.00
W50—Presidents and Wives*	2.00
W51—Union Army Officers* (36)	1.50

W65—Views in Central Park (36)	1.00
W66—Views on the Hudson (12)	.75
W67—Niagara Falls (12)	.75
W68—Views in and Around Boston (24)	1.50
W69—White Mountain Scenery (12)	.75
W70—Street Scenes in New York (12)	2.00
W71—Scenes on the Erie Railroad (12)	1.50
W72—Views of Newport, R. I.* (12)	1.00
W73—Views of Nahant* (12)	1.00
W74—Catskill Mountain Views (12)	.50
W75—Types of Vessels* (12)	2.00
W76—Summer Landscapes (12)	.50
W77—Winter Landscapes (12)	.50

W90—Christmas Cards (12)	.25
W91—New Year Cards (12)	.25
W92—Birthday Cards (12)	.25
W93—Wedding Cards (12)	.25
W94—Friendship Cards (12)	.25
W95—Insertion Cards (12)	.25

Envelopes for W90-W95 have been seen, but only one set of the cards showing children, flowers, birds and a stanza of poetry. There is also an envelope inscribed "Assorted Album Cards" with one or two from various sets.

OTHER EARLY ALBUM CARDS

It is impossible to date most of these early cards and so tell which were the first issues. Other printers like Magnus and Bufford made at least a few sets in the small Prang size and style. Others are of English origin but probably sold extensively here. Still others are in the nature of souvenir viewcards (not postcards) made to sell to early tourists and visitors to resorts and expositions. The West at that time was mostly unknown territory and Easterners were greatly interested in its wonders, and so such views found a ready sale.

Another souvenir sold quite extensively was the strip view folders with cardboard covers. The pictures commonly are in rich sepia but a few are in colors. These can be found for most of the larger cities, resorts, expositions and other points of interest. Most of them date 1850 to 1880. The average value is \$50c. There are also intricate folding novelties such as "The Boston Rose," "Rose of Phila." with early views. Value \$1.00.

Also popular at this time were the so-called "Educational Cards" in which a game was combined with a set of pictures. These were in approximately the standard Playing Card shape and since they were game cards, are mentioned in Section 24. The picture part, however, showing birds, animals, historical characters and similar subjects, is closely related to the early Album Card group.

Cards in the standard small size, about $2\frac{1}{2} \times 4$:

W100—Civil War Officers, Magnus prints	1.00
W101—Battle Scenes, Bufford, similar to No. 99	1.00
W102—Butterflies, Bufford	.15
W103—Flowers and Plants, Bufford	.20
W104—Swiss Costumes (girls)	.50
W105—The Ten Commandments	.50
There are several sets, one in b&w with words only.	
W106—Maps of the Bible Country (1850)	2.00
W107—Scenes in the Life of Our Lord	2.00
W108—Scenes in the Life of Joseph	2.00

Cards in the larger sizes. These vary in size from $3 \times 4\frac{1}{2}$ to about $4 \times 6\frac{1}{2}$. There are two or more sets for most of the titles listed:

W200—Bible Pictures and Characters	.25
W201—Scenes in the Holy Land (12)	.40
W202—The Ten Commandments (10)	.30



Early Album cards in the larger sizes: Top: Types of Nations (Italy), Scenes in the Childhood of our Lord (The Adoration of the Shepherds), Tropical Birds (Paradise Flycatcher and Red Tailed Sun Bird, India). Center: English Landmarks (The Tower of London). Bottom: Two $4 \times 6\frac{1}{2}$ inch cards of American Scenery in the typical blue and purple shades (Race Course—Saratoga, and North Entrance to the Highlands from West Point).

W203—American Views (in purple-blue)	.25
Include Hudson River, Lakes Champlain and George, Salt Lake City, Niagara, Mohawk Valley, Western Scenes, etc.	
W204—Foreign Views (in purple-blue)	.20
Include Crystal Palace, Kew Gardens, Bible Lands, set.	
W205—English Scenes, several sets, one 2 pictures to card	.20
W206—London Landmarks, 4×5	.40
W207—Centennial Exhibition, in blue, 3 series	.40
W208—National Types	.40
W209—Happy Days of Childhood	.20
W210—Kings and Queens of England	.50
W211—Birds, many series	.20
W212—Animals, many series	.20
W213—Flowers, several sets	.20
W214—Sea Weeds	.20

CARTES DE VISITE

Early photography was soon put to use as a medium for supplying the public want for pictures. Photographs were made in all shapes and sizes, but two styles can be regarded as standard and the bulk of all photos were made in these forms. They were the Cabinet, measuring $4\frac{1}{2} \times 6\frac{1}{2}$, and the Carte de Visite measuring $2\frac{1}{2} \times 4$. A larger cabinet size of about 8×13 was used mostly for actress publicity work.

Old family photo albums usually had slip-in type pages holding one cabinet, with a few pages at the back holding four Cartes per page. Untold millions of Cabinets and Cartes were made. During the Civil War Northern photographers were swamped by soldiers wanting a photo in uniform to send home. All these family and soldier types have no value today. Collectors may keep a few to show the predominating styles in clothing (and whiskers) but the majority are worthless.

However, Cartes were the popular souvenir card for a time. Stores sold them like postcards today and sets were advertised in newspapers and magazines. These sets were of scenes, events, famous people, art reproductions, actresses, prizefighters, comics and similar. They were perhaps more popular in Europe than America. Travelers abroad brought home quantities of them, many being hand-colored showing scenes, rulers, native costumes and works of art. These are often found in beautiful slip-in albums made expressly for them. Foreign productions seldom bring more than a 5c average.

In the American types, interest is much the same as for stereoscope cards (see Section 26). In fact, many stereo collectors also collect the Cartes of the same period and pay about the same rates. While the vast majority are 5c items, the better types are worth up to \$2.00.

The Cabinet size was not used as extensively for non-portrait work, but a few sets of the actress type are known and an occasional odd view or celebrity is found. Values average 25c-50c.

RECENT ISSUES

Cards made primarily for collectors' albums have continued all through the years and are still issued. During the 1920's a form of "Trading Card" was popular with young collectors. They were sold in novelty stores and usually came in strips or small panes of 25 or 30 cards. They are sometimes found in such forms today although most have been cut into individual cards. Sports and movie stars were the usual subjects and most were produced very cheaply. However, they tie in with early gum cards and are saved by many collectors. A brief classification will show:

W300—World War I Leaders, Scenes, Insignia (1-200)	.05
W301—Baseball, Fighters, Movie Stars, Aviators	.03
Large number 1-100 in lower left margin. Color var.	
W302—Baseball Pl. 1-100 in lower corner of picture	.03
W303—Baseball Pl. 1-60 play game on back	.02
Number in parentheses. Partly as No. E210. Some blank.	
W304—Movie Stars, sm. b&w, similar T85-2&3	.02
W305—Baseball and Movie Types, Lg. sizes, b&w or colored	.03 to 0.10
2 1/2 x 3 1/2, 3 x 5, 5 x 7, and up.	
W306—Baseball, Movie, Fighters, small sizes colored	.03
Several series, some marked CIFS, some on playing card design, some 1 1/4 square, numbered and unnumbered.	
W307—Baseball, Movie, Fighters, Presidents, small b&w	.01
Various series as for W306.	
W308—Early Movie Stars, 2 x 3 1/2 b&w, 2 or 3 series	.03
W309—Miscellaneous Designs, b&w or colored, small	.01
Historical, Chaplins, Lindberghs, photos, etc.	

EXHIBIT CARDS

Exhibits is the general term applied to all machine vended cards. Many were distributed by Mutoscope and other companies but the Exhibit company has long been the leader in this field. The cards are of postcard size and many have the usual postcard back markings. They are vended mostly at arcades and amusement places and the standard price is 1c each, although this has been raised to 2c for some series. The normal set is of 32 cards, with some double sets of 64. The cards began in the early 1920's and issues to 1930 are usually considered as "old" or "early" types. These early cards are worth more than later ones but unfortunately, there is, as yet, no clear cut method of distinguishing them. Experienced collectors are usually able to separate them quite accurately. In the tabulation, two values are shown: the a) value referring to issues of 1920-1930; the b) to issues of 1930 to current. Current issues are worth the normal 1c price.

W400—Movie Stars (portrait types)	(a)	(b)
W401—Western Movie Stars (special sets)	.10	.04
Issued for Tom Mix, Buck Jones, Gene Autry, Lone Ranger, Roy Rogers, Texas Ranger, Desperados, etc.		
W402—Playing Cards Design	.10	.05
Insets of Movie Stars. Come 1 to 10 faces to card.		
Also Poker Hands without stars.		
W403—Novelty Star Designs	.10	.05
Lucky Horseshoes, Star Stamps, Cowboy Chips, etc.		
W404—Scenes from Movies	.10	.04
Mostly Westerns, Jesse James, Pirates, Our Gang, etc.		

W405—Indian Chiefs and Western Historical Scenes	.05
W406—Star Folders (40) Horoscope-Fortune backs, specials	.10
W407—Lindbergh Series	.10
W408—Radio and TV Performers	.03
W409—Baseball Players	.10 .05
Includes recent Hall of Fame set.	
W410—Football Stars	.04
W411—Prizefighters and Wrestlers	.10 .03
W412—Sports Champions	.03
W413—Pin-Up Girls	.05 .02
Includes Mack Sennetts, Bathing, Art, Models, etc.	
W414—Comics	.03 .01
Love and Marriage, Fortunes, Predictions, Love Letters, Service Comics, Fun Cards, Cartoons, etc.	
W415—Jet Planes (64) current.	

BASEBALL CLUB ISSUES

For a number of years most of the baseball clubs have issued souvenir sets of photos of their players, plus some team group pictures. The usual type averages 6 1/2 x 9 inches in black and white on heavy paper. Generally the same pictures are used from year to year with only a few changes for new players. The usual set averages 25 subjects. Normal value of player photos 10c, of team photos 25c. Complete sets \$1.00 to \$1.50.

Club "Yearbooks" are now being published by nearly all ball clubs and have largely supplanted the individual photo sets.

American and National Leagues:

W500—Boston Red Sox 1940-43-46-47-48-49-50	
Also a 16 1/2 x 18 sheet of 40 autographed pictures in 1946.	
W501—Chicago White Sox 1948	
Also team pictures 1946 (postcard), 1949 (8 x 10).	
W502—Cleveland Indians 1947-48-49-50-51-52.	
W503—New York Yankees 1947-48-49-50.	
W504—Philadelphia Athletics 1940-41-42-43-45-46-47-48-49-50-51-52.	
W505—St. Louis Brown 1941 (2 1/8 x 2 5/8 record on back).	
Team picture 1948-49. Pencil clip celluloid buttons 1952.	
W506—Washington Senators 1946 (5" plastic disc, cost 25c).	
W507—Brooklyn Dodgers 1942-43-46-47-48-49.	
W508—Chicago Cubs 1931-32-41-42-43-44.	
Team 1945 postcard. 1930 players also known but format is uncertain.	
W509—Cincinnati Reds 1939 (2 x 3, name in color), 1940 (2 1/8 x 2 5/8) record on back.	
W510—New York Giants 1948-49.	
W511—Philadelphia Phillies 1941-42-43.	
Team pictures (colored) 1946-48-49-50.	
W512—Pittsburgh Pirates 1950	
Team picture (colored) 1950.	
W513—St. Louis Cardinals 1930 (sepia), 1941 (2 1/8 x 2 1/8).	
Teams 1948-49-50-51-52.	

Pacific Coast League:

W516—Hollywood Stars 1949-50-51 (4 3/4 x 7, picture and record).	
Team 1951.	
W517—Los Angeles Angels 1948-49 (as Hollywood).	
W518—Oakland Oaks. Team 1950	
W519—Portland Beavers. Team 1948.	
W520—Sacramento Solons. Team 1951.	
W522—San Diego Padres. 1947	
Team pictures 1950-52.	
W523—San Francisco Seals. Teams 1943-45-48-49-51.	
W524—Seattle Rainiers. Teams 1948-49-51.	

Other Leagues:

W533—Baltimore Orioles. Team 1945-47-51.	
W534—Dallas Eagles. Team 1951.	
W535—Fort Worth Cats. 1949-50 (heavy 8 x 10 card), 1952 (18 with album, 2 1/8 x 3 3/8).	

- W536—Louisville Colonels. 1939-44-48-49.
 W537—Milwaukee Brewers. 1943-44-45 (3½ x 5½, similar R313).
 W538—St. Paul Saints. Team 1949.
 W539—St. Petersburg Giants. Team 1948.

GENERAL ISSUES

- W600—Baseball Players, Sporting Life Magazine (about 450) .40
 5 x 7½ cabinet type in glassine envelope.
 W601—Baseball Team Groups, Sporting Life, about 13 x 14 paper 1.00
 Issued 1904-1910 for most major teams.
 W602—Baseball Miniatures, Sports Exchange 2½ x 3 .04
 W603—Baseball—All-Star Pictures, Sports Exch. 7 x 10, b&w .06
 W604—Baseball—Cleveland Indians (20) Sun Photos 1949, 2 x 2 .04
 W605—Baseball Hall of Fame—(60) Callahan 1951, sm. b&w .02
 Also in album form (Tolmas & Pepsi-Cola).
 W606—Bible Story Booklets (16 seen) 2½ x 3, Samuel Lowe .05
 W607—Eggars (N. Y.) children's publications .03
 1—War Yarns and Comic Cards, small
 2—Burgess booklets (17), Bible Stories, Fairy Tales
 W608—Educational Pictures (sets of 24) D. Robbins 3 x 4½ .02
 1—Good Neighbors of the Americas
 2—Frontiers of Freedom
 3—Indians of the U.S.A.
 4—Our Friend—the Dog
 5—Modern Wonders of the World
 6—Story of Transportation
 W609—Exhibits, Royal Ontario Museum, 3½ x 5½ sepia .03
 Many similar museum issues exist.
 W610—Flags (pride of every land) 1-32 paper .02
 W611—Flags, with National Statistics, postcard size .03
 W612—History Pictures (30) Interstate News, 3¼ x 4¾, b&w .05
 W613—Historical Prints (6) Colts Firearms, 11 x 14 .30
 W614—Hit Parade of Champions (72) 1951, issued 4 series of 18 .02
 Reissued 1952, 2 changes of Heilman & P. Woner.
 W615—Military—Official Photos, postcard size, b&w .03
 W616—Movie Stars of Silent Days (20) Scott 2 x 3½, b&w .03
 W617—Movie Stars as W616, colored paper (24) .02
 W618—Motion Picture Stars, Brody Novelty, 3¼ x 4¼, b&w (Kashin) .03
 W619—Movie Flip Books (12) Moviebook Corp. .10
 W620—Navy Action Photos, Promotional Pictures, 5 x 7 .04
 1st Series A 1-8. 2nd Series B 9-16. 3 Series C 17-24.
 W621—Perry Pictures, sepia miniatures .02
 Similar art designs by Cosmos and Browns.
 W622—Presidents, steel engraved 5 x 7 in case, gold edge (21) .20
 W623—Presidents (33) Jewel Mdse. Service, 1940, sm. b&w .02
 W624—Screen Stars, Arcco Playing Card, 2¼ x 3¼, b&w .02
 W625—Star-Cal Decals (movie and sports) 3½ x 5 (32); 4 x 6 (61) .10 & .15
 W626—Sun Pictures (W.S.N.Y.) in envelope, various subjects .03
 W627—Puzzles and Games (32), Plane Facts Co., 5¼ x 8¼ .03
 W628—Pro Football Stars, 9 x 11 photos, b&w .15
 W629—Tissot Bible Pictures, 5 x 6 (2 series, 120 each) .03
 W630—Uncle Sam's Navy (8) Historical Publishing, 1899 .25
 W631—War Pictures, sets of 32, b&w photos 5¼ x 8 .03
 1—U. S. Combat Planes 3—Warships
 2—Foreign Combat Planes 4—Tanks
 W632—War Planes (24) as H409 .10
 W633—War Planes, Plain Facts Co., 4½ x 7¼ .05
 1—Navy (12). 2—Enemy (36). 3—Giant Planes (36).
 W634—World War I Scenes (36) copr. U&U, postcard size, sepia .05
 W635—Wings Cigarette Planes (25) enlarged, size 7¼ x 10 .15
 W636—Wildlife Pictures, Wildlife Federation, 7½ x 7½ .25
 Also 12 x 14 art prints and other types.
 W637—Winter Birds of America (50) Audobon Soc., 3½ x 5½ .10
 W638—Summer Birds of America (50) Audubon Soc., 3½ x 5½ .10
 W639—Birds, Audubon Society, 5½ x 8½ in folder .20
 W640—What's This? (cartoons) Universal Toy & Novelty .02

SECTION 28

Minor Card Types

REWARDS OF MERIT



Rewards for good attendance and recitation are believed to have originated for Sunday School use. Specimens before 1800 are usually small slips of plain paper with a Bible verse printed on it, and often the name of the pupil and teacher in manuscript. Later the size was increased and woodcut illustrations added, often hand-colored. These early examples to about 1830 are worth 50c to \$1.00 each, depending on size, originality, attractiveness, age, etc.

Early "Dollar Bill" types with woodcuts are valued in the 20c to 50c range depending mostly on the subject of the woodcut. An average of 30c is sometimes used for these. Early litho designs, with pasted on picture, average 25c in value. Prang designs the same.

After 1880 Rewards are mostly lithographed pictures, often cheap advertising cards with a "Reward of Merit" overprint. They were now mass produced and used extensively in grammar schools; teachers often using most any old card as a "Reward". An occasional item stands out as something superior but top value is seldom over 10c and the usual run of the mill class, especially unused items, will average about 2c.

After 1900 teachers sometimes had small booklets with a "Last Day of School" Program printed. These bring memories of childhood days and most collectors will want a few of them for old time's sake.

TOKENS OF AFFECTION

This appealing name is given to a small group of cards which were popular 75 to 100 years ago. They are name card size and usually show a short stanza of verse or a sentiment with appropriate small dainty sketch. Many are hand-made or similar style, or hand-colored, with considerable fancy pen work of Spencerian nature. They were exchanged between friends on suitable occasions. A good collection today is always a source of keen interest and a joy to behold. A growing number of collectors are now seeking these mementos of a long past day. It is still possible to obtain them very cheaply, average lots usually being priced at about 5c each.

NAME CARDS

Perhaps more often called "Calling Cards" or Personal cards. Cards of similar size with the name of a firm or business are advertising issues (Sections 19-22). There are two main types of name cards: the plain single card style, and the hidden name type in which the name is covered by a small scrap picture pasted at the left end.

Most of the plain cards without picture have no real value unless they have some unusual feature. Those on highly glazed card (very old) may be worth a few cents and hand-made Spencerian penwork types are now being collected and valued at about 10c. Cards with a small picture average 3c selected and 1c in lots.

Hidden name cards are more popular and are being sold at 5c to 15c each. The cheaper ones have small floral scraps, better ones show hands, birds, or small views, and the best are very large designs showing historical characters or portraits. Every collection should include an album of these quaint and colorful cards.

BIBLE CARDS

Three types of cards pertaining to the Bible are commonly found. The oldest type show pictures of a religious or moral nature, often with a verse pertaining to Bible incidents or pointing a moral for right living. They are sometimes found as sets in the original folder, often being printed abroad. These are probably in the nature of Album Cards (Section 27) and many of them likely were used as Rewards of Merit (Sunday School). Many of them are very attractive, with small litho pictures and gold embellishments. They are worth to 10c.

Actual Sunday School Cards are the familiar ones with the Lesson of the Day on the backs, illustrated by the Bible picture on front. These began around 1880 and

are still in use, being printed by several firms. Standard size is about 3 x 4, but some have been made as large as 3 1/4 x 5. Value seldom is more than a 2c to 3c average.

Picture cards with a Bible quotation imprint are very commonly found among old advertising cards and it is believed that most of them were given out in much the same way as advertising cards. Printers and card firms stocked them as standard equipment. The designs usually have no relation to the Bible or the quotation. Many were probably sold by novelty stores and by mail orders. An occasional item is worth to 5c selected, but the lot average is not over 2c.

Catholic churches have distributed some very attractive religious cards, both in America and abroad. Some are very fine works of art, attractively printed with lacy edges, and every good Bible card collection should include a few pages of these beautiful designs.

SCRAP PICTURES

Everyone is familiar with these die cut pictures so commonly found in old scrap albums. Most of them originated in Germany. The principle use was to embellish the scrap albums by filling in the spaces between the cards. There were also special packets of similar material specially put up for making home-made Valentines and other greetings.

The very small ones came in sheets, being held together by small tabs which could be torn off. Larger ones were printed separately and sold singly or in packets. Very large ones are about a foot long and designs like old sailing ships with their intricate spars and ropes are almost beyond belief in their accurate workmanship. There were many sets made, mostly of children's tales and legends and popular stories like Robinson Crusoe and William Tell. There were also portrait sets of rulers, writers, ball players and historical characters.

Most card collectors save a representative lot of these pictures as a small album of them never fails to attract attention. Original unbroken sheets of the smaller designs are still occasionally found and sell at 50c to \$1.00 a sheet, depending on size. Larger single items can be valued at 5c to 50c each, usually selling in lots at about 10c average.

PHOTOGRAPHS

Most items in this class are covered under the Stereoscope and Carte de Visit headings. There are still the special groups such as Daguerreotypes, Tintypes and Ambrotypes as well as ordinary photographs in other shapes and sizes. Value here is in the certain desirable subjects as outlined in the section of Stereoscope views. Daguerreotypes may also be in special cases which have special value. In all these things the family portrait subjects have practically no interest or value to collectors. Fine Daguerreotypes of desirable subjects may be worth from \$5.00 to \$25.00 and Tintypes and Ambrotypes from 25c to \$5.00, depending on the subject, photographic quality,

MISCELLANY

BOOKMARKS are mostly advertising items and are covered in Section 22. There are also the commercially made and hand-made products which some collectors will want. Very original designs are sometimes found in the souvenir productions as well as hand-mades.

BOOKPLATES (Ex Libris) are seldom seen by card collectors. It is a specialized hobby and values for rare bookplates, like autographs, are often quite high.

PRINTS AND PAINTINGS are outside the card field, unless in miniature form, in which case the value is dependent on subject, origin and date.

PAPER DOLLS made by firms like Tuck and McLaughlin are very desirable. Tucks dolls may be worth several dollars each depending on size and attractiveness. McLaughlins were mostly of a cheaper grade and of low value.

CHILDREN'S BOOKS are outside the scope of this catalog but attention is called to them as they are being collected by a growing group and values rising rapidly. McLaughlin and others also made elaborate toy novelties in which the front moves forward giving an illusion of depth. They also printed many children's books.

SECTION 29

Foreign Cards



Many collectors will also be interested cards from parts of the world other than the Americas and this section is intended to briefly point out what has been noted from these other lands. Card collecting is an international hobby and there are very active groups in many other countries. There are very few places which have not issued cards, but most of them have come from certain areas. Further information about these issues should best be obtained from someone living in the area where the cards were used.

GREAT BRITAIN

Card collecting is an advanced hobby in Great Britain with numerous organizations and considerable literature available. All branches of cards have their following. British cigarettes carried cards from 1888 to 1939 with the exception of five years during World War I. Many of the sets are more available than U. S. issues, especially those issued since 1919. British customarily term all tobacco insert and advertising cards as "cigarette cards" and all other insert and advertising cards as "trade cards". Among the latter are thousands issued with magazines, candy, and some other food and miscellaneous products. There are some early British advertising cards but there does not seem to be the volume in these comparable with U. S. issues, and few have reached this country. British souvenir cards are largely covered with our own issues in the various sections of this catalog. The pricing in British catalogs may be misleading to beginners due to a "comparative value" system plus a rigid standard of perfection in condition. Collectors should acquaint themselves with the customary discounts before buying or exchanging on a catalog basis.

GERMANY

Germany has issued quite a large group of cigarette cards, many of which are noteworthy because of their long sets, often going to several hundred cards. However, many are obtainable in complete sets due to the method of distribution in which only coupons are packed with the cigarettes. A certain number of coupons can be exchanged for a full set. Cards were used extensively as propaganda mediums during the Hitler regime and have been resumed in fair quantity since the war. Most of them are not expensive. Some very fine coffee cards (Kemmerich, Kaffee Hag) have been produced in Germany and an occasional lot turns up in this country.

BELGIUM

Best known Belgian cards are the Liebig issues, which in several languages have been issued in many parts of the world since 1872. This catalog lists only the few sets which have been found in America, mostly in the early years of issue, but thousands of other sets have appeared elsewhere and the firm is still publishing several sets yearly. They are very popular abroad and several catalogs can be had.

EUROPE

Practically every part of Europe has issued cards in some form and quantity. Central Europe (Belgium, France, Germany, Switzerland) have issued immense numbers of trade cards, especially the chocolate firms of Suchard, Caillieur, etc. Only a few cigarette cards are known since tobacco is largely a controlled government monopoly. Many fine tobacco issues have come from the island of Malta, however, and are very desirable cards. Leading firms are Cousis, Colombis, and Scerri.

AFRICA

In Africa, Egypt and the Union of South Africa have large tobacco industries which have issued many fine cards. Over 200 sets have been listed for South Africa, although they are now discontinued. Many are very beautiful, and still fairly easy to obtain.

CHINA, JAPAN, INDIA, SIAM

British and American tobacco companies have issued hundreds of sets especially for these areas. In addition, China firms put out many of their own sets, as did Japan before the government took over. Smaller quantities have originated in India and Siam. Collectors who like foreign correspondents can have tremendous enjoyment collecting cards from these countries, the main difficulty being to find one who can express himself well in English. The cards themselves are of a quaint Oriental nature at once beautiful and intriguing.

AUSTRALIA, NEW ZEALAND

Several firms in these countries, both tobacco and food products, have issued cards and an occasional new set is announced. In Australia the firm of Sniders & Abrahams issued cards for quite a period. These are English speaking areas and there are several dealers and collectors anxious to exchange or deal with Americans. Air mail overcomes much of the distance handicap in corresponding with these countries.

SOUVENIR CARDS

As pointed out in the Souvenir Card sections of this catalog, these cards have been published in almost every corner of the globe. A large collection of Post Cards will contain many from far off places as the mails go everywhere. American possessions should not be overlooked as postcards are known from Hawaii in 1898 and there are many from the Philippines and Alaska.

Playing cards may require a little search to establish the right contacts, but a few of these fascinating foreign decks should be had by all. Values are usually nominal except for items of known early origin.

Numerous oddments and endments in foreign material are continually turning up and collectors can assemble a sizeable lot in a surprisingly short time. Correspondence abroad widens the horizons and adds to international good relations. Difficulties in language and currency are complicating factors but an application of the Golden Rule will iron out matters and make a foreign collection a pleasant addition to one of purely American material.

SECTION 30

Bibliography

Information in this section is intended primarily to acquaint new collectors with the scope of card collecting and enable them to expand their activities and knowledge and get the fullest benefits from their hobby. Data may not be complete, but is based on the latest reliable information at hand. Additions to these listings are constantly appearing, and the names and addresses of officials are changed from time to time. Contact should always be established before anything of value is sent to any address.

MUSEUM COLLECTIONS

Many card collectors "get around" considerably and knowledge of cards on view in public institutions may help them enjoy their trip more fully. Most private collectors also welcome visitors and a few appointments may add still more pleasure to your journeys.

NEW YORK CITY

The Metropolitan Museum of Art is installing the entire collection of J. R. Burdick. Only a small portion is now available and it will be several years before all can be seen. It will include a representative showing of all card types, many of them outstanding in size.

The New York Historical Society houses the Bella Landauer collection of early advertising prints and cards. It is a pioneer collection and one of the best. Also Clipper Ship cards in the Marine Room.

The New York Public Library has the Arents collection of books and manuscripts pertaining to tobacco, including some advertising cards and labels. Also the Goulston Baseball collection, 5 large volumes of Prang cards, and a few cigarette cards in private rooms.

The Museum of the City of New York has early actress cards and material in the Theatre Room. Much other old New York material.

The Seamen's Bank for Savings has the largest collection known of over 700 Clipper Ship cards and much other maritime material.

The Morgan Library—rare antique playing card decks.

NEW ENGLAND

The Boston Public Library has many albums of original Prang proof cards.

The Antiquarian Society, Worcester, has the second largest collection of Clipper Ship cards, including some of the early broadsides. Also Prang proof cards in quantity, many old advertising cards, and books and magazines of all kinds.

Other Clipper Ship collections are at The Bostonian Society, Peabody Museum, Massachusetts Institute of Technology, Harvard Graduate School of Business Administration, H. W. Peabody & Co.

OTHERS

Museums, libraries, and historical societies in every city are apt to have at least a few things in the card field. Inquiry may reveal much more desirable material.

Cincinnati Art Museum has probably the largest collection of old and rare playing cards in the country.

San Francisco Bohemian Club has some choice Clipper Ship cards.

St. Augustine, Fla.—The Lightner Museum includes many cards.

CLUBS AND SOCIETIES

The name of the club secretary is given and further inquiry should be directed to that address.

ALL STATES HOBBY CLUB (National, all hobbies):

Dick Cain, 7300 S. Paxton Ave., Chicago 49, Illinois.

Affiliate Clubs:

Cleveland C. S. A. Stamp & Hobby Club

Miss Mary H. Krakora, 5924 Storer Ave., Cleveland 2, Ohio.

Columbus Postcard Collectors Club

Mrs. Paul Metz, 1492 W. Broad, Columbus, Ohio.

Windy City Post Card Collectors Club

Dick Cain, 7300 Paxton, Chicago 49, Ill.

Hoosier Post Card and Hobby Club, Inc. (Muncie)

M. L. Proctor, 1625 E. Princeton Ave., Muncie, Indiana.

Southern California Postcard Club (Los Angeles)

Mildred Prenatt, 3219 Community Ave., La Crescenta, Calif.

Metropolitan Postcard Club (New York)

Ben Shiffin, 583 Jerome St., Brooklyn 7, N. Y.

Cleveland Post Card Club

Mildred Krakora, 5924 Storer Ave., Cleveland 2, Ohio.

Queen City Hobby Club (Cincinnati)

Mrs. Blanche P. Banks, 3725 Woodland Ave., Cincinnati, Ohio.

American Political Items Collectors

Monroe D. Day, Belmont, N. Y.

The Pasadena Postcard Club

Edw. W. Colbath, 1155 Steuben, Pasadena 5, Calif.

Maryland Hobby Club (Baltimore)

Mrs. Mary Zepp, 6947 Dogwood Road, Baltimore 7, Md.

ALL HOBBIES CLUB (Denver):

Mrs. Gertrude Bedford, 1235 York Ave., Denver, Colo.

AMERICAN CARD COLLECTORS SOCIETY (New York)

Mrs. Edward Menden, 14 East 75th St., New York 21, N. Y.

POST CARD COLLECTORS CLUB OF AMERICA

Bob Hendricks, 2642 Ellendale Place, Los Angeles 7, Calif.

POST CARD ENTHUSIASTS

Orville C. Walden, 1966 Broadway, New York 23, N. Y.

PLAYING CARD COLLECTORS ASSN.

Mrs. Walter Boeyer, 3873 No. 37th St., Milwaukee 16, Wisc.

VALENTINE COLLECTORS OF AMERICA

Miss Thelma Schwab, 1107 North Main St., Newark, N. Y.

RATHKAMP MATCHCOVER SOCIETY

Horace Rush, 7102 Foster St., Benning Sta., Washington 4, D. C.

INTERNATIONAL CIGAR BAND SOCIETY

Tom Lamberson, Box 1, Friends Station, Richmond, Indiana.

Data is not available on many other local clubs such as the Bay State (Boston)

Post Card Club, the Wilmington (Delaware) Post Card Club, etc.

ABROAD

The Cartophilic Society of Great Britain, Ltd.

E. F. Pressey, Clewin, Maidenhead Road, Windsor, Berks, England.

The Cameric Cigarette Card Club

G. Goodbody, 14, Downs Valley Road, Woodingdean, Brighton, England.

MAGAZINES

Hobby magazines are continually starting up to last for varying periods of time. The following is a representative group which are believed to be in active publication. There may be others of equal merit. Inquiry should be made at the addresses given.

Card Collectors Bulletin (all card types)

Charles R. Bray, East Bangor, Penna.

American Card Collector (organ of the Society)

Post Card Collectors Magazine (organ of the Club)

Post Card Enthusiast (organ of the Club)

Windy City Bulletin (organ of the Club)

- Paramount Collector-Hobbyist** (organ of All States)
Paramount Distributors, Box 864, Denver 1, Colo.
- Rainbow Hobby News**
Bart Piccarella, 13 Evergreen Ave., New Hyde Park, N. Y.
- Hobbies Magazine**, 1006 S. Michigan Ave., Chicago 5, Ill.
- Yankee Enterprise**, Tom Moore, Penacook, N. H.
- Spinning Wheel**, Taneytown, Md.
- Cartophilic World** (organ of the Society)
- Cameric News and Notes** (organ of the Club)
- Liebig Echo** (in French) by Liebig Co., Belgium
- Canadian Hobby-Craft**, 22 Woodlawn Ave. East, Toronto 5, Ont., Canada
- The Hobbyist**, 18 York St., Plymouth, England
- Sports Exchange**, Box 2497, W.S. Sta., Youngstown 9, Ohio
- Cigarette Card News** (organ of London Cigarette Card Co.)

CATALOGS

English catalogs have been published by Matthews, Keeves, and several dealers. Most of them are out of print although some dealers have current editions available.

American Card Catalog

All American card types. Early editions out of print. A few 1946 editions still available.

London Standard Catalog

Part I (Catalog & Handbook) British issues 1888-1919 on sale.
Part II British issues 1919-1940 on press.
Copies of 1940 edition still available. London Cigarette Card Co.

Cartophilic Reference Books

Twenty volumes have been published by the Cartophilic Society covering the output of several issuers of cigarette cards, and other information.

Liebig Catalogs

Six different catalogs have been published in German, French and Italian languages and several shorter listings have been made.

BOOKS

Further inquiry about books should be made at a library or bookstore.

- Book of Checklists** (U. S. Tobacco cards), Charles R. Bray, 72 pages
- Handbook For Post Card Collectors**, Beckley-Duke, 48 pages
- History of Valentines**, William M. Janse, 36 pages, 1950.
- History of Valentines**, Ruth Webb Lee, just published
- Compliments of the Season**, Ettlinger & Holloway, London (Greetings)
- Plug Tobacco and Fine Art**, Barton (caddy labels), 24 pages
- Sailing Ship Cards** (3 vols.), State St. Trust Co.
- Clipper Ship Sailing Cards**, Forbes, 66 pages
- A History of Playing Cards**, Hargraves
- Facts and Speculations on Playing Cards**, Chatto
- The History of Playing Cards**, Taylor
- The Devil's Picture Book**, Van Rensselear (Playing Cards)
- Playing Cards, Their History and Secrets**, Benhams, Gurney
- Cigarette Cards and How to Collect Them**, Evans, 1937 (England)
- Cigarette Card Collectors Handbook and Guide**, Bason (1938) England
- Cigarette Cards—An Outline**, Gurd 1942, England
- Cigarette Card Cavalcade**, Cruse 1948, England
- The Romance of Greeting Cards**, Chase 1926.
- Match Box Labels of the World**, Cruse 1946

SECTION 31

Appendix

1—A&G No. 2 AMERICAN INDIAN CHIEFS. Correct designs show: White Swan, bareheaded with a single upright feather. Agate Arrow Point, with a headdress of

long wavy hair. Chief Gall, with a full size feather headdress. British, with fur cap with one feather. Value of error name cards 50c.

2—A&G No. 9 FLAGS OF NATIONS 1st. There are 10 major varieties to the standard set of 48 as shown on backlists. Austria, Belgium, France, Holland, Italy, and Japan come with both a plain and a fancy decorated background. Papal States is also named Pontifical States. Royal Standard of Great Britain with sun in yellow or gold. Extra titles: Korea and Roumania. An occasional plain back card is found. Values as normal except: Belgium fancy \$1.00, Korea 50c, Roumania \$5.00.

3—A&G No. 11 FLAGS OF STATES. Ten different colorings of the name panel (ribbon) bring the total varieties to 100. Mass. flag in blue or white. All values normal. See Book of Checklists for full listing.

4—A&G No. 45 PHOTO ACTRESSES. May be divided into 7 types: 1—ordinary Virginia Brights. 2—brand name in top corner. 3—with brown frame. 4—four small photos per card. 5—larger 1 3/4 x 3 size. 6—for Dixie cigarettes. 7—with back inscription. A few in most types are found without actress name.

5—DUKE No. 71 ACTORS AND ACTRESSES. Several Series 1 pictures are known with Series 2 backs in error: Theo, Pauline Hall, Frank Wilson, Salvini, Isabelle Eveson, Josie Hall, Grace Henderson, Agnes Miller, Louis James. Value 50c. Series 2 shows three names which are known only with Series 1 backs (Ada Rehan, John Drew, Virginia Dreher). Values normal.

6—DUKE No. 145 PHOTO ACTRESSES. May be divided into 8 main types:

- 1—Cross Cut. Brand, title and number in the design.
- 2—Cross Cut. Brand in design. Title and number at bottom.
- 3—Cross Cut. Brand, title and number at bottom.
- 4—Cameo. Brand in design. Title and number at bottom.
- 5—Cameo. Brand, title, and number at bottom.
- 6—Dukes. Brand in design. Title and number at bottom.
- 7—Dukes. Brand, title and number at bottom.
- 8—Dukes. Title and number at bottom. Back inscription.

7—KINNEY No. 224 MILITARY SERIES. See complete checklist and set groupings in Book of Checklists, page 12. Special values:

- Types J&K (N.G.S.N.Y., England, Foreign 1853) value 30c. Cards No. 167, 181, 189, 197, 198, 201, 326, 327, \$2.00.
- Type E in a) or b) white bkgd. and card No. 7 white bkgd., \$2.50.
- State Seals in gray bkgd. with or without blue edge, \$2.00.
- Medals No. 605, 606, 607, 608, 609, any background, \$2.00.
- Vaticans with gold bkgd., \$5.00; with white bkgd., \$10.00.

8—HALL No. 342 ACTRESSES. 1—small squares in upper corners (with two variations. 2—as No. 1 but black bkgd. within oval. 3—fancy triangular corners attached to oval. Come a) gold bkgd. and tan frame; b) gold bkgd. and gray frame; c) shaded blue-tan bkgd; d) black bkgd. within oval. 4—sun rays around oval. 5—tiled wall around oval. Older issues (1 and 2) come in varying shades.

9—BASEBALL T205. Value 25c for cards numbered in Checklist: 20, 26, 68, 72, 75, 77, 89, 102, 109, 141, 153, 184, 189, 196.

10—BASEBALL T206. Value 25c for cards No. 4, 208, 242. 50c for cards No. 168, 172, 347a. \$1.00 for cards No. 104, 148, 383. \$10.00 for Plank No. 143. \$50.00 for Wagner No. 368.

11—BASEBALL T207. Value \$1.00 for Loudermilk No. 194.

12—ADVERTISING BOOKLETS. This list of Advertising Booklets and folders is intended only to give an idea of what exists in these items, and their general values. No listing of this sort will ever be quite complete. These are not catalogs of a firm's products but small booklets of humor, amusement and general information. They are listed only roughly by products. If rearranged, according to the grouping system, many would be classed as Views, and Children's types.

TOBACCO

Goodwin—Boxing made easy	.50	Oliver & Robinson—Powhatan (8 card)	1.00
Kinney—Washington Inaugural 1889	2.00	Oliver & Robinson—National Band (ways and means) fold.	2.00
Lorillard—Puffs of Wisdom	.40	Jackson's Best—Adolphus Slim Jim	1.00
Kimball—Light on the Subject	1.00	Jackson's Best—Chronicle of Gruff & Pompey	1.00
Marburg—Give us a lift (8 cards)	1.50	Jackson's Best—Nigger & the Mule fold.	1.00
Days Durham—Two pairs of happy twins	2.00	Honest Scrap—Cat & bobtail pup	.50
Newsboy—The Newsboy's Victory	.75	Liggett & Myers—Political Info	.40
Blackwell's—Durham Whiffs 7 x 10	2.00	El Falcon cigars—6-part fan	.75
Blackwell's—Big Smoker Legend	1.00	Helme Snuff—Winning Dinah	1.00
Blackwell's—Mishaps of Alphonzo Brown	.50	Helme Snuff—Erebus and the Princess	2.00
Blackwell's Augustus folder	1.00	Savarona Cigars—Scenes in Sav. Land	.30
Blackwell's—Another Fatima	1.00		
Finzer—Information for the people	1.00		

FOODS

Alpine Foods (cow) diecut	.10	Gold Medal—Comic Fables	.25
Babbitt—Beauties of Art	.30	Guldens Illustrated List	.15
Babbitt—Beauties of Nature	.30	Hanson's Lab—Butter & cheese making	.15
Bell Seasoning—4 seasons folder	.20	Hires—Jingle Jokes	.10
Bensdorps—Around the World	.25	Hires—Legend of Golden Chair	.20
Beefmalt Co. booklet	.10	Hires—Merry Rhymes	.15
Bordens—Story of an Eagle	.50	Hires—Owl in Tree	.15
Banner Baking Tracings	.15	Heckers—Medals of Honor	.75
Burnetts Floral Handbooks	.15	Heckers—Household Recipes	.10
Boston Baked Beans (6 views)	.50	Helvetia Milk—Highland folder	.25
Bours Coffee—Tracing Book	.10	Huyler's—Engagement Book	.10
Bear Coffee—Drawing Book	.10	Heinz—Atlantic Pier	.10
Cowdrey Deviled Hams	.10	Jello—The Bride	.10
Cudahy "Rex" Pig folder	.20	Kenny Coffee—Little Betty Blue	.20
Carnicks Foods—Baby is King	.25	Kingford's—Col. Exposition	.25
Carnicks Foods—Our Baby's Years	.25	Keen's Mustard—Tiny Tots ABC (Tucks)	.25
Church & Dwight—The Twin Farms	.10	Johnson's Fluid Beef	.10
Church & Dwight—Loaf or box fold. (8)	.20	Liebig Cook Book	.10
Calumet—Dolly Cook Book	.40	Lenk Wine Co.—Barrel souvenir	.25
Colman's Mustard—Parlor Magic	.20	Lactated Food folder	.20
Chilvern Cheese (cottages) b&w	.25	McLaughlin's Coffee—The Skirt Dance	.20
Calif. Syrup Figs—Col. Expo.	.10	Maillard's Cocoa—How to prepare	.10
Club Macaroni Tracings	.20	Miller Oysters—Ages of Man	.50
Century Whiskey	.10	Mallory Oysters folder (C&R)	.50
Cook's Wines (with postcard)	.25	McMenamin Deviled Crabs	.20
Coca-Cola—Know your warplanes	.15	Muzzy's—Housekeeper's Guide	.10
Chase & Sanborn—Abraham Lincoln	1.00	Magic Yeast—Happy Hours	.10
Chase & Sanborn—After Dinner Tricks and Puzzles	.20	Minute Tapioca—Historical	.40
Chase & Sanborn—Butterflies of America	.20	Moerlin's Beer—Eat, Drink & Be Merry	1.00
Chase & Sanborn—Epochs U. S. History	.25	Natural Yeast Recipes	.10
Chase & Sanborn—History of our American flag	.40	Nestles Food folder	.20
Chase & Sanborn—History of the American flag	.15	New England Mince Meat Pie	1.00
Chase & Sanborn—North American Birds	.30	Non Such Mince Meat—Little Rhymes	.25
Chase & Sanborn—North Amer. Animals	.50	Old Grist Mill Dog Bread—Pug Family	.20
Chase & Sanborn—Seals & Arms of U.S.	.25	Pabst—An Invitation	.50
Chase & Sanborn—The Oracle (Fortune Telling)	.25	Partner Brewing—Our Navy	.50
Chase & Sanborn—Drawing Book	.25	Pleasant Valley Wines—Views	.40
Chase & Sanborn—Plantation scenes b&w	.40	Post Toasties—Tale of Toastie Elfin	.25
Chase & Sanborn—Coffee Dainties, cup shape	.15	Pepsi-Cola—Hall of Fame	1.00
Davis—Life of Aunt Jemima	.50	Purina—Days of the week 3 x 12	.25
Electric Lustre—The Children's March	.25	Rexwheat—A grain of Truth	.10
Eskeys—Youth to old age, 6 fold	.25	Quaker Oats—Puzzle Pictures	.25
Excelsior—5 part folder	.15	Quaker Oats—Nursery Rhymes	.50
Evans Ale—World's Fair	.20	Quaker Oats—Frolie Circus	.75
Fleischmanns—Teddy Bear School	.40	Quaker Oats—Frolie calendar 1901	2.00
Fleischmanns—Home Amusements	.10	Sea Foam—Humpty Dumpty	.30
Fleischmanns—Facts and Fancies	.25	Sancuta Coffee—Tiny Tots Drawing	.10
Fleischmanns—Tracing Book	.10	Scully's Coffee—Baby's Book	.25
Faultless Starch—Library Booklet	.15	Rosebud Coffee—The Storm Witches	.25
Fairbanks Cofelene (2)	.20	Tetley Tea—Reading tea leaves	.25
Fowler Bros. Crown folder	.20	Van Houten's—Col. Exposition	.25
Fidelity Hams—Pig doll	.40	White Rock—Alderman Kelly	.10
Gold Seal Champagne—Toasts	.25	Wyandotte Soda—Mother Goose	.40
Great Bear Spring Water—Legends	.10	Walter Baker Choice Recipes	.25
Gortons—A Character in Oils	.20	Walter Baker—An Account	.10
Good Morning Breakfast Food	.15	Watson Red Spruce Gum—Tracings	.15
		Force—Sunny Jim	.25
		Lion Coffee—An Autumnal Odyl	.50
		N.C.R.A.—From tree to cup	.10
		Young's Bakery—White Fawn Drawing	.10

CLOTHING

Demarest Fashion Booklets	.25	Sawyer & Co. style catalog	.20
Glove Fitting corset, diecut	.20	Stroedel Bros.—Union Clothing booklet	.50
Globe Buffer insoles folder	.50	Shepherd, Norwell—Holiday folder 1881	1.00
Hudson Picture Book	.20	Warner Bros.—Coraline Corsets, b&w	.20
Hamilton Shoes—Tabby's Joke	.40	Warner Bros.—Tale of Coraline	.30
Ivan Frank—Buster Brown	.10	Worcester Corsets—Royal WCC	.40
Little Bo Peep—locals	.10	Worcester Corsets—History and Mystery	.30
Munsingwear—Cupid folder	.25	Worcester Corsets—Modeled to fit	.30
Munsingwear—Paper dolls folder	.50	Widow Jones—Clothing booklet	.25
Rogers, Peet—Art Classics	.40	Weston Socks, b&w	.25
Rogers, Peet—At the sign of the Dial	.50	Rusztis Furs—Pan-Amer. fur animals	.50

PERSONAL ACCESSORIES

Soaps and perfumes:		Hood's—Handsome is	.10
Babbitt Etching booklet	.15	Hood's—Flags of all Nations	.10
Borax—The Magic Crystal	.10	Hood's—Painting book	.40
Buttermilk Soap—Sing a song folder	.20	Hanford—ABC Jingles	.50
Colgate's—Hush-A-Bye Baby	.50	Harsfords—Robinson Crusoe	.25
Colgate's—One foot up	.20	Indian Oil—Almost a life	.25
Dreydoppel Soap—Light & Shade	.40	Jaynes—Jungle folders	.40
Fairbanks Soap—Fairy Tales	.50	Kennedy—Children's prayer	.05
Grandpa's Wonder Soap	.10	Log Cabin Sarsaparilla	.10
Hop Toilet—Auntie Priscilla's Xmas	.20	Merchant's Gargling Songster	.25
Jones—A prejudiced woman	.40	Liquid Peptonoids—Dickens Doctors	1.00
Miller's Soap—Washing world over	.15	Kohler—Wit and humor	.05
Larkin—Can we break the crust?	.15	Maltine—John, a pastoral poem	.15
Larkin—The fond papa folder	.20	Manhattan Med.—Noble thoughts	.05
Larkin—The fond father folder	.30	Malena—Jack the Giant Killer	.25
Larkin—Owls (Admiration) folder	.30	Malena—Many strange fish	.25
Packer's Soap—Knapp cure, turnover	.25	Malena—Farm friends	.20
Sapolio—Alphabet book, b&w	1.00	Malena—Pets	.20
Sapolio—Excelsior	.50	Oswego Bitters—Witch Woman's Revenge	.50
Sapolio—An easy task	.25	Pond's Extract—Mother Goose	.40
Sapolio—Forever	.25	Pond's—Fancies	.25
Sapolio—A Turkish Tale	.50	Piso's—The World Over	.25
Sapolio—Olupas Esu	1.00	Piso's—Hail, Columbia	.10
Sapolio—Proverbial Philosophy	.30	Dr. Pierce booklets	.05
Sapolio—Gemini folder	.20	Perry Davis—A household remedy	.20
Sapolio—Bright Faces folder	.20	Perry Davis—The Invisible Knight	.25
Sapolio—Pinafore	.25	Perry Davis—Our New Navy	.25
Star Soap—Old Mother Hubbard	1.00	Perry Davis—Prize animals and records	.30
Star Soap—Star Nursery Rhymes	1.00	Pabst Tonic—Secrets	.10
Velvet—Ideal forms and faces	.10	Plantation Bitters—Morning, Noon	.15
Walker's Soap—Old Mother Hubbard	1.00	Pierce's Salve—Ladies' notebook	.10
Domine Compacts—What is your color?	.15	Rush's Almanac	.25
Florida Water—Origin of Flowers	.25	SSS—A Georgia possum	.20
Floreston Cologne—Screen	.15	St. Albans—Puzzles and games	.20
Imperial Perfumes—Shadowgraphs	.10	Shaker Syrup—Life among shakers	.05
Mennen's—Powder and its uses	.10	Shaker Syrup—The donkey puzzle	.05
Sozodont—Fairy's Gift folder	.40	Tarrant—The day of an infant	.25
Medicines:		Tyruna Chem.—Old Maid's prayer	.05
Antikamnia—Decal album folder	.25	Wheat Bitters—A drama	.10
Athlaphorus—No more rheumatism	.05	Wistar's Balsam—Song of lonesome lung	.30
Austen's Swa-geh—Secrets of Oswego	.25	Warner's Artists album	.20
Ayer's American Almanacs	.20	Wright's—Key to health	.05
Acker's—Our English Friend	.10	Dr. Mile's booklets	.05
Bassett's Nature Herb Songster	.20	Dr. Wiggins' almanacs	.15
Beecham's Pills Photo-folios (24)	.50	Arlington Chem.—Life in Arctic	1.00
Barker's Almanacs	.10	Marshall's Cubeb Almanacs	.10
Boschee's Syrup view folder	.15	Clark's O.N.T.—The Bad Boy	.20
Bromo Seltzer—Exper. with X-rays	.10	Clark's O.N.T.—Teasing Tom and Naughty Ned	.50
Billing's Clapp Drawing Book	.10	Miscellaneous:	
Brown's 7 Barks almanac	.10	Clark's O.N.T.—Little Bo Peep	.25
Buckingham's—Language of the Hair	.15	Clark's O.N.T.—Rhyme and Reason	.50
Dr. Bull's—Story of Esquire Brown	.10	Clark's O.N.T.—Grandmother's Story	.25
Capsine—Instructions for the doctor	.10	Clark's O.N.T.—The Hunters Three	.40
Carter's Liver Pil's—Happy Days	.15	Clark's O.N.T.—Rock-a-Bye Baby	.50
Dickinson—Choice Quotations	.05	Clark's O.N.T.—Jolly Miller's Wife	.25
Dyer's Little Blue Book	.10	Clark's O.N.T.—Bye a Baby Bunting	.50
Emerson—True Story of Trilby	.05	Hamilton Watch—General information	.15
Great Shoshonees—Laugh and grow fat	.05	Ingersoll—A Monkey Tale	.20
Harter's—Valuable information	.15	Waterbury Watch—Watch Words	.25
Henry's Household Companion	.10	Waterbury Watch—Boy's own book	.15
Hunt's Remedies—ABC of Society	.25	Waterbury Watch—Time (records)	.25
Herb Medicine—Columbian Expo.	.50	Waterbury Watch—Round the world	.25
Hood's—Wit and Humor	.10	Waterbury Watch—Round and round	.30
Hood's—Our Spring Song	.10	Waterbury Watch—Tick, tick, tick	.50
Hood's—Parlor Games	.20	Waterbury Watch—Ali Baba and Forty Thieves	.30
Hood's—Home made candies	.10	Diamond Dye—Cousin John's Wife	.10
Hood's—Pansy	.05	Diamond Dye—Some little tots	.10
Hood's—Political Points	.10	Dylene leaflets	.10
Hood's—The Water Mill	.05	Kirk's Soap Bubbles No. 1	.25
Hood's—The Animal Trainer	.20		
Hood's—My Mother-in-law	.10		

HOME FURNISHINGS

Andes Stoves—Geographical Nuts	.40	Granite Ironware cook book	.20
Andrew's Furniture (desk shape)	.40	Garland Ranges—So Different	.20
Bissell's—They've given it up	.05	Packard Organs—Four folder	.25
Brooklyn Furniture—Soloman Sharpe	1.00	Rising Sun Polish—Wonderful fishes	1.00
Brainard—Sounds from St. John	.10	Rising Sun Polish—Wonderful animals of the deep	1.00
Celluloid Starch—Shadowgraphs	.15	Rising Sun Polish—Wonderful shell fishes	1.00
Carpenter Organs—Warships	.40	Rising Sun Polish—Birds of wonderful habits	1.00
Cox Stoves—Novelty war primer	.50	Rising Sun Polish—Wonders of the vegetable world	1.00
Chase Pianos—Columbian Exch.	.30	Standard Sewing—Nation's Pride	.15
Davis Sewing—Children's poems	.40	Singer Sewing—Columbian Exch.	.15
Domestic Sewing—The star that leads	.50	Singer Sewing—La. Purchase Exh.	1.00
Domestic Sewing—Filomena	.20	Singer Sewing—History 1800-1900	.50
Emerson Pianos—Miss Bet and Miss Sue	.20		
Everett Pianos—Cut puzzle	.20		
Eclipse Mattress folder	.20		
Farrand & Votex—National songs	.10		

FARM AND BUSINESS

Buckeye Products—4 card, 2 1/2 sq.	.20	National Lead—Paint colors	.10
Champion Mowers—Map of Chicago	1.00	New Model Threshing—Period girls	1.00
Clark Guanos—Floas Almanack	.10	Oliver Plow—Women's Rights	.50
Chase—3 horsehead blankets	.50	Oliver Plow—An Arkansas Mule	.40
Champion Steel—Age of Steel	1.00	Osborne—Perhaps (political)	.10
Deere & Co.—Little Tee Wee	.15	Peerless Reaper—Souvenir views	.40
Deere & Co.—Pocket Companion	.20	Pace—History of Fencing	.25
Deering Co.—Cross-shaped folder	1.00	Peter's Cartridge—Pioneers	.25
Deering Co.—Folder (girls)	.20	Royster Guano—Maps of Jamestown	.40
Dan Patch Feeds—Movie flip book	1.00	Royal Mowers—Cross folder (Krebs)	1.00
5/A Horse Blankets—About horses	.25	Star Wind Engines—Sq. folder	.50
Heath & Milligan Tracings	.10	Thomas Mfg. Lawn Mowers—Sq. folder	.50
Lucas Paints—American Homes folder	.20	UMC Cartridges—Quail shooting	.50
McCormick's—Calendar and memo	.15	W. A. Wood—Strong points, round	.25

SERVICES

Prudential Ins.—Rock of Gibraltar	.10	N. Y. Life—Our Presidents	1.00
Prudential Ins.—All the world at the fair	.10	N. Y. Life—Columbian Exh.	.25
Prudential Ins.—Hudson-Fulton booklet	.25	Travelers Ins.—Rhymes of the Rail	.25
Prudential Ins.—The tiger, Lieutenant, etc.	.15	Equitable Life—Col. Exh.	.10
Prudential Ins.—Around the world with ships	.25	Rio Grande Ry.—The Promised Land	.20
Metropolitan Ins.—Industrial bk'ts.	.05	Michigan Central Ry.—Niagara Falls	.20
Metropolitan Ins.—The Wisest King	.10	Hudson RR. Day Line—H-F Exposition	1.00
Metropolitan Ins.—Practical Points	.10	Scientific American Handbooks	.10
Mutual Ins.—Lives of Presidents	.25	Bell Tel.—Rivers of N. Y. State	.10
Home Ins.—Home Picture Book	.30	Scott—Dollars of the world	.10
Met. Life Ins.—Met. Mother Goose	.40	Pacific Bank—Gallery of Presidents	.50
John Hancock—Lives of Presidents	.25	Everard's Turkish Baths—Views	.50
John Hancock—State seals and histories	.25	Lewando's Cleansing—Useful info.	.05
Phoenix Ins.—Picture book	.05	Penna. RR.—Popular stories (15)	.25

13—METAMORPHIC AND MECHANICAL ADVERTISING CARDS. The value of these cards averages a little more than ordinary cards because so many are found damaged. The original output of most of them was probably small due to cost. It should not be assumed that any unlisted items are much scarcer than any shown, since many of the latter are known in but a single specimen. Most of the cards appeared before 1885 with a few down to recent times. Included are a few in which a door or shutter opens, which may not be pure metamorphics. Locals may be used by various types of stores and are listed where most commonly found. The standard metamorphic measures about 3 1/4 by 3 1/2 folded with the folded part covering about one-half of the card. Mechanical cards show a star following the number. Arrangement follows the grouping plan of Section 19. Some specialized collections of M&M cards have been formed but for general collecting it is preferable not to separate them from the others of their groups.

TOBACCO ISSUES

HM1—Duke—The Discomfited Drummers (3 men) Duke of Durham	.20
HM2—Duke—Crying Twins, "Heavens", Duke of Durham	.20
HM3—Duke—Butler-Washington-Bismarck, side folds, cut, 2 1/4 x 3	.50
HM4—*Duke—Turk's head in pipe bowl, pull-out	1.00
HM5—*Goodwin—Pictures in Smoke, revolving disc back	1.00
HM6—Goodwin—An Interesting Interview (umbrella) irregular, 3 3/4 x 4 1/2	.50
HM7—Blackwell's Durham—Tilden and Grant as candidates	.20
HM8—Blackwell's Durham—The Dissatisfied Model (artist and bull) side folds 3 1/4 x 5	2.00
HM9—Dime Durham—This Stupid Boy (2 men and boy)	.40
HM10—Dime Durham—Family Strife, "Inveterate Smokers", side fold	.40
HM11—Stuart, Chapin Co.—Chief Justice (couple) "There was a Lad"	.30
HM12—Stuart, Chapin Co.—Combination (Scotchman) "O Young Lochinvar"	.30
HM13—Stuart, Chapin Co.—Board of Trade (bear and bull), Anderson	.25
HM14—Allen's Jewel—A Sure Defence, 3 x 3 3/4	.20
HM15—Allen's Jewel—Irishman, Chinaman, etc. "Bedad", side fold, cut, sm.	.40
HM16—Jackson's Best—A Melancholy Pair (2 men) both mustached	.20
HM17—Jackson's Best—A Happy Pair (similar No. 16) "Though Melancholy Once"	.20
HM18—Wilson & McCallay—Happy Thought, "The Effects of Using"	.40
HM19—Cotterill Fenner & Co.—Good Luck (horseshoe) "There was an old."	.40
HM20—Weissinger & Bate—Hold Fast (thief and cop) side fold, 3 1/4 x 3 1/2	.50
HM21—E. H. Pogue—A Legend of Sitting Bull (3 Indians)	.30
HM22—D. H. McAlpin & Co.—Virgin Leaf (woman) "There was an old virgin"	.30
HM23—Piper Heidseich—(child) "I want it", fold top and bottom	.75

HM24—Bagley's Mayflower Tob. (Puritan) 2 1/2 x 3, "There was a man"	.30
HM25—Globe, Walker, McGraw Co. (ten men) top fold	1.00
6 designs, 1 1/2 x 2 3/4. a) Hard-a-Port Cut Plug. b) Senator Cigars	.20
HM26—Italian and Monkey	HM29—Man, port, derby, top & cane
HM27—Man, portrait, bald & top hat	HM30—Man's face, with & no patch
HM28—Man, full, derby & top hat	HM31—Girl & old lady portrait
HM32—*El Fausto Cigar—Expressman, revolving disc back	.30
HM33—*El Fausto Cigar—Man in red cap, revolving disc back	.30
HM34—*Las Palmas Cigars—General & bather, projection 2 1/2 x 3 3/4	.30
HM35—*Las Palmas Cigars—Man climbing fence, as No. 34	.30
HM36—*Las Palmas Cigars—Man looking out window, as No. 34	.30
HM37—*Las Palmas Cigars—Man bows to General on horse, as No. 34	.30
HM38—*General Arthur Cigar—Girl "Go spread yourself," 2 1/4 x 4	1.00
HM39—*General Arthur Cigar—Kicking girl, 4 men, 1 1/2 x 3 1/2	.75
HM40—*Nate Goodwin Cigar—Seated girl, 2 x 4	.75
HM41—*Richard P. Bland Cigar—2 kicking girls, 3 men, 3 x 5	1.00
HM42—*Kicking Girl, 2 1/4 x 6. a) Racky Ford cigar. b) Napoleon, etc. cigar	.50
HM43—*Millor's Cigar—Negro, chick and worm, pull-out	1.00
HM44—*Ontio Bouquet Cigar—Woman, man under bed, pull-out	1.00
HM45—Banquet Hall Cigar—Man with fan and coat, irregular	.50
HM46—Simon Pure Cigar—Girl in bath, 3 x 4 1/4	.40
HM47—Jackson Square Cigar—Girl in window, open sides	.40
HM48—*Baseball Score Counter (glove shape), 7-20-4 cigars	.50
HM49—*All Around Cigarettes—Girl, moving leg, 3 x 5 1/2	.50
HM50—Egyptian King Cigarettes—2 men and umbrella, 3 3/4 x 4 1/2	.50
HM51—Admiral Cigarettes—Girl in blue cape, large irregular	2.00
HM52—Railroad Mills Snuff—Woman, "Not up to snuff"	.40
HM53—*Hemmeter Cigar—(Pull my leg), girl pull-out	.75
HM54—McAlpins Virgin Leaf—(Man, "Did I forget?") 6 x 10	2.00
HM55—Red Light Tobacco—(Who's monkeying with—), side folds	1.00

FOODS AND BEVERAGES

HM100—*Liebig Co.—Cowboys and cattle, projection 3 1/2 x 4 1/2	2.00
HM101—*Fairbanks Cottolene—Movie, disc back	.50
HM102—*Weisel & Co.—Sausages, Grinder, disc back	1.00
HM103—*Swans Down Fish Balls—Puzzle rings	.25
HM104—White House Coffee (White House)—side folds	.20
HM105—D. D. Mallory Co.—Diamond Brand Oysters, "Ah Here"	.50
HM106—Washburn, Crosby Co.—Gold Medal Flour—Dutch windmill, 4 x 6 1/4	.30
HM107—*Wonder Bread—Army & Navy Insignia, revolving back, 1942	.25
HM108—*Walking Girl—(bread, ice cream locals) a) 4 1/4 high. b) 6" high, 1922	.20
HM109—Ralston Cereals—watch him grow (boy), 3 x 4 3/4, 1910	.40
HM110—*Puritan Flour—(Girl's head) "Goody" pull-out, 1910	.40
HM111—Hornsby's Oats—(Girl in box) 1 1/2 x 4 1/2	.25
HM112—Quaker Rolled Oats—(box) A Family Affair	.20
HM113—Lily Corn Starch—"Poor Mrs. Brown", Ottumwa Starch	.30
HM114—Metcalfe's Vanilla—Meta. booklet	1.00
HM115—*Baker's Cocoa—Table set up on can, 6 1/2 x 8	.25
HM116—Kellogg Funny Jungleland 1909—Cut booklet	1.00
HM117—Ideal Mills—(Over the garden wall)	.25
HM118—Church & Co.—(10 monkeys) Arm & Hammer, side folds	.50
HM119—Church & Co.—(Big cake) "Now den pussy," fold sides	.50
HM120—*Snider's Soup—(Man) diecut pull-out	.25
HM121—*Snider's Catsup, similar No. 120	.25
HM122—*Heinz—(Girl serving), pull-out. a) tomato soup; b) baked beans	.75
HM123—Noix de Coco—"What Senator Jones said," man and woman	.20
HM124—Fruit of the Forest chewing gum—(Crying boy), b&w	.25
HM125—*Kis-Me Gum—(Instantaneous Photography), pull-out	.20
HM126—*Harper Whiskey—"Pull off my gown," pull-out	1.00
HM127—*Oriental Brewing—"Don't blow me off," pull-out	.30
HM128—*Sunnybrook Whiskey—Bottle pull-out (plastic)	.25

HM129—Couple drinking on veranda, side folds, locals	.50
HM130—Girl in tub—waitress and bottles (locals), 3 1/2 x 6 1/4	.50
HM131—Chase & Sanborn—(Negro) "My missus says," 3 x 5	.20
HM132—Chase & Sanborn—(Tall man) "Bulletin," 3 x 5	.20
HM133—*Van Houten's Cocoa—Woman, 2 boys at table, diecut 3 1/2 x 4	1.00
HM134—Van Houten's Cocoa—Woman drinking "Imitation," 3 x 4	.25
HM135—Van Houten's Cocoa—Man drinking, as No. 134	.25
HM136—Van Houten's Cocoa—Dutch girl in cape, diecut 3 x 6	.50
HM137—*Van Houten's Cocoa—Breakfast table setup, 2 x 4	1.50
HM138—*Lion Coffee—(Package, lion at top), diecut 3 x 5 1/2	.25
HM139—Coca-Cola—Perpetual counter, 6 wheel	.10

CLOTHING AND SHOES

HM200—Globe Shirt, Collar and Cuff—"How true love," an Idyl	.20
HM201—Globe Shirt—"How Jones became the happiest man"	.25
HM202—Mother's Friend—Shirt waist (mother and son)	.30
HM203—Sweet Orr Overalls—The Longshoreman	.20
HM204—Celluloid Collar—(Couple) "No washing come home"	.25
HM205—Celluloid Collar—(Chinaman) "Plenty dirtee shirtee"	.25
HM206—The Tramp—Men's suits—cane under arm (locals)	.20
HM207—The Tramp—Cane at side (locals)	.20
HM208—Men's Suits—"The way Jones came," small b&w, locals	.25
HM209—Men's Suits—"There were two men" (Donaldson) b&w, locals	.40
HM210—Boys' Suits—"What makes these children" (Donaldson)	.40
HM211—Cooley's Globe Corset—Dressing for the ball	.20
HM212—Cooley's Cork Corset—"How uncomfortable I feel"	.25
HM213—Dr. Schilling's Corset—(boy and bird), Wear the original	.50
HM214—Gage—Downs Corset—(couple and whale), top fold	.20
HM215—Adjustable Duplex Corset—Mrs. Brown's perfect figure, side fold	.25
HM216—Canfield Dress Shield—(Woman), irregular diecut	.50
HM217—*S. H. & M. Skirt Binding—(Woman, moving arm)	.30
HM218—Women's Dresses (An Easter Parade), locals, 1906	.50
HM219—Boys' Clothing (Guggenheimer) locals, top fold	.25
HM220—Solar Tip Shoes—(3 children) Three little kids	.40
HM221—Solar Tip Shoes—(2 children) Don't ask me to dance	.25
HM222—Solar Tip Shoes—(Mother and son) Little Charlie's Advice	1.00
HM223—Candee's Boot & Shoes—Portraits, side folds, cut, 2 1/2 x 3 3/4	.50
HM224—Candee Rubbers—"The World Knows," irregular diecut	1.00
HM225—Lambertville Rubber-Snag Proof Boots—Brownie's setup	.30
HM226—Shoes—(Man, woman, boy) But to our store they came, b&w, locals	.20
HM227—Old Lady in Shoe (and children) shoe shape	.30
a) 11-in. long blue. b) 15-in. long in black.	
HM228—Man or woman—(Merchants Pub. Co.), Can you do it?, locals, b&w	.50
HM229—Attix & Co.—(Beatty) Hats & Furs, fold sides, cut, 2 x 3	.20
HM230—Ladies Bath House (steamer, girls inside) locals	.25
a) Crescent on roof; b) No crescent; c) No roof	
HM231—Ladies Bath House—(No steamer, empty), locals	.30
HM232—Two girls in bedroom, green shutters, sides, locals	.10
HM233—A Christmas Box—(Where's Santa Claus?), box shape, locals	1.00
HM234—Foxy Granduncle's First Mistake—(Girl in hammock), locals	.75
HM235—To the Station—(Man running—3 men), locals (H22)	.10
HM236—Rabbit in wicker box under cover, locals	.10
HM237—Child in box, as above, locals	.10
HM238—*Magical Glasses (palette on glass), pull down sales card	.50
HM239—*Au bon Marche (Toulon Harbor) French projection	.50
HM240—*Hunyadi Janos Barometer (cloth skirt)	.40
HM241—Girl in trunk (Berlin-Paris labels), locals	.75
HM242—*Uncle Joshua's six days in town, revolving back, locals	.75
HM243—King Combination Spectacles—(2 men, woman), b&w, 3 1/2 x 5 1/4	.50
HM244—A. Martin, eye specialist (eye) side folds, 3 3/4 x 5 1/2	.30
HM245—*Watch words for days of week (watch shape) revolving back	.75
HM246—*Target Shooter—"Bull's Eye," locals, revolving disc, 3 x 4 1/2	1.50
HM247—*Remember the Maine (Seibert), moving fist, locals, 3 1/2 x 6 1/2	.40
HM248—*The 60 Puzzle—Stern & Bendheim, revolving discs, 3 1/2 round	

Movable hat (Koeler 1882), locals, a) black and gold; b) blue (old)	.40
HM249—*Before and after the war	HM251—*Sweet sixteen and sixty
HM250—*Before and after the races	HM252—*Bride and widow
Movable hat (similar 249-252) Austin's Perfumes and locals	.50
HM253—*What became of that poodle?	HM255—*Where is pussy?
HM254—*Papa lost my poodle, I found him	HM256—*Pussy is lost. I found her

PERSONAL ACCESSORY ISSUES

HM300—Maypole Soap—(Will it dye my blouse?), woman	.20
HM301—Maypole Soap—(3 girls dancing), top and bottom fold	1.00
HM302—*Fairbanks Scouring Soap—(Woman washing pan)	.40
HM303—*Day's Soap—(Chinaman washing in tub), pull-out	.50
HM304—*Williams Soap—(Baby before mirror), setup	.50
HM305—*Kirkmans Borax Soap—(Chinaman washing), pull-out	.25
HM306—*Williams Shaving Soap—(Changing face), Pan-Amer. pull-out	2.00
HM307—Oakley's Queen Soap—(Girl and 3 women), side folds	.30
HM308—Sapolio—The Modern Household Fairy—Meta. booklet	.50
HM309—Sapolio—The Reformed Burglar—corner fold-over	.10
HM310—Satin Soap—Colored boy in box cover	.20
HM311—David's Prize Soap—Pianist in box cover	.20
HM312—Fairbanks Gold Dust Twins—Meta. booklet	.25
HM313—*Pears Soap—(Butterfly on lily), large	.25
HM314—*Colgate's Dental Cream—(Girl brushing teeth), folder	.50
HM315—Babbitts 1776 Cleanser—(Pet of the Household), children polishing	1.00
HM316—Babbitts 1776 Cleanser—(Boy and girl scrubbing)	.50
HM317—Richards Pure Soap—(Boy in tub), diecut pull-out	.30
HM318—*Tetlow's Gossamer Powder—(The General)	.40
HM319—*Tetlow's Gossamer Powder—(Just a kiss), girl, round pull-out	.50
HM320—*Goetting Co. Perfumes—(A bunch of violets), diecut	.20
HM321—Pasta Mack—(Taking a bath) perfume, (German)	.75
HM322—*Hilbert's DeLuxe Perfume—(Stolen sweets), pull-out	1.00
HM323—*Piesse & Lubin Perfume—(Rose in bottle), British pull-out	1.00
HM324—Flowers of Petroleum—(Woman in window), A. Hoen	1.00
HM325—*Lazell's Perfumes—(Moving arm)	.30
HM326—Tarrant's Seltzer Aperient (Dyspeptic bilious Jones)	.20
HM327—Tarrant's Seltzer Aperient—(It's you liver, John)	.20
HM328—Tarrant's Seltzer—(Behold! a home unhappy)	.20
HM329—Tarrant's Seltzer Aperient—(Oh, Maiden, with the hollow eye)	.20
HM330—John F. Henry—(A good angel's visit)	.20
a) Scovill's Sarsaparilla; b) for Rosadalis	
HM331—John F. Henry—(The Belle of the Ball)	.25
a) Henry's Carbolic Salve; b) Scovill's Syrup; c) Rosadalis	
HM332—Henry's Carbolic Salve—(Alphonso and Imogene)	.25
HM333—Hood's Sarsaparilla—(Girl and white horse)	.20
HM334—Dr. Wm. Hall's Balsam—(The Star of Hope)	.20
HM335—Dr. Wm. Hall's Balsam—(Cured by—), man	.25
HM336—German Corn Remover—(There was a man), b&w	.20
HM337—Dr. Morse Indian Root Pills—(Before and after), small	.25
HM338—Dr. Morse Indian Root Pills—(Indian on horse), small	.40
HM339—Hayner's Pine Tar Cough King—(Farewell), side fold	1.00
HM340—St. Jacob's Oil—(How the neuralgic), side folds, cut	.50
HM341—*Bromo Seltzer—(Popular toasts)	.40
HM342—Renne's Famous Magic Oil—(King of Oils)	.40
HM343—Mrs. Dinsmore's Cough Balsam—(Book shape)	.25
HM344—*Mrs. Dinsmore's Cough Bal.—(Dog—thereby hangs my tail) pullout	.50
HM345—Carbolic Smoke Ball—(For colds)	.50
HM346—Cascarets—(Don't bother me—for men), side folds	.30
HM347—Cascarets—(Say, porter—in your grip)	.30
HM348—*Cascarets—(Mama! I feel much better now), child seated	1.00
HM349—*Brown's Iron Bitters—(Round calendar card) 5 1/2 x 6	1.00
HM350—Van Stan's (Cod Liver Oil and Stratena)—double type	.40
a) blue and gold; b) brown and gold.	
HM351—Buckingham's Dye for whiskers, facing left	.20

HM352—Buckingham's Dye for whiskers—facing left, similar 351, b&w	.20
HM353—Buckingham's Dye for whiskers—facing right.	.20
a) blue; b) green; c) violet.	
HM354—*Eagle Pencil Co.—(Statute of Liberty), pull-out	.75
HM355—*The Original Cutter—(Razor shape), locals	.20
HM356—*Bicycle Playing Cards—(King on bicycle), scorekeeper	.20
HM357—*Blickensderfer Typewriter—Diecut game counter	.50
HM358—Peep O' Day Alarm Clock—(There was a man)	.20
HM359—*Newman Clock Co.—(Day-night), round	.40
HM360—Patent Tray for Children—(Before she had—)	.40
HM361—Erichs Scrap Book—(The Child's Dream)	.75
HM362—Magic Moother Goose—(Baby in tree), large size	2.00
HM363—Get off the earth, puzzle mystery, revolving disc, 7 x 7, locals	1.00
HM364—It Cafe (IT)—2 couples, umbrella (Hold on there!)	1.50
HM365—Aspinwell's Ticket Office—(As he look), b&w	.30
HM366—*We will win (Felsenthal & Sons), action fight, locals, 1918	.25
HM367—Game Counter, 8 wheel, locals	.10
HM368—*El Padre Needles—(Kicking girl), 1 1/4 x 4	.50

HOME FURNISHINGS

HM425—White Sewing Machine—(Out with you), long	.50
HM426—White Sewing Machine—(Does the crank help?)	.50
a) brown; b) brown and green.	
HM427—White Sewing Machine—(The noise of that machine)	.50
HM428—Davis Sewing Mach.—(I basted it well), man in front view, b&w	.70
HM429—Davis Sewing Mach.—Similar No. 428, man in side view, b&w, long	.40
HM430—Clark's O.N.T.—(A Tale of Clark's)	.20
HM431—J & P Coats—(Ye skillful fisherman)	.20
HM432—Conqueror Clothes Wringer—(Behold)	.30
HM433—Peerless Clothes Wringer—(What makes dis?)	.30
HM434—Wringer—(Oh, Mistis). a) Universal; b) Eclipse	.25
HM435—Ranges—(Decided to buy one), b&w, locals	.25
HM436—*Richmond Ranges—(Boy washing dog), moving arm, 4 1/2 x 6 1/2	.50
HM437—Garland Stoves—(Cat into oven), triangle folder	2.00
HM438—Garland Stoves—(Fowl into oven), side folds	1.00
a) red dresses; b) blue dresses.	
HM439—Garland Stoves—Base burner, fold top and bottom	.50
HM440—Acorn Stoves—(A Honeymoon Tale)	.20
HM441—Acorn Stoves—(Boy and bird) as No. 213	.50
HM442—Acorn Stoves & Ranges—(Mother and daughter), Kerting lith.	.40
HM443—Champion Monitor Stoves—(For Christmas Day)	.50
HM444—*Jewell Stoves—(Double doors), pull-out	2.00
HM445—*Peninsular Stoves—Revolving disc	1.50
HM446—Telephone Range—(Hello!), b&w	.50
HM447—Rising Sun Stove Polish—(Negro woman), large t&b fold	.40
HM448—*White Mountain Refrigerator—(Girl, moving arm)	.75
HM449—*White Mountain Freezer—(Freezer shape)	.40
HM450—Furniture—(These furniture bills), locals, b&w	.20
HM451—Edison Phonograph—(How the boys found)	.20
HM452—Zon-O-Phone—(Gosh, Samanthe), dance, 1904	.50
HM453—Peerless Wringer—(Chinese question solved)	.50
HM454—Art Garland Range—(A bold attempt), side folds	.50
HM455—Gabler Pianos—(Woman at piano), side folds	1.50
HM456—Souvenir Stoves—(Jack Tars), disc puzzle	1.50

FARM AND BUSINESS

HM525—President Lawn Mower—(A splendid lawn)	.30
HM526—Pennsylvania Lawn Mower—(There is a full horse power)	.40
HM527—Howe Scales—(The ways of the world)	.40

HM528—*Keystone Implements—(Uncle Sam and natives), revolving a.	1.00
HM529—Warrior Mower Co.—(Come, boy)	.40
HM530—Emerson Alcott Co.—(Mower, similar No. 529)	.40
HM531—*Deering Harvester—(Can I sell you), revolving disc	1.00
HM532—*Columbus Buggy Co.—(The Fortune Teller), revolving disc	2.00
HM533—Webster's Cart—(A sour and crabbed man)	1.00
HM534—Mitchell Wagon—(Take your choice)	1.00
HM535—Moline Plow Co.—(Never turn your back), folder	.40
HM536—Oliver Chilled Plows—(Reciprocity Illustrated), fold in	1.00
HM537—Buckeye Works—(Race track on back)	1.00
HM538—Myer's Pumps—(Take off your hat), moving hat	.75
HM539—*Hayes Pump & Planter—(Farmer on porch), revolving disc	1.50
HM540—Walker Stratman Fertilizers—(Skeletons), side fold	1.00
HM541—Walker Stratman Fertilizers—(All a tramp is fit for)	2.00
HM542—Crocker's Buffalo Phosphate—(Feed the land)	.25
HM543—*Beckwith-Chandler Varnishes—(Presto-chango), pull-out	2.00
HM544—Mackie's Grimes Cellar Door—(Opening doors)	.75
HM545—*Dodge Mfg. Co.—(Calculator), revolving disc	.30
HM546—*Schuylkill Paper Co.—(Play safe), revolving disc, recent	.20
HM547—*Mileage chart—(Auto routes), locals, modern	.10
HM548—Massey Harris—(What are they looking at?), folder	.40
HM549—*Buckeye light binder (pull me to the right)	2.00
HM550—*Get off the earth (Sam Lloyd) Chinamen, disc	2.00

POLITICALS, ETC.

HM600—Political Joker—(Cleveland, Harmon, Bidwell), side folds, cut	1.00
HM601—Hancock, Hancock, Boo-Hoo-Hoo—(Political locals 1880)	.40
HM602—Political—(Man's head), similar pair	1.00
a) A Buchaneer—before and after; b) Hurrah for Cass!	
c) Jonathan Soaker.	
HM603—The Tribune—"On to Richmond" in 4 tableaux, fold-in	2.00
HM604—Firemans Fund Ins. Co.—(3 men, 3 women), side folds, cut	1.00

14—LIEBIG AMERICAN ISSUES. Liebig began its card issues in 1872 and most of the American sets are quite early issues. The size of normal cards is about 2 3/4 x 4 inches. All sets are of 6 cards each except the first seven (HL1-HL7) which are 12 card sets. Sets 1-6 show children in various activities.

EARLY SETS

HL1—Inscribed only "ASK FOR LIEBIG COMPANY'S Extract of meat"	.40
Slightly small card. Testu & Massin, Paris (on back)	
HL2—Inscribed as 1 plus "Consumption increased ten-fold since the foundation of the company" (both usually in oval pattern)	.40
D. Hutinet (on back of card). Slightly larger card.	
HL3—Inscribed as 2 (both in oval pattern), gold bkgd.	.20
Vallet, Minot et Cie, Paris (below picture).	
HL4—Inscribed as 1 plus "Annual Sale four million jars"	.15
Vallet, Minot et Cie, Paris. Gold bkgd.	
HL5—Inscribed as 1 plus "Annual Sale five million jars"	.15
Testu & Massin, Paris-London. Gold bkgd.	
HL6—Inscribed only "Annual Sale six million jars"	.15
Testu & Massin. Gold bkgd.	
HL7—Passport Set, Inscribed as 1 and 6. D. Hutinet	.30
HL8—Clown (Pierrot) Set. Inscribed as 1 and 6. Baster & Viellemand	.30

Inscribed "Annual Sale Seven Million Jars".

HL15—Flower Girl Set (girl with flower body) Hutinet	.20
HL16—Japanese Set. P. Mouillot	.05
HL17—Playing Indian Set (En Visite, etc.), Testu & Massin	.20
HL18—Young Lovers' Set (Deja Passe, etc.) T&M	.15
HL19—Hunters' Set (En Avant!, etc.) T&M	.15

Inscribed "Annual Sale Eight Million Jars."

HL30—Butterfly Girls Set (2 girls)	.20
HL31—Insect—Girl Set. D. Hutinet	.15
HL32—Children on Globes (earth), Testu & Massin	.25
HL33—Calendar Set. (Jan.-June 1887)	.25
HL34—Punch Set, Romanet et Cie	.25
HL35—Games and Circus Set. Blue background	.25
HL36—Matrimonial Moon Set, Champenois et Cie. Overlaid card	.20
HL37—First Bible Set. Jar at left of picture	.25
HL38—Second Bible Set. Jar at right of picture	.50
HL39—Robinson Crusoe Set	.50
HL40—Aesop's Fable Set	.15
HL41—Artist' By Canal Set. Liebig-Anvers	.30
HL42—Winter Scenes Set. Anvers. Mica snow on cards	.20
HL43—Two Fishermen Set. Liebig-London	.40
HL44—First Military Set. Printing both sides and bottom	.40
HL45—Second Military Set. Printing at top and bottom	.50
HL46—Queen Victoria Set. Slightly larger card	.40
HL47—First Bird-Girl Set. (Mesange, etc.), Romanet	.25
a) gold bkgd. b) colored bkgd.	
HL48—Second Bird-Girl Set. (Faisan Dore, etc.), D. Hutinet	.20
HL49—Soldiers Set. (Angleterre, etc.), London, gold edge	.30
HL50—Fine Arts Set. (Music, etc.), Romanet	.50
HL51—Ali Baba Set	.30
HL52—Second Flower-Girl Set. (Shows name of flower), London	.40
HL53—Japanese Moon-Girl Set. (Large moon), Viellemard	.40

No Consumption Data

HL70—Paris Exhibition Set. A trip up the Eiffel Tower	.25
HL71—Gnomes Set. Liebig-London	.40
HL72—States Set. Germany	.50
HL73—National Girls Set	.40
HL74—First Columbus Set, numbered 1-6	.30
HL75—Second Columbus Set, numbered 1-VI, gold frame	.40
HL76—Fine Fowl Set. (Truffled turkey, etc.), London	.50
HL77—Gulliver Set	.40
HL78—Castles Set. (Fontainebleau, etc.)	.30
HL79—Explorers Set. (Himalayas 1855)	.30
HL80—Cinderella Set	.50

Sets Not Seen for Data

HL100—Continents Set. (6 continents), D. Hutinet	.50
HL101—The World Turned Upside Down	.50
HL102—Hop-of-My-Thumb Set. (Lost in forest, etc.)	.50
HL103—Sportsmen Set. (Man shoots rabbit, etc.)	.50
HL104—Ulysses Set	.50
HL105—Aladdin—Wonderful Lamp Set	.50

15—MECHANICAL TOY BANK ADVERTISING CARDS. All cards are approximately 3 x 5 unless otherwise noted.

Group One. Cards in full colors (mostly 1880's). Imprint of "Ives, Blakeslee & Co." on back increases value about three fold.

HB1—American Eagle Bank	6.00	HB8—Mason Toy Sav. Bank	6.00
HB2—Bad Accident Bank	5.00	HB9—Punch and Judy Bank	5.00
HB3—Baseball Bank	7.00	HB10—Speaking Dog Bank	5.00
HB4—French's Automatic Toy	10.00	HB11—Stump Speakers Bank	6.00
HB5—Humpty Dumpty Bank	4.00	HB12—Trick Pony Bank	5.00
HB6—Jolly Nigger Bank	5.00	HB13—Uncle Sam Bank	6.00
HB7—as HB6 but 5 x 7	7.50		

Group Two. Cards in red or blue on paper, plain backs.

HB25—American Eagle Bank	3.00	HB31—Funny Clown Bank	2.50
HB26—Artillery Bank	3.50	HB32—Kicking Mule Bank	2.50
HB27—Baseball Bank	3.50	HB33—Owl Bank	2.50
HB28—Bear Hunt Bank	2.50	HB34—Speaking Dog Bank	2.50
HB29—Cabin Bank	2.50	HB35—Sportsman Bank	3.00
HB30—Columbus Bank	3.00	HB36—William Tell Bank	3.50

16. AMERICAN SCENES. Clark's Thread. All cards approximately 5 x 7 1/2 unless noted otherwise. All paintings type lithos.

HC1—After Glow, Bass Harbor Light, Mt. Desert, Me.	.75
HC2—Autumn, Jackson, N. H.	.40
HC3—Autumn, Far West. 4 1/2 x 7 1/2	.50
HC4—Bayou Teche, Louisiana, 3 3/4 x 4 1/4	.15
HC5—Catskill Mountain View	.25
HC6—Cliffs on Green River, Colorado, 3 3/4 x 4 1/4	.15
HC7—Coast of Maine, 3 3/4 x 4 1/4	.15
HC8—Connecticut Valley from Mount Tom	.50
HC9—Dawn, Lage George	.40
HC10—Delaware Water Gap	.10
HC11—Fairmount Park, Philadelphia	1.00
HC12—Falls of Minnehaha, Minnesota	.40
HC13—Harper's Ferry, West Virginia	.50
HC14—Hudson River from West Point	.10
HC15—Moonlight, Coney Island	.30
HC16—Mt. Hood, Oregon	.10
HC17—Mt. Washington Road (White Mountains)	.10
HC18—New York City from Liberty Island	1.00
HC19—Niagara Falls	.10
HC20—Old Spanish Fort, New Orleans	1.00
HC21—Pikes Peak (near Garden of the Gods)	.10
HC22—Pikes Peak from Colorado Springs, Colorado	.50
HC23—Putting Off, Seabright, New Jersey	.40
HC24—Seal Rocks near San Francisco	.10
HC25—St. Patrick's Cathedral, New York, 6 x 6	.20
HC26—Spring, Valley of the Hudson, 4 1/2 x 7 1/2	.50
HC27—Summer, Long Island, 4 1/2 x 7 1/2	.50
HC28—Sunset, Golden Gate, San Francisco	.40
HC29—The Brooklyn Bridge, 6 x 6	.20
HC30—The Capitol at Washington, 6 x 6	.20
HC31—The Great Lakes	1.00
HC32—The Old Mill, Nantucket, Mass.	.40
HC33—The Rocky Mountains	1.00
HC34—The White House, Washington, 6 x 6	.20
HC35—View from Lookout Mountain	.10
HC36—Winter, Sierra, Nevada, 4 1/2 x 7 1/2	.50
HC37—Wreck on the shore of Lake Superior, 3 3/4 x 4 1/4	.15
HC38—Yosemite Falls	1.00

SECTION 32

ADVERTISING

Appreciation is gratefully extended to these advertisers who have in this manner assisted in the publication of this catalog. Their help has been a substantial factor in making it possible.

THE EDITORS

STANLEY S. BARVITSKY

16 FALL STREET

ASHLEY, PA.

Collector, Dealer, Swapper in Presidential Political Badges, Medals, Ribbons, Handkerchiefs, Odd Shaped and Character Bottles, Copper Powder Flasks, Indian Peace Medals, Swiss Music Boxes, Silk Woven Cards, Sterling Silver Match Boxes, and many other items.

I buy and sell Cigarette Cards, Books, Papers, Pamphlets, and all types of early items for hobbyists. Send me your lists of wants or what you have for sale.

SAM TANENBAUM—Bookseller

135 MAGNOLIA STREET

HARTFORD 12, CONN.

Permanent Wants

19TH CENTURY CIGARETTE CARDS

EARLY MOTION PICTURE MATERIAL

TOBACCO POSTERS AND ADVERTISING

MECHANICAL OR GIMMICK BOOKS

EARLY EXHIBIT CARDS

MECHANICAL CARDS

SCRAP BOOKS

PAPER TOYS

EARLY PAPER ITEMS IN GENERAL

Woody Gelman

247 WEST 46TH STREET

NEW YORK 36, N. Y.

MAIL AUCTION SALES

The Popular Way

of

Buying or Selling

Cards of all Kinds—

**CIGARETTE, TOBACCO, GUMS, ADVERTISING
POST CARDS, GAME CARDS, NOVELTIES**

From—

U. S. and all other Countries

A wide range of the finest available cards offered every two months for your selection. Mail bidding is an established method of building collections that has proven successful in all hobby fields. Hundreds of cards and sets are offered in every sale that are never, or seldom, otherwise found.

These sales are published in each issue of the Card Collectors' Bulletin. If you are not a subscriber, write for your copy of the next sale as listed in the Bulletin. This is the only sales service of its kind in the American card field. All types of cards are offered in each sale, including cards from other countries. A wide search is being made constantly to find material that your collection needs.

If you have cards to sell—avail yourself of this modern sales service. The wide circulation reaches every known person interested in cards in America, England, Canada and other countries. It assures the highest returns for your property. Past records show that normally the prices realized are more than sufficient to cover full value plus the small 10% sales commission.

WRITE

CHARLES R. BRAY

EAST BANGOR

PENNSYLVANIA

R. S. JONES

Collector of

**CIGARETTE AND TOBACCO CARDS
LEATHERS, SILKS, ETC.****26 HAMILTON PLACE
Apt. 3B
GARDEN CITY, N. Y.****WANTED—TO BUY
PLAYING CARDS
EARLY, UNUSUAL, UNIQUE AND
FOREIGN PLAYING CARDS**

Prefer full deck, but will also buy odd cards and part decks.
Write, describing back of card and Ace of Spades or card with printing on it.
Also want Tobacco cards with playing card pips, such as spades, hearts, clubs, etc. All sizes.

FREIDA CLARK**P. O. BOX 414****CHICAGO 90, ILL.****• SPORTS CARDS WANTED •**

Collecting 20th Century baseball and sports cards from cigarette, candy, gum, bakery and etc. sets. Also post cards (all years) pertaining to baseball, football and hockey. Particularly want post cards showing the collegiate football stadia of:

**Arizona State
Baylor
Boston College
Citadel
Colorado A&M
Davidson
Denver Uni.
Detroit Uni.**

**Fordham
Maryland
Marquette
Miss. State
Miss Uni.
Navy
New Mex. Uni.
New Mex. A&M
Okla. A&M**

**Oregon Uni.
Penn State
Richmond
So. Carolina
Va. Poly.
Villanova
Wash. & Lee
Wyoming**

Also want all cards of Series A, B, C and D of V304
National League Hockey Stars by O-Pee-Chee Co.

• CORRESPONDENCE INVITED •**LAWRENCE BRANDT****2146 EWING AVENUE****EVANSTON, ILL.****COLLECTING:****P**—atriotics**O**—illettes**S**—teamships**T**—he Expositions**C**—lapsaddle and Brundage**A**—dvertising**R**—oyalty**D**—etroits**S**—tengels**FANNY G. TROYER****1606—7TH AVENUE WEST
SEATTLE 99, WASHINGTON****THE
BOOK OF
CHECKLISTS**

Detailed title lists of more than
140 popular sets of 19th and 20th
U. S. Tobacco issues.

A "must" for all collectors of
U. S. cards.

Aids in making want lists by
showing the missing cards you
need.

\$2.00 postpaid**CHARLES R. BRAY****EAST BANGOR****PENNA.****SPORTS PUBLICATIONS—1860 TO DATE****WANTED AT ALL TIMES**

Baseball, Football, Basketball, Boxing, Track, Olympic Games, Wrestling, Jui Jitsu, Swimming, Ice Hockey, other sports. Anything—including Books, Annuals, Guides, Magazines, Papers, Programs. Especially desire old Guides on Baseball, Football, Basketball, Track published by Reach-Spaulding-Beadle-Dewitt 1861 to 1941. Also needed are Police Gazettes before 1940, Ring magazines before 1945, Football Programs before 1951 and thousands of other Sports items. List what you may have to offer, whether one item, 100 items, or more, but no golf, tennis, horses, dogs, etc., please.

Will pay cash for material offered I might be able to use, or have for trade thousands of sports items in my collection of over 100,000 from 1818 to date, the largest such collection in existence. This count dose not include cards or photos.

GOODWIN GOLDFADEN**BOX 577, BRIGGS STATION****LOS ANGELES 48, CALIFORNIA****Telephone: Walnut 0597**

Join the thousands of collectors

who find entire satisfaction with our
service, and have at their disposal

**THE LARGEST & FINEST
STOCKS IN THE WORLD**

The

LONDON

CIGARETTE CARD CO. LTD.

Publishers of
CIGARETTE CARD NEWS
(issued continuously since 1933)

Compilers of
STANDARD CATALOGUE

Exhibitors at the
**IDEAL HOME AND SCHOOLBOYS' OWN EXHIBITIONS
THE CARTOPHILIC EXHIBITION, ETC.**

NOW AVAILABLE

SECOND EDITION (LIMITED TO 500 COPIES)

Catalogue of Comparative Values, Part I and Illustrated Handbook, Part I.
(Listing all known U. K. issues prior to 1919).

£2. 5. Od.
post free

(236 pages—illustrating approximately 1,000 cards.)

THE LONDON CIGARETTE CARD CO., LTD.
Cambridge House, 30 Wellesley Road, Chiswick, London, W.4

Collector of 19th and 20th colored Cigarette Cards, Albums,
Tobacco Cards. Want to buy odds and accumulations of Allen
& Ginter cards in excellent condition.

William B. Knapp

1522 6th Avenue

Watervliet, N. Y.

Richard C. Collins

111 BROOKSIDE AVENUE, RIDGEWOOD, N. J.

Rare Books Americana

WANTED—

Woven Silk Bookmarks and Pictures.

Allen and Ginter Poster Cards (6 x 10) with woven silk center.

Woven Silks S89, S100, S62.

Postcards with woven silk inserts.

Letters with postmarks or stamps—before 1860

County Atlases.

"P-O-S-T C-A-R-D-S F-o-r T-h-e

S-P-E-C-I-A-L-T--Y C-O-L-L-E-C-T-O-R"

FRED SWITZER, Deltiologist, has a full line of POST CARDS for the
BEGINNER as well as the ADVANCED SPECIALIST. He will be pleased to
send you ON APPROVAL, a selection adapted to your own collection.

This Deltiologist is, quote: "Well known and respected in the card trade,"
and he will be glad to be of service. Letters are welcome and answered
promptly.

CARDS SHOWN BY APPOINTMENT

Write or Telephone Waltham 5-7724

SWITZER CARD SERVICE

FRED SWITZER, Deltiologist

111 Whitman Road

WALTHAM 54, MASSACHUSETTS

I collect all cigarette, tobacco, soda, candy, coffee and gum cards. My specialty is Military cards.

ROBERT STOKER, 314 EAST 11th ST., MARION, INDIANA
Especially want CLIPPER SHIP and CURRIER & IVES cards

SYLVESTER'S BOOK SERVICE
116 W. WASHINGTON STREET SYRACUSE, N. Y.
Books on all subjects. Specialized Service.
We buy and sell old trade cards, post cards, etc.
Write us your wants.

BUY - SELL - TRADE
BASEBALL JAKE WISE BASEBALL
Specializing in Baseball Items
Thousands of duplicates of Sports Cards at present time.
BOX 146 GAITHERSBURG, MD.

I COLLECT SPECIMENS of all U.S.A. Insert and Advertising Cards, and welcome correspondence with U.S.A. collectors on research into old cards and on exchanges. Have hundreds of American cards of all kinds for trading.

E. C. WHARTON-TIGAR
9a GORDON PLACE, LONDON, W.8. ENGLAND

CHARLES R. BRAY
EAST BANGOR, PENNA.

I need many scarce cards in my personal collection, both 19th and 20th Century Tobacco inserts from sets listed in Sections 1 and 2 of this catalog. Write what you have or send for my want list.

BEST WISHES FROM
JOS. J. NARDONE
251 EAST 10TH STREET, NEW YORK CITY 9
Hobby collector of AMERICANA picture post cards
issued before World War I.
SEND FOR WANT LIST

"Permanent Wants"
Old American Sheet Music, in bound volumes or loose sheets, especially before 1870. Old Letters, Post Cards, Stamps, Christmas and Charity Seals before 1920.

DWIGHT S. JUCKETT
17378 Beaverland Avenue Detroit 19, Michigan

CIGARETTE CARDS Wholesale and Retail
Rare and Common series at cheapest prices from clean stock.
Catalogues and Lists on request.
State requirements.

A. J. MAYES
Drinkstone, Bury St., Edmonds, Suffolk, England

While my personal collection is being transferred to the Metropolitan Museum in New York City as rapidly as it is possible to prepare it, I am continuing to add to it however possible and a great many things are still needed. Some can best be obtained via want lists, some by approvals, and others by lots. I will be glad to hear from anyone having possible material available. I collect most items covered in this catalog.

I am always glad to appraise collections and assist in their sale or purchase. Some of the largest collections have thus passed through my hands to the entire satisfaction of all concerned. No charge is made for this service other than the actual expenses incurred for postage or express.

Card inquiries of all kinds are respectfully solicited.

J. R. BURDICK
420 South Crouse Avenue Syracuse 10, N. Y.

SID PENNER
8419 Waring Avenue
Los Angeles, California
 Collector of
AMERICAN CIGARETTE
AND TOBACCO CARDS

Rewards of Merit

of the thin paper variety wanted.

Also want anything bearing imprint of

CALVERT LITHO. CO., DETROIT

Have material for trade or will purchase.

A. R. HILLER

4840 FERNWOOD

DETROIT 4, MICH.

As Founder and President of the American Card Collectors Society, I wish to thank all those ardent collectors who have helped our society further and advance the hobby. The American Card Collectors Society issues its organ, The American Card Collector, devoted to news and views, new finds and issues, four times yearly. We welcome new members—dues are \$3.00 yearly; meetings monthly on third Wednesday.

I am always interested in buying collections and accumulations of cigarette, tobacco, gum, candy, baking soda, bread, coffee, and old trade cards; also old playing cards and nickel and dime novels. I also want and will pay well for Tobacco albums and posters, and all items issued by tobacco companies.

I am glad to fill want lists for members of the A.C.C.S. Glad to swap with all collectors, and welcome correspondence.

Dr. Lawrence Kurzrok

9 East 96th Street

New York 28, N. Y.

HERBERT HULSE
CUDEBACKVILLE, N. Y.

Dealer in all types of Cards mentioned in this Catalog, especially 19th Century Tobacco Inserts. Want lists solicited.

WILL BUY OR TRADE
CIGARETTE CARDS

HARRY KENWORTHY

STREET D

GASHLAND, MISSOURI

I collect anything relating to:

New York Giants 1905-13; Mathewson, General Custer.

Also Old Maid Card Games.

ROBERT MILDRUM **27 Tulip Ave.** **BALDWIN, N. Y.**

PREMIUM PRICES paid for my wants in
KINNEY MILITARY and BASEBALL
E90, E92, E94, E96, E97
 Also Baseball Bread, Leathers,
T4, T5, T217, T231 and Goodwin No. 173

WIRT GAMMON

812 MOUNT VERNON CIRCLE

CHATTANOOGA 5, TENN.

I have over 150,000 duplicate cigarette, gum and other insert cards to sell or trade. Hundreds of complete sets. Send for my want list.

Permanent mailing address:

WALTER E. CORSON

7408 BUIST AVENUE

PHILADELPHIA 42, PA.

I collect and will buy or exchange for: Old U. S. Exposition post-postal cards, as Columbian, Trans-Miss., So. Carolina-West Indian, Cotton States & Intl., Pan-American, St. Louis, Jamestown, Alaska-Yukon, Hudson-Fulton, etc., to 1912. Old Govt. postals with pictures on-printed, drawn, painted. Old Govt. postals generally, varieties, errors—used and unused—singles and quantities.

CHAS. C. DARGUE—KITTANNING, PA.

All collectors should subscribe to
THE CARD COLLECTORS BULLETIN

It covers the card field every other month with News Items, Checklists of Card Sets, Technical Articles on Cards, the Auction Sales, and Advertisements of Dealers and Collectors.

Additions and Corrections for this Catalog will appear in the Bulletin.

Present subscription rate: **50c** per year.

CHARLES R. BRAY

EAST BANGOR

PENNSYLVANIA

FRED BAUM

COLLECT - BUY - SELL - EXCHANGE

OLD CIGARETTE, TOBACCO CARDS, POSTERS, SCRAP-BOOKS. ALL ITEMS ISSUED BY TOBACCO COMPANIES.

ALSO OLD U. S. STAMPS, COINS AND TOKENS.

848 E. 12TH STREET

BROOKLYN 30, N. Y.

**The Cartophilic Society
 of Great Britain**

Formed in 1938.

Devoted to propagating, enhancing and preserving the hobby throughout the world.

We welcome U. S. A. collectors.

Entrance fee \$1.50. Annual subscription \$3.00.

Bi-monthly illustrated Journal.

Works of Reference. Last two published:

No. 18. Tobacco War Booklet—\$3.00.

No. 21. British American Tobacco Co.—\$6.00.

Both contain many American cards, with over 1,000 illustrated in each volume.

E. F. PRESSEY (Hon. Secretary)

CLEWIN, MAIDENHEAD ROAD

WINDSOR, BERKS, ENGLAND

The Universal Cigarette Card Co., Ltd.

13 Charles Square

LONDON, N. I.

or

10 Teesdale Avenue

ISLEWORTH, Middx.

We are interested in purchasing clean 19th Century Cigarette Cards issued in U.S.A., Australia, Canada, England. Please advise what you can offer with price. For sale we have the majority of English issues and would consider exchange.

We shall always be pleased to see any collector visiting England. Bring your duplicate—they will pay for your holiday.

**WANTED
 PRANG ALBUM CARDS**

By artist

WINSLOW HOMER

I will pay good prices for odd cards.

I will pay \$50.00 for a complete set.

These cards are listed in Section 27 of this catalog under title of "LIFE IN CAMP" and show Civil War sketches by Winslow Homer. The two sets (24 cards) are 2½ x 4 inches and show only the sketch and title of picture.

WRITE TO

EDWARD MORRILL BOOK CO.

66 KNEELAND STREET

BOSTON, MASS.

C. Glidden Osborne

Collector of Cards

WANTED

Rare Cards of all types. Cards purchased or swapped.

Correspondence invited. Address:

Care, AMERICAN CLUB

95 Piccadilly, London, W.1., England

POSTCARDS

Old Cards, New Cards, Rare and Unusual Cards.

U. S. Cards of all subjects. Foreign Cards.

Write and tell us your wants.

Price lists and prices on special cards sent upon application.

PARK VIEWCARD SERVICE

BADEN STATION P. O. BOX 11

ST. LOUIS 15, MISSOURI

Collector of Cigarette Cards

(American and Foreign)

CANDY, GUM, SODA, COFFEE

ALL TYPES OF INSERT CARDS

SILKS AND LEATHERS

GENE DE NARDO

97 East Stewart Avenue

Lansdowne, Pa.

Edward Morrill and Son

★

RARE AND SCHOLARLY BOOKS

★

AUTOGRAPHS AND PRINTS

★

1252 Massachusetts Avenue

Cambridge 38

(Harvard Square)

Mass.

WANTED TO PURCHASE

Movie materials of the Silent Era Days of Stars of that Period. From years 1918 up to 1928. Art Acord—Dustin Farnum—William Farnum—William S. Hart—Tom Mix—Buck Jones—Helen Holmes—Ruth Roland—Pearl White—Eddie Polo—Elmo Lincoln—William Duncan—Charles Hutchinson—Douglas Fairbanks—Rudolph Valentino and Charlie Chaplin.

Materials on the above stars:

11 x 14—Poster or Lobby Cards (8 cards to a set)

8 x 10—Movie Action Stills

3 1/4 x 4—Movie Glass Slides (the double glass type)

16 mm and 35 mm, Pre-View Trailers and full length silent features.

Serials wanted in 16 mm and 35 mm size on the following stars:

Art Acord—Eddie Polo—Ruth Roland—Helen Holmes—Pearl White

Elmo Lincoln and Charles Hutchinson.

EARLY CANDY CARDS AMERICAN CARAMEL COMPANY

E-123—Actors and Actresses (120) b&w. 2 x 3 1/4 portraits.

E-124—Actors and Actresses (120) b&w rectangular, (showing scenes from pictures).

Cigarette Cards—Actors and Actresses—1918-1928 period.

WANTED ALSO

Large size railroad calendars. Mint condition and in complete form as issued, on the following two major railroads:

New York Central Railroad—Years: 1921-22-23-24-25-26-27-28-29-30-31

Pennsylvania Railroad—Years: 1925-26-27-28-29-30-31-32-33-34

Old Catalogs on Howard-Ansonia-Waltham and Illinois Watches and Clocks

Please write to:

FELIX J. POLEK

232 FLEET STREET

RANKIN, PENNA.

I WANT AMERICAN LIEBIG CARDS

I offer European Liebig Cards—Old Trade Cards + Cigarette Cards,
Match Box Labels, Etc., Etc.

Leone De Magistris Via E. Vernazza 63r. Genova (Italia)

WILL BUY MAGIC TRICK ITEMS OR COLLECTIONS:

Tobacco, candy, etc., inserts, leaflets, etc.; magicians on sheet music,
Books, Pamphlets.

MORRIS N. YOUNG, M.D.
170 Broadway, N. Y. 38, N. Y.

I save Canadian Cigarette Cards, Canadian Silks and Soda Cards. Am
pleased to buy or trade. Have many traders. Please write.

DENNIS J. SNELL

BOX 459

RED DEER

ALBERTA, CANADA

WILL BUY, SELL OR TRADE

Cigarette or Caramel Cards. Premium prices for wanted
items. Hundreds of cards pass through my hands during the
course of a year, so be sure to send your want list as I may
be able to help you, or vice versa.

BOB JONES—Monte Vista E401

63rd and Oxford Streets

Philadelphia 31, Pa.

Join the International Card Collectors Association

Members of the INTERNATIONAL CARD COLLECTORS ASSOCIATION (ICCA) re-
ceive many benefits throughout the year. Some of these benefits are:

1. The Association magazine (published twelve times yearly).
2. Monthly roster of new members.
3. Membership certificate, identification card and lapel pin.
4. The privilege of disposing of surplus cards at monthly mail auction sales.
5. The privilege of buying cards at their own price from these sales.
6. Reduced prices on post card albums, mounting corners, cellophane, etc.
7. Reduced prices on stationery, printing and rubber stamps.

Membership is open to all Card Manufacturers, Publishers, Dealers and Collectors
throughout the world.

The yearly membership fee is very reasonable.
Write for free prospectus and membership application today.

SIGMUND L. PHILLIPSON, Director
514 Cathedral Street, Baltimore 1, Maryland, U.S.A.

Baseball Card Collector

wants 20th Century cards issued with

BREAD
CAKES
CANDY

COCOA
COOKIES
GUM

ICE CREAM
MAGAZINES
TOBACCO

Top Prices Paid—Want Lists Exchanged

LIONEL CARTER 333 Howard Street Evanston, Illinois

QUAKER QUALITY COLLECTORS CORNER

Early Postcards, Fairs, Exhibitions, Pioneer Aviation, Balloon and Auto.
Also Scrap Books, Trade Cards, old Paper Dolls and Valentines. Direct

Importer of Postcards, Cigarette Cards and early items from Europe.
Large stock of German Liebig Cards and early German Cigarette Cards.

I buy and sell "The World Over".

JOHN H. FRANKENBERGER

3217 NORTH AMERICAN STREET

PHILADELPHIA 40, PENNA.

Playing Card Collectors' Association

MRS. WALTER BOEYER, Secretary

3873 NORTH 37TH STREET

MILWAUKEE 16, WISCONSIN

The hobby of collecting playing cards is interesting and educational. Ex-
change playing cards with members in the United States and abroad.
Membership Roster, Bulletins and Lists of Special cards issued to all
members.

Write for free cards and information on how to join the Association.

Authoritative information on playing cards furnished without charge.

NICOTIANA

Collector of cigarette cards (specialist in Far East Issues), matchbox labels, smokiana literature, pipes, vesta-match boxes, disposing of entire collections, as collections or in lots, commencing June 1953. Write for details to

J. BROOKS BROWN

2 Sedlescombe Road South, St. Leonards-on-Sea, Sussex, England

WANTED—Old Post Cards on Lincoln and many other subjects. Old accumultaions wanted. Have Cigar Bands, Cards and many other collectors' items to swap or sell.

TOM LAMBERSON

FRIEND'S STATION

RICHMOND, INDIANA

30 Years Collecting and Trading

Collector of old Cigarette, Gum items, etc., old Post Cards of Military, Aviation, Fire Fighters, Railway, Steamship, Woven Silk Centers, Campaign Material, Service Match Covers, old Boys' Books with original paper jackets, U. S. Coins and Stamps.

W. F. KING

511 Kearny Avenue

Arlington, N. J.

FRANK C. CRONENWETT

1034 WINCONSIN AVE.—OAK PARK, ILLINOIS

Interested in purchasing excellent copies of Baseball items. Complete or near-complete sets preferred. Especially want material as:

BASEBALL ITEMS

No. T3, T204, T207, T209, T212, T213, T214, C46, D4, D11 to D17

E145, M3, M4, M7.

BASEBALL EXHIBIT CARDS

WANTED:

**ALL KINDS OF OLD TIME ORIGINAL
ADVERTISING POSTERS, CIRCULARS, PACKAGES,
LABELS, ETC.**

Ask for permanent Want List

I. WARSHAW

752 WEST END AVENUE

NEW YORK 25, N. Y.

The Finest in Picture Card Productions

Baseball Picture Card Bubble Gum

Football Picture Card Bubble Gum

and Many Other Popular Features

For the Discriminating Card Collector

BOWMAN GUM DIVISION

HAELAN LABORATORIES

4865 STENTON AVE., PHILA. 44, PA.

Buy and Sell

Old Advertising and Greeting Cards 1870-90 era. Valentines up to early 1900's and Postcards to 1920.

Also Juvenile Books, Old Magazines and Newspapers, Transportation, Theatrical, Circus, Political, Presidential, Historical, Autographs, Old Documents, Tobacco items, Old Buttons and countless other items.

Lists Free, monthly, to customers making a purchase only twice a year.

LYON HOBBY MART Box 63 Hartford 1, Conn.

WANTED—Baseball Cards in sets T204, T208 to T216. Will buy or trade for similar material. High price paid for Wagner (Pitt.) Card in set T206. Will trade Cigarette Cards for U. S. Coins I need.

PAUL S. MASSER 15860 Prest Ave. Detroit, Mich.

BOUGHT

SOLD

TRADED

All Kinds of

EPHEMERA AMERICANA

Collected cards and kindred items: including
Valentines

Cigar-box lithos and embossings

Broadsides

Almanacks

Wall calendars

Relics of old trades and industries

Written literature—books, pamphlets, etc., on all hobbies and
collected materials.

COLLECTOR'S CENTER

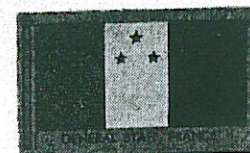
Rare and Out-of-print Books

654 EMERSON STREET

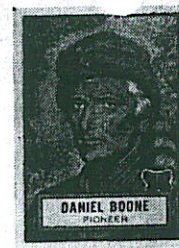
DENVER 18, COLORADO



RINGSIDE



PARADE



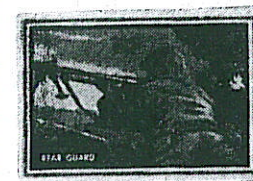
LOOK 'n SEE



FREEDOM'S WAR



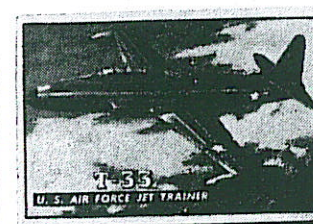
TOPPS BASEBALL



FIGHTING MARINES



TOPPS MAGIC
FOOTBALL



WINGS



HOPALONG
CASSIDY



TOPPS CHEWING GUM

BROOKLYN, NEW YORK

MAKERS OF BAZOOKA THE ATOM BUBBLE GUM
"YOUNG AMERICA'S FAVORITE"

WORLD'S LARGEST PRODUCER
OF PICTURE CARD GUM

Vincent Mercaldo**Tel. Virginia 8-4544****THE MERSALDO ARCHIVE OF PICTORIAL HISTORY**

SPECIALIZING IN

Western Historic Americana, Indians, Scouts, Outlaws, Frontiersmen, Soldiers, Old Towns, etc., and including old Movie and Theatrical Personalities, Fighters, Circus Freaks, Early Horses, Early European History.

Photographs and Prints loaned for Illustrations, Books, Magazines and Newspaper Articles.

Photographs Bought

Est. 1935**104-42 - 104th St., Ozone Park 16, N. Y.**

"Always enjoy your hobby collections, my friends."

As a hobby . . . I save Cigarette, Tobacco, E cards, and Cigar Bands. I also collect one of each of the entire printed part of retail empty cigarette packs:

Empty cigarette packs

Empty snuff tobacco packs

Empty smoking tobacco packs

Empty little cigar packs

Empty chewing tobacco packs

No wood or tin. both domestic and foreign brands.

W. WEICHSEL**125 W. Tremont Ave.****Bronx 53, New York**

Collector

Of all kinds of Cigarette, Tobacco, Soda, Coffee, and Old Trade Cards. Rugs, Flannels, Leathers and Silks. Albums, Banners, etc. American only, needed for my collection.

Have you any duplicates to sell? If so contact me. All mail answered.

Harry J. Lasher

611 Clark Road**Lowell, Mass.**