

THE AMERICAN CARD CATALOG[®]



Hurley, Sub.; G. Wright, S. S.; Allison, C.; McVey, R. F.; Leonard, L. F.
Swensy, 2d B.; Waterman, 3d B.; H. Wright, C. F.; Brainard, P.; Gould 1st B.

RED STOCKING B. B. CLUB OF CINCINNATI.

THE STANDARD GUIDE
ON ALL COLLECTED CARDS
AND THEIR VALUES



1933 R-301-1 GOUDEY PREMIUM

The American Card Catalog (ACC) is now available once again. After receiving so many requests, the original text has been reprinted exactly as it appeared in the last edition (1960), along with the original catalog prices.

This book still is the most important reference guide (nicknamed the "Bible") to collecting baseball and all types of cards (bubblegum, candies, tobacco, advertising cards, etc.) that were known from pre 1850 on.

The numbering system continues to be of great reference value. This is where for example, you get the familiar designations from, such as T-206, R-333, and E-90.

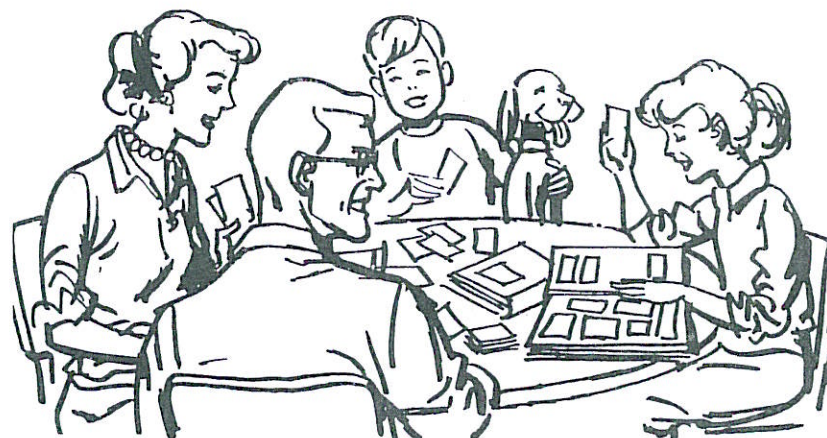
The fathers of our hobby, which I'm proud to say included my father Woodrow "Woody" Gelman, who this book is dedicated to, with the idea of preserving the history of cards, prepared the American Card Catalog. To them a "card collection was a magic carpet that takes you away from work-a-day cares to havens of relaxing quietude, where you can relive the pleasures and adventures of a past day — brought to life in vivid picture and prose."

In addition to the original text of the ACC, you will find in the back of the book the current Catalog of the Card Collectors' Co. The prices and items might be out-dated in a short period of time, but I feel it will make interesting reading, and provide comparison of prices in the years to come, as the American Card Catalog is meant to be a reference guide.

Happy Collecting, and if for any reason you want to contact me, please do so c/o Card Collectors' Co., 105 West 77th Street, New York, New York 10024.

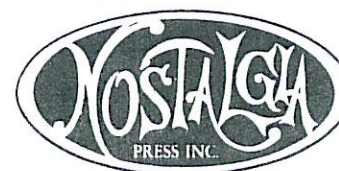
Richard Gelman

THE AMERICAN CARD CATALOG®



THE STANDARD GUIDE ON ALL COLLECTED CARDS AND THEIR VALUES

Edited by
J.R. Burdick
Author of
The American Card Catalog
The Detroit Publishing Handbook



105 W. 77th St., New York, N.Y. 10024
Box 293 • Franklin Square, NY 11010

Copyright © 1967 by Nostalgia Press, Inc.
Reprinted 1988

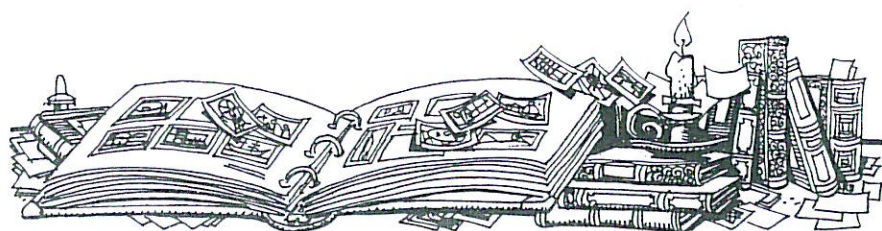
All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without prior permission in writing from the publisher. Printed in the U.S.A., 1988.

Illustration in actual size on front and back cover is the front and back of the "First Baseball Card" of Professional Players — (1869) — Red Stocking Baseball Club of Cincinnati.

Published by Nostalgia Press, Inc. A Division of Nostalgia, Inc. and Distributed by Card Collectors' Co. A Division of Nostalgia, Inc.

SPECIAL INDEX OF CARD IDENTIFICATION LETTERS

(none)	19th U. S. Tobacco	42	Q	Stereoscope Cards	179
A	Tobacco Albums	80	R1-346	Gums 1930-1948	111
B	Blankets & Rugs	85	R401-806	Gums since 1948	116
BC	Cloth items	88	S	Silks	83
BF	Felt Novelties	87	SC	Canada Silks	85
C	Canada Tobacco	69	SN	C&S Amer. Silks	85
D	Bakery Inserts	96	T	20th U. S. Tobacco	59
DC	Canada Bakery	99	T400	U. S. Issued Abroad	66
E	Early Candy & Gum	107	U1	Unclass. Folders	129
EN	C&S America Gums	110	U301	Match Boxes	130
F	Food Inserts	100	UM	Misc. Inserts	133
FC	Canada Foods	106	UN	C&S Amer. Misc.	130
G1-129	Tobacco Banners	34	UO	Gas & Oil Inserts	131
G130-143	Banners, non-tobacco	36	UT	Theatre Inserts	130
G145-149	Poster Cards	36	UW	Weighing Machine	132
G150-159	Albums, non-insert	36	V	Canada Candy	122
G180-181	Movie Stills	36	W1-252	Early Album Cards	181
G190-195	Adv. Sheet Music	37	W401-881	Recent Album Cards	184
G200	Calendars	38	WG	Greeting Cards	172
G300	Cigar Band Labels	41	Y1-39	Rewards of Merit	191
H1-186	Currier & Ives	16	Y40-59	Tokens of Aff.	191
H230-385	Adv. Product & Service	23	Y61-79	Name or Calling	191
H400-928	Adv. Design Sets	26	Y80-94	Bible Cards	192
HA	Pre 1850 Adv.	12	Y95-100	Scrap Pictures	192
HB	Mechanical Banks	210	Z	Paper Dolls	177
HC	Clarks Threads	211			
HD1-8	Adv. Design Group	25	Other General Data		
HG	Prang Adv.	19	Americana, paper items	192	
HK	Clipper Ships	15	Baseball Club issues	189	
HL	Liebig's U.S.	209	Baggage Labels	39	
HM	MGM Cards	202	Booklets, Advertising	199	
HN	C&S America Adv.	34	Books on Cards	198	
HP1-6	Adv. Product Groups	21	Caddy Labels	40	
HS1-4	Adv. Service Groups	22	Cartes de Visite	180	
HX	Local Stock Adv.	20	Catalogs, Card	197	
J	Soda Cards	95	Catalogs, Merchandise	37	
K	Coffee Cards	93	Cigar Bands, general	40	
L	Leathers	88	Cigar Box Labels	40	
M	Periodicals	126	Cigar Ribbons	41	
N	C&S Amer. Tobacco	73	Containers, general	39	
NW	Cuba Wrappers	76	Cutouts	35	
NX	Misc. Foreign	196	Exhibit Cards	194	
P	Tobacco Pin But.	90	Labels, general	39	
PC	Post Cards	141	Linen Labels	40	
PD	Bakery Buttons	90	Magazines, Card	197	
PF	Foods Buttons	90	Match Labels, additional	39	
PE	Early Candy Pins	91	Museum collections	196	
PL	Playing Cards	167	Photographic types	180	
PR	Recent Gum Pins	91	Scrap Albums, old	14	
PU	Misc. Pins	91	Scrap Pictures	192	
PX	Novelty Metals	91	Tin Tobacco Tags	41	
			Trading Cards	185	



CONTENTS

THE WORLD OF CARDS	7
The Card Field. Values. Acknowledgments.	

ADVERTISING CARDS

1—The Grouping System. Special Groups	12
Pre 1850. Clipper Ship. Currier & Ives. Prang.	
2—Product and Service Groups (H)	19
3—Design Groups (H)	25
4—Banners and Labels (G)	34

INSERT CARDS

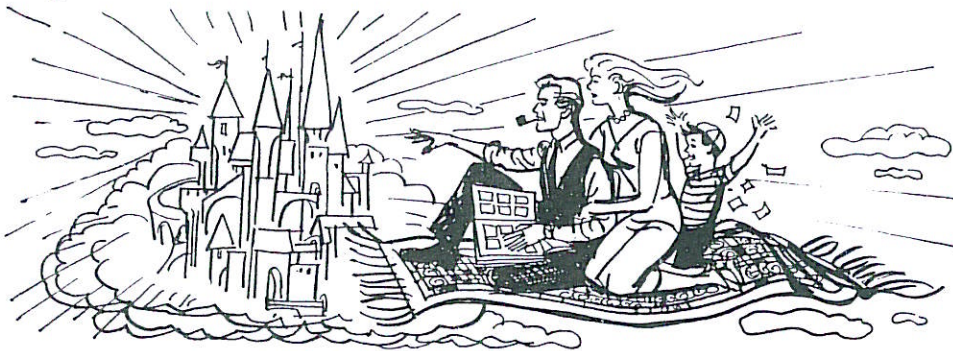
5—U.S. 19th Century Tobacco Issues	42
6—U.S. 20th Century Tobacco Issues (T)	59
7—Canada Tobacco Issues (C)	69
8—Central & South America Tobacco Issues (N)	73
9—Tobacco Albums (A)	80
10—Silks (S)	83
11—Blankets, Rugs, Cloth Items (B)	85
12—Leathers (L)	88
13—Pin Buttons, Plastics, Metals (P)	89
14—Coffee Inserts (K)	92
15—Soda Cards (J)	95
16—Bakery Inserts (D)	96
17—Foods & Beverages (F)	99
18—Early Candy & Gum Cards (E)	106
19—Candy & Gums, 1933-1942 (R)	111
20—Candy & Gums since 1948 (R)	116
21—Canada Candy & Gum (V)	122
22—Periodical Issues (M)	126
23—Miscellaneous Inserts (U)	128
Match Folders. Theatres. Oils.	

SOUVENIR CARDS

24—Post Cards (PC)	133
25—Playing Cards (PL)	163
26—Greeting Cards (WG)	170
27—Paper Dolls (Z)	175
28—Stereoscope Cards (Q)	178
29—Early Album Cards (W)	181
30—Recent Album Cards (W)	184
Exhibits, Ball Clubs, Trading.	
31—Minor Card Types (Y)	191
Rewards. Tokens. Bible. Name.	

GENERAL

32—Foreign Cards	195
33—Bibliography	196
34—Appendix	198
35—Advertising Section	211



A Card Collection is a magic carpet that takes you away from work-a-day cares to havens of relaxing quietude where you can relive the pleasures and adventures of a past day—brought to life in vivid picture and prose. Here is a phase of our heritage without which history has no full meaning, and only history can help man to understand the past and prepare for the future. This is history from an original source.

Here is an ever changing mural of life, peoples, and events as they have moved across the pages of time. Splendorous pageantry of the rise and triumphs of empires, alternating with the quaint life of a small boy, the fragrance of garden flowers, and the tender love of a mother and child. History is not alone a record of world shaking events. It is also a remembrance of the smaller things in life; the footnotes that the learned savants have disregarded but which had their day of importance—the paper dolls of yesteryear, the Valentine of a bashful lover, and alas, a letter edged in black.

Cards depict the devastation of nature's fury, the crashing armies of conquering nations, and the increasingly mad whirl of modern existence. They also show the serenity of a quiet country life, the gracious humility of those called great, the joyous romp of children on Christmas morn, and a thousand other homely things we love to remember. Every set of cards is a glorious picture window of the past. Pen, brush, and camera have joined forces with the graphic arts to bring to life these groups of pictorial gems. Their important role in our past is now receiving a just recognition. History cannot ignore them and be complete.

This Catalog is but an outline of the ground work, a list of the tools to work with. It remains for a more skilled narrator to weave the golden fabric of a saga that will parallel the story of man's great accomplishments with the equally important contribution of the little things in life. Each year sees new chapters unfold and eventually the whole living story will be a perpetual source of pleasure and enlightenment. Cards depict everything that man knows or dreams about. Whatever one's interests, the magic carpet means added enjoyment, a wider horizon, and the satisfaction that comes from achievement.

THE WORLD OF CARDS

150 years is a short time in the world's history but to go back even those few years shows the most civilized and progressive areas living in what now seems almost primitive conditions. The age of invention had not yet begun. News traveled slowly, more by water than overland as roads were little more than trails and a horse the fastest means of travel. Learning was the exception rather than the rule. Books and magazines existed but were scarce and costly. Few of the common people saw them and fewer could read and understand what they saw. Any illustrations were usually small and inaccurate delineations.

Although the work day was long, evenings and Sundays presented problems in unoccupied time, especially when winter weather kept everyone indoors. All available books were read and re-read and then loaned to others. Is it any wonder that people hungered for pictures, not only pictures of far away places but those of nearby and home scenes? Is it any wonder that when pictures finally became available people bought them and saved them to look at again and again and to show to others less fortunate? Almost every household had its albums and boxes of pictures; but as time went on, every succeeding generation became more forgetful and the old pictures lost their sentimental value.

Today, pictures are commonplace. The newspaper with its world wide and local photos is everywhere, and there are books, catalogs, and magazines galore, many of them almost entirely pictorial. Nearly every home has its camera and they are standard equipment for an army of tourists. Millions of television sets are in constant operation and a movie theatre is always nearby. Nobody, it would seem, can possibly fail to know what every scene, event, and personage looks like. It is difficult to conceive that the world could ever have been different.

But today's plethora of pictures is a very recent stage in pictorial history, and follows centuries when pictures were scarce and costly luxuries seen only by the wealthy and the few artists who made them. Primitive art in one form or another has existed since the creation of man, but the woodcut is the oldest known method of reproducing pictures in quantity. Like many other things, its first known use was in ancient China, and in early India they were used for stamping designs on fabrics. Europe was making them a hundred years before America was discovered and they reached a high development in the early 1500's in the work of Albrecht Durer, Hans Holbein, and other great artists of Germany and Holland. Woodcuts, mostly with a religious motif, are known with dates as early as 1423 and the first book with woodcuts was published about 1460 at Bamberg. Besides the Bible, most early books were chronicles or records of legends and other imaginary events.

The woodcut was the first real picture that the common man saw, and they furnished him the clues by which he could understand the printed word. After the 16th Century the art of woodcut making declined but there was a strong revival in the 19th Century when leading magazines as Harpers, Scribners, and Century used them extensively and a new technique developed. In cards, woodcuts are found in several groups begun before 1870 such as early business cards, playing cards, greetings, rewards of merit and other album cards.

The woodcut was followed by engraved plates of copper and various other uses of metals. Lithographic printing was discovered by Senefelder about 1798 but was slow in development. Its first use was for music, and the first known use in a magazine in the United States was in 1819. The famous N. Currier "printmaker of America" did not attain popularity and quantity production until after 1840.

After 1850, photography supplied much of the original material for reproductive work. Picture printing began to hit its stride in 1865 with the introduction of high speed power (steam) presses. By 1870 business men began to see the possibilities of pictures as a means of promoting the many new products and firms being started, and the big Centennial Exposition of 1876 ushered in the boom era of the trade or advertising card, closely followed by the insert card; both of which are still in use although on a comparatively smaller scale.

Early litho work was in black and white only, with any color work done by hand, but by 1880 color litho work was quite the common thing. From there on, new methods followed at frequent intervals, with zinc plates, gravure, offset, multi-colors, rotary presses, and all the many combinations of commercial art "process" work of today.

Few young people can appreciate the feeling and nostalgia about pictures that existed even as late as their grandfather's time. Much of a pictorial heritage has been thoughtlessly destroyed, but museums preserve sizable portions of it and there are growing private collections of all kinds. Fortunately, there is still a lode remaining in attic storerooms where it has been tossed as useless and worthless, superseded by the manifold pictures of a new world.

More and more, in recent years, these old pictures are being accorded their rightful place as the best record extant of many phases of a long past era. A period now totally dead is brought colorfully to life in these representations of how people lived, what they ate and wore, how they did things, their humor, talents, and faith. Much of the material has a commercial angle but that is no detraction. Advertising was a simple and enjoyable thing at that time, and not the souped-up commodity of today. Many of the items contributed to a swift expansion of business and fortunes. They enabled the common man to share the beauty of art and nature, once limited to the very few who could purchase costly originals and travel extensively. They also awakened an artistic instinct in many and so assisted in the growth of art appreciation in our ancestors. Thus, while the unthinking destroyed millions of these cards, there is a silver lining to the cloud. The love of art and pictures has been inherited and passed down through large numbers of our forebearers. This proportion of art lovers in our population will continue to grow and will insure the preservation of most of the old material yet to be found.

The extreme scarcity of many cards cannot be realized by those who have not actively pursued them for years. Many seem to exist in only a single example and with only a few is the supply more than sufficient for demand. While this Catalog lists all known collected types in its field, there are new things coming to light at intervals. No one collector can hope to obtain everything, but a diligent search should net a good representative showing of practically any type. A companion pleasure is research and writing on the hundreds of facts that need exploration. Many collectors have formed study groups of mutual interest, with periodic meetings and their own journals. The possibilities for enjoyment in any direction are unlimited.

THE CARD FIELD

Few people think of cards as being prints, but actually, any reproduced design or picture is a print whether on paper, card, cloth, or any material. The size may range from tiny miniatures to a billboard. The card field partakes of many elements of the wider classification of Paper Items—sometimes called Paper Americana, although that is a misnomer as the field is worldwide in scope and includes numerous items in metal, cloth, celluloid, etc. A rough listing of general divisions in the field of collected paper items would include:

- Prints for wall decoration (framed pictures, wallpaper).
- Prints for advertising (posters, counter, insert and adv. cards).
- Periodicals—newspapers, magazines.
- Books, booklets, pamphlets (book plates, book marks).
- Photographs, facsimiles (stereoscopes, cartes de visite, cabinets).
- Documents, manuscripts, sheet music, maps, broadsides, charts.
- Catalogs, price lists, business stationery (invoices, receipts, forms).
- Containers, labels, transfers, tickets, letterheads.
- Paper money, certificates (stocks and bonds).
- Stamps (gov't., poster, seals) envelopes, post and postal cards.
- Programs, time tables, menus, calendars, year books.
- Playing cards (games, educational).
- Greeting cards, Bible cards, Album cards.
- Rewards of Merit, Tokens of Affection, Name cards.
- Buttons (pin back), badges, novelties, souvenirs.

All of these are in the field of Prints and nearly all are collected to at least a small extent by card collectors. This Catalog endeavors to point out and value only the items usually considered as in the Card Field. Topical collectors (sports, theatrical, military, art, western, etc.) will naturally want other things pertaining to their specialty and a collection can be expanded in various ways as the inclination of the collector desires. For general purposes and for cataloging, there are three primary divisions in the Card Field:

ADVERTISING CARDS, or cards given away or used solely for advertising purposes. They are not sold or paid for in any manner. The first type, which includes most of the smaller items, is often called Trade Cards since they were given to customers by the retail tradesmen or storekeepers. The second type, or Store Cards, were used within the stores as hangars, counter cards, banners, etc. and may range to several feet in length. While intended solely for store use, many have been saved and all are now highly prized by collectors. Trade cards, in America, date back to Colonial days. They are catalogued in Sections 1—4.

INSERT CARDS were packed or inserted with a product and sold to the customer in that manner. They were obtainable only with some product such as cigarettes, coffee, or candy and so are commonly called Cigarette Cards, Gum Cards, etc. depending on their origin. They were made expressly to be collected and have always been popular with collectors. In some cases they were given in exchange for coupons that were packed with the product and so may take the form of albums or large size items. Many are made of cloth or metal rather than cardboard. They were first used in the late 1870's. All are catalogued in Sections 5—23.

SOUVENIR CARDS, generally speaking, are made to be sold because of their own intrinsic interest. All of them have an underlying practical use or purpose of differing natures but to collectors it is the subject matter of the illustration or design and the artistic elements which, aside from the historical aspects, have the primary appeal. Some of them have an advertising or gift complex but usually retain much of their essential souvenir nature. The best known forms are picture post cards, playing cards, and greeting cards but there are several others of considerable interest. Souvenir cards date back beyond recorded history. They are catalogued in Sections 24-31.

While many collectors restrict themselves to a small segment of cards, the best advice is to collect general, as far as possible, as a wide interest means a wider circle of friends and the increased enjoyment of obtaining new items more frequently. There are several dealers who specialize in card items, especially Post Cards, and hundreds of others who deal in antiques, old books, prints, curios, and other Americana. These people are constantly finding old forgotten collections and will be glad to help serious collectors. An advertisement in one of the magazines read by card people may be all that is necessary. The auction sales are also a popular method of buying and selling.

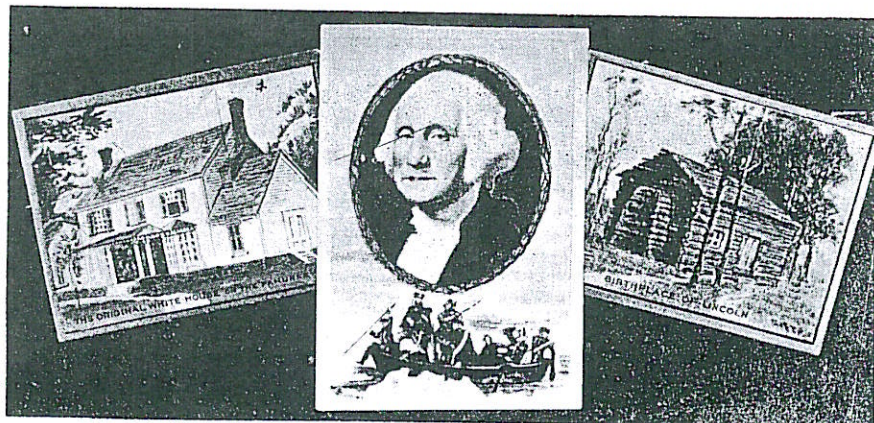
VALUE AND CONDITION

The values shown in this Catalog are for single cards in good condition, as selected items purchased from approvals or want lists. A lot rate and set values are shown for many items commonly sold in that manner. Section headings show other value considerations pertaining to such sections. Value is subject to discount only for: 1) poor condition, and 2) duplicates and makeup in lots.

Good condition means without creases, stains, tack holes, bad centering, or similar defacements; or a card good enough to permanently satisfy the average collector. High catalog cards retain a greater percentage of value if damaged than do low catalog cards. Items listed at 5c or less usually have very little value in damaged condition. The catalog does not attempt to set values on items in current production and sale. The value of very recent items can often only be estimated until value factors can be more fully determined.

In the final analysis, value is determined by supply and demand. Establishing an exact figure, however, is much more complex than might be expected, and only those with long and extensive experience are qualified for the work. Even such persons must consult with all possible types of collectors, dealers, and authorities to search out every possible idea and shade of opinion that bears on the value of a card. Collector's want lists and offers are studied, the response to dealer's offerings are analyzed, auction bids are watched and in particular the number and range of bids received. Inflation is a factor that must be considered as in recent years it has raised all values including hobby items. Since World War II, for example, inflation has shrunk the value of the dollar by approximately 50%, or in other words, it has alone doubled the value of everything. The aim is to set a figure that is as accurate as humanly possible and one that is in the best interest of the hobby and fair to both collectors and dealers.

Hobby values, normally, do not rise or fall rapidly, although occasionally something unpredictable does so affect a few of them. As a rule, it is sufficient to review values only at intervals of a few years, as has been done in several editions of this



At ends: T69-Historic Homes (The Original White House on the Pamunkey, and Birthplace of Lincoln). Center: T68-Heroes of History (George Washington).

catalog since 1936. Supplies of many cards as they come on the market are often sufficient to balance demand and so keep values on a level keel, except for inflationary considerations.

"Catalog Value" does not imply an effort by anyone to dictate what cards must be bought or sold for. It does attempt to show the normal worth of an individual card as shown by a consensus of expert opinions after a careful study of all value factors. Normal value can thus be determined with close accuracy, but the selling price of a card is another matter that concerns the buyer and seller only, and must take into consideration the further factors of condition and size and content of the entire purchase. Entire lots or collections must be sharply discounted at times as they may include a high proportion of duplicates and low grade material in which the value is largely equaled by overhead, handling, and resale costs. All card types include a sizeable proportion of what is often misnamed "junk" but which is not entirely worthless. For such material, however, the value in large lots may be but a percentage of catalog.

Value and price ordinarily are about the same figure since a seller usually wants to obtain full value and buyers do not wish to pay over that amount. There may be exceptions, as when a bargain is passed along at less than normal value, or when a buyer offers more than normal value for something especially wanted. Such offers are often seen on want lists or on auction bid sheets. With the catalog value as a guide, it should be easy for buyer and seller to allow, if necessary, for damage and other things and to arrive at a mutually agreeable quotation. If an undamaged card is obtained for less than catalog it is quite likely a bargain. If a buyer knowingly and willingly pays over catalog, it may also be a satisfactory purchase if the card possesses some particular personal value to the buyer which is greater than its normal value. The success of auction selling is based on the fact that among a large group of buyers there are likely to be a few to whom a lot will have such extra-catalog value.

It is the collector himself who sets values as cards have this attribute only because collectors want them and are willing to back their wants in a financial way. Cataloguers are constantly watching sales of all kinds, collecting trends, and inflationary factors, and when these observations consistently point up or down, a change will appear in the next catalog revision.

ACKNOWLEDGEMENTS

The first known cataloging of American cards was in a short magazine article in 1936, followed by a 36 page mimeographed catalog in 1937-38. The first big typeset catalog appeared in 1939 with subsequent editions in 1946 and 1953. The latter contained the first comprehensive value guide to Post Cards and other souvenir types. Its sale was so extensive that a revised reprinting was necessary in 1956. The present book is the first cloth bound edition and reflects the growth and increasing importance of the hobby.

A Catalog is dependable only in relation to the knowledge, resources, and integrity of those who compose it. Over the years, the publishers of the American Catalog have had the valued cooperation of hundreds of collectors and dealers and it is thus possible to produce a work that represents a real consensus of opinion and fact that is generally acceptable to the hobby as a whole.

It is never possible to adopt all the ideas and suggestions that are made for a new Catalog as many are diametrically opposed to each other. All, though, are much appreciated and have been given every consideration. It is felt that a catalog of this type should confine itself largely to a listing of what exists and its value, and that most of the historical backgrounds and details of complete checklists should be left to the realm of reference books and magazine articles. Much of this has already appeared and other topics are in preparation by reference writers.

Appreciation is extended to all collaborators on previous editions of this catalog, as they are responsible for much that appears in this edition. Especial thanks are made to the following for new and corrected data and added features which appear for the first time in this edition:

George Armstrong
Louis W. Bobel
G. Lionel Carter
Louise Collins
Ernest M. Cooper
Vera G. Crouch
Maurice Ferber
Bob Finnegan
A. O. Fleischman
John N. Frankenberger
Royal F. French, M.D.
Charles A. Fricke
Winfred M. Grandy
Katherine Gregory
F. H. Griffith
Althea Harvey
Margaret Heinoldt
Herman Herst, Jr.
Herbert H. Hosmer
G. L. Howe, M.D.
Herbert Hulse
Esther Justus
Harry Kenworthy
Lawrence Kurzrok, M.D.
Tom Lamberson
Howard Leheup
A. G. Lyon, Jr.
Gerald MacDonald
A. Hyatt Mayor
Carroll Alton Means
Vincent Mercaldo
Gladys A. Meyrick

Rebe Murphy
Rita Nadler
John P. Oesterling
John C. Page
Edwin R. Payne
Frank J. Penar
Edgar A. Perkins
Marion Perkins
Dorothy Powills
Louis K. Robbins
Abe Schoenfelt
H. C. Schulz
Thelma K. Schwab
L. H. Scisco
Ben Shiffrin
George C. Slawson
Joseph Smidl
Mrs. Stuart Smith
Robert Stoker
Helen Swayze
Fred Switzer
Fanny G. Troyer
Roy C. Votow
John D. Wagner
Everett Wallster
John R. Webb
E. C. Wharton-Tigar
Leroy C. Wheeler
Victor H. White
Evelyn G. Wildman
Elizabeth Wolek
Helen I. Worden

LISTING STYLE

In the Checklists, the first number is a given catalog number to identify the set or type. The initial letter, as K for Coffee, shows the card type, except Section 5 (19th Tobacco inserts) which is without a letter. The title may be either as on the cards or a supplied descriptive. Number in parentheses following the title is the quantity in the set. 1-2-3 sub-divisions are type designations of entirely different cards, and may be written as No. 264-3 to designate type 3 of set 264. a-b-c sub-divisions show varieties of the same general design but with detail differences. B&W means black and white and "one color" may mean green, blue or any other single color. PD or Pkg.Des. means Package Design and An. means Anonymous as to issuer. Cards are in colors unless otherwise noted.

Some sections have been entirely rewritten and renumbered. Additions to some lists may be at the end and not in alphabetical or other order.

SECTION I

ADVERTISING CARDS

This group of cards holds first place in the affections of many collectors, and the scarcer items can be valued quite highly. Oddly enough, the cards originally cost nothing as they were made and distributed solely for advertising purposes. Their charm is that they depict life as it was in the days of our early ancestors and perhaps reveal the origin of many of today's commonplace items.

Unfortunately, there are difficulties in their collection. The cause is not due entirely to scarcity but rather to problems in appraisal and sales. Values have a wide range and only considerable experience and study makes it possible to set a figure which reflects the actual worth. A once picked over lot may lose only 10% of its cards but 75% of its value. The average dealer does not have sufficient time and interest to study the cards and learn their value characteristics.

Many dealers simply pass them on as found, plus a nominal profit. This has resulted in many lots or albums changing hands at considerably over or under the figure that a more expert handler might place on them. Without prohibitive illustrations and descriptions, it is impossible to entirely remedy the condition in a catalog of this kind but the various classifications and values shown should be helpful.

Values in Sections 1 through 4 are net and without a set increase except that the usual 50% increase for complete sets will apply where quantities are distinctly known or stated. Because of the nature of the cards and their manner of distribution, it is often impossible to determine the size or makeup of a series.

PRE 1850 TYPES

The business man's first advertisement was a board above the entrance to his establishment with a painted word or two announcing his line of goods or services, as GENERAL MERCHANDISE or SHOE REPAIRS. When printing became available, he had a small card made giving his address and business and so extended the range of his advertising by handing out these cards. When available, he had the printer dress up the card with a stock border and ornament or, if he could afford it, had a small illustration made for his own particular business. Naturally, the card would be uncolored and possibly not too attractive and so not many would be interested in saving them as collector's items. Probably the most famous card of this type is the one with which Paul Revere advertised his Silversmith business.

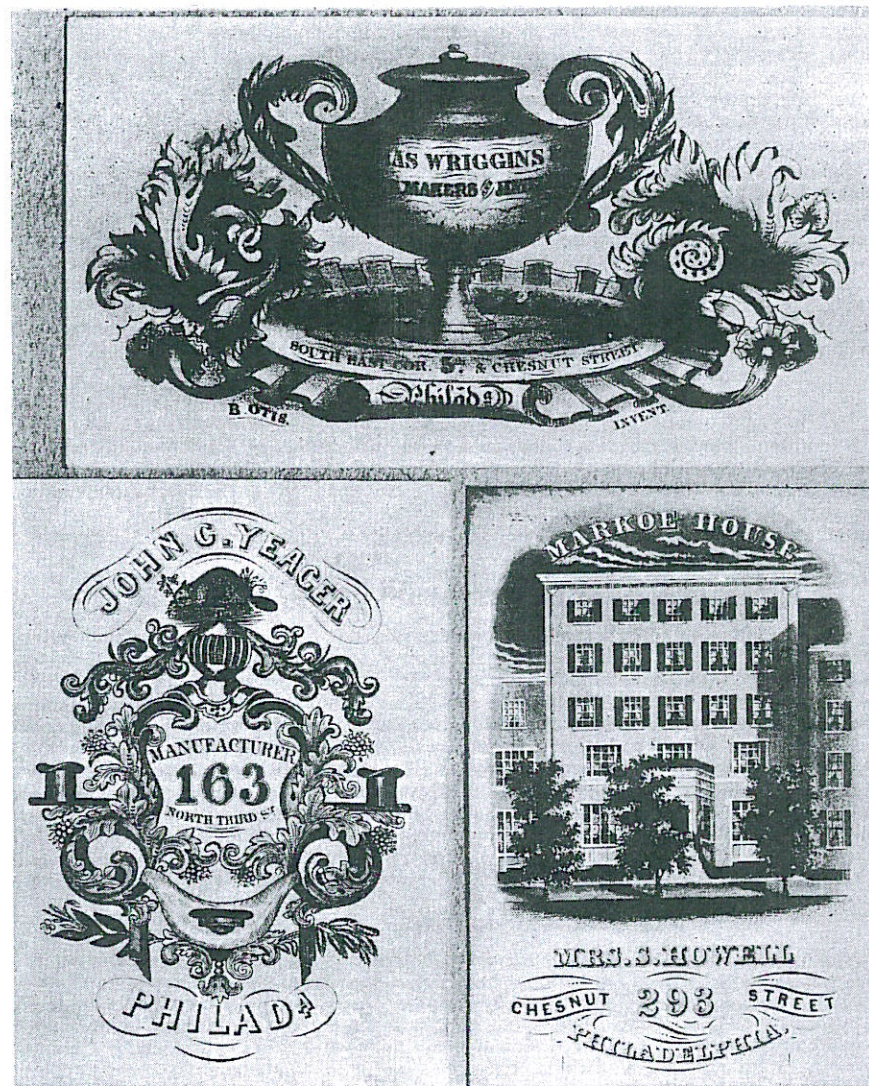
A recently written thesis on early U. S. Advertising Cards included a list of about 150 cards which were adjudged to be before 1810. Practically all were in various older museums and libraries in the East. Cards of the 1810-1850 period are more numerous but none are plentiful and few are found by collectors.

Unfortunately, few cards are dated and in many cases even the most intensive research will fail to disclose the time of use. While called the "Pre 1850" type, they actually were used considerably into the 1870's and, in fact, the style is still used for personal business and calling cards.

The early ones can usually be recognized by the type faces and the absence of brand names. They tended to advertise a business rather than a specific product and so are found for the clothier, tailor, hatter, gunsmith, builder, printer, and dozens of similar occupations. Some are embossed in color and many are on a highly glazed card that was popular for a period. The very earliest may be on heavy paper or very light card, without color, glazing, or embossing. They are seldom found amongst later card issues and the best sources are dealers in early documents and historical matter.

The value depends on the apparent age, size, subject, and general attractiveness. A well known artist's signature, as Maverick, adds to value as does historical significance and quality of printing. The usual classification is according to size and a normal value listing would show:

HA1—Small sizes, to about 2x3 inches	\$2.00 to 3.00
HA2—Large, post card to about 5x7 inches	\$4.00 to 10.00
HA3—Very large	up to \$25.00



Pre-1850 advertising cards of Philadelphia. The top design (3 x 5 1/2) for Thomas Wriggins, Jeweler is signed by Bass Otis, a famous designer. Below: John C. Yeager, Men's Hat Manufacturer and Mrs. S. Howell who operated the Markoe House.

THE GOLDEN AGE

In the 1870 period the early advertising type was gradually being replaced by colored cards made especially for individual firms. Business men noted that these cards, especially those bearing illustrations and in colors, were going into collections and so constituted an excellent long range medium for the promotion of their many new products and industries. In 1876, a visitor at the great Centennial Exposition in Philadelphia made an album of all the cards he could find at the show—and nearly every firm of any importance was represented among the more than 50,000 exhibits there. 80% of these cards were uncolored and of a type that were saved by very few people. The others are colored cards that are fairly well known to advanced collectors because everybody saved them. Thus while only a very few

saved the unattractive black and whites, almost everyone saved the pictorials and colored cards. With improved and less costly printing techniques, the use of colored cards increased yearly. By the early 1880's collecting the cards and making the scrap albums was a nation-wide hobby. For over ten years the card makers experienced the greatest boom ever known. After 1893 other means of promotion gradually superseded the cards and in recent years the output, for collecting purposes, has been very small.

So great was the public demand in the 1880's that practically every business, large or small, was obliged to obtain cards of one kind or another. As the common method of distribution was through the retail tradesman they are commonly called Trade Cards. They were handed to customers, laid on the counter, or wrapped with a purchase. Others were given by salesmen and agents or sent through the mail. Cards made expressly for mailing, however, are covered with the Post Cards in Section 24. Large items intended for store use (Store or Poster Cards) are in Section 4. The cards for consumers were mostly about 3x5 inches although some went to 7 or 8 inch lengths and a few were even longer.

NATIONAL AND LOCAL

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 may show the name of a final distributor (store) but that has no bearing on their National status. Local issues are those 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 grocery store.

PRIVATE AND STOCK

Private issues are those made for and used by only one advertiser. Stock cards were made by print shops and sold to anyone who cared to use them, with the user's name imprinted in a space left for it. Naturally, most National issues are private designs and most Locals are stock designs but the reverse is sometimes true as a few National firms occasionally used stock designs and a few locals made private designs. The National firms with private ads are normally much the more interesting and valuable although some were distributed so lavishly that they are yet quite common and so of little cash value. Most of the trade cards of Currier and Ives are stock designs but were made in limited quantities at a fairly early date and a popular demand has made them comparatively scarce and valuable. Prang issues have a somewhat similar status, as do a few other attractive early stock designs.

ALBUMS

As found today, about one-fourth of the cards are loose, the other three-fourths are pasted in the old style scrap albums. They are hopelessly mixed and totally unsuitable for modern collecting methods. No value can be given for the old albums full of cards as the value depends entirely on what cards they contain. Not many years ago it was possible to pick them up for a dollar or two and some are not worth any more than that today. Others have changed hands for amounts up to \$50.00 and they could quite possibly figure to higher amounts. An experienced person can "price" an album in a few minutes but it may be necessary to handle many thousands of the cards to obtain the necessary experience. As a rule, 90% of the value is in 10% of the cards. Some deduction must be made for stuck down cards as all cannot be removed without damage, especially where unsoluble glues have been used. The albums themselves are worthless.

CLASSIFICATION

A collection can be sorted and arranged in several ways. Probably no entirely perfect manner is possible. The plan used in this catalog has been devised as a workable system that is used and recommended by several collectors. It can easily be modified in various ways to suit the ingenuity and style favored by any individual collector. A four way primary grouping is involved, which may be shown as follows:

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 Pre 1850 types have already been mentioned in this section. Further notes on the remaining Special Groups follow. These four include some of the better items in Advertising Cards and merit special classification. Other main groups constituting the bulk of the cards are covered in Sections 2 and 3.

CLIPPER SHIP CARDS

Following the discovery of gold in California in 1848 there was a tremendous demand for shipping space to carry needed supplies and equipment to the West Coast. The fastest and best service was furnished by the fleet of Clipper ships. Rates were so high that often one or two successful voyages paid the cost of the ship. Competition was keen, and vessels made every effort to obtain a cargo and be under way as rapidly as possible.

At first, handbills were used but they soon gave way to the attractive sailing cards which emphasized the speed and safety of the ship, reliability of its master, and past records. These were placed in prominent public places and delivered to prospective and known shippers. Money was plentiful, no expense was spared in the production of the cards, and their attractive designs and bold coloring defies description. Unfortunately, not many were saved as their period of use, roughly 1850-1870, was before the collection of such cards had become a general hobby. Then too, they were distributed largely to business people and not the general public.

Most of the cards are for the run from New York or Boston to San Francisco but a few are for other routes to Hawaii, Australia, or Europe. Nesbit of New York was the principal printer but a few originated elsewhere. Most of the cards known today are in museums and the supply available to collectors is very small, but a few private collections are being gradually expanded. Nearly 3000 cards are known to exist, being about 900 different cards for about 400 ships. Some ships used several different designs for various sailings. The usual size is 4x6½ inches. Section 33 mentions the location of the leading collections in this country.

HK1—Plain types without illustrations	\$20 to \$ 30.00
HK2—Usual range of illustrated cards	\$50 to \$ 75.00
HK3—Extra-ordinary designs	to \$100.00

Includes certain designs of historical significance and others of extremely unusual coloring effects. Damaged items must be discounted.

CURRIER AND IVES

N. Currier began his lithograph business in 1835, with Ives joining in 1857. The firm was dissolved in 1907, some years after the deaths of both partners. The principal output was prints for home decoration but they also did much commercial work such as large banners and store cards. Just prior to 1880 they introduced a line of consumer advertising cards about 3 1/4 x 5 inches in size, with 20 cards each for 1—the cigar trade, 2—the horse and livery trade, and 3—for general advertising. The latter group was later added to.

Most of these cards show the Currier & Ives name and the copyright date. There were, however, similar cards by other publishers that often resemble Currier & Ives prints. The cards may show the imprint of any type of business. Such imprints, or lack of it, does not affect value although some collectors prefer imprints of a type for which the design was intended. Titles and Values:

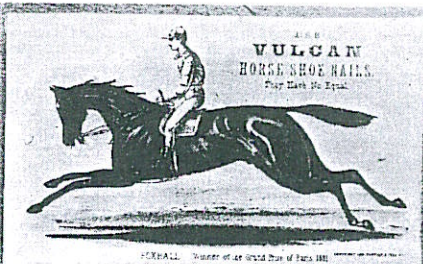
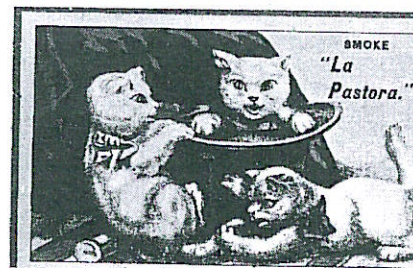
CIGAR TITLES

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 Cigaretta	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

The original 20 titles constituting the "Horse Comics" were Nos. H25, 26, 29, 30, 33, 34, 36, 37, 42, 44, 45, 46, 48, 50, 51, 53, 57, 59, 60. Also No. H115 which is not a comic but is supposed to show N. Currier, himself, and one of his crack teams. This series was sold in somewhat larger than average quantities.

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
a) uncolored—1.50	
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



Typical Currier & Ives cards. H41—Frolicsome Kits (1880) with imprint of "La Pastora" cigars. H86—Foxhall (1881) winner of the Grand Prize of Paris, used by Vulcan Horse Shoe Nails.

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—Frolicsome 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	H85—Falsetto	5.00
H82—Clingstone	8.00	H86—Foxhall	8.00
H83—Director	7.00	H87—Goldsmith Maid	8.00
H84—Edwin Thorne	8.00	H88—Harry Wilkes	5.00

H89—Hattie Woodward	5.00	H105—Sleepy Tom	5.00
H90—Hindoo	5.00	H106—Soral Dan	5.00
H91—Hopeful	7.00	H107—Spendthrift	6.00
H92—Iroquois	6.00	H108—Sunol	8.00
H93—Jay Eye See	7.00	H109—The trotting king— St. Julian	2.00
H94—Johnstone	6.00	H110—The trotting queen— Maud S.	2.00
H95—Longfellow	6.00	H111—Tom Bowling	5.00
H96—Luke Blackburn	6.00	H112—Trinket	5.00
H97—Majolica	5.00	H113—Wedgewood	6.00
H98—Mattie Hunter	6.00	H114—Training a trotter	5.00
H99—Maxy Cobb	8.00	H115—Trotters on the snow	2.00
H100—Mollie McCarthy	5.00	H116—A road team at a twenty gait	4.00
H101—Monroe Chief	5.00	H117—A spin on the road	6.00
H102—Parole	6.00		
H103—Phallus	8.00		
H104—Rarus	6.00		

VIEW TITLES

Only one design of this group is known with an advertising imprint, but all are the trade card type with a space at the bottom evidently intended for an advertiser's use. All are very scarce. Currier & Ives published several large prints showing groups of small views, but such items are purely prints and not intended for advertising or individual use. Most any large library contains books on Currier & Ives in which such prints are illustrated or listed in detail.

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 CARDS

Private designs vary in size and weight of cardboard. Several other popular views were printed in varying small sizes and some of them may have been adapted to advertising use but probably were not intended as such.

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 (Str. 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—The Aesthetic Urge (Negro comic) bGw, 5x7, unused	8.00

PRANG CARDS

Prang began business in Boston in 1856 and until 1890 set the standard of excellence in design, coloring, and general craftsmanship. While best known for his greeting cards, he also produced many large prints for home decoration which are much sought for. His work can easily be recognized by the attractive shades of ink and the general color harmony and design layout.

The card issues are difficult to catalog as they fall into three classifications: 1—the Album Cards, which are covered in Section 29, 2—the Greeting Cards, which are in Section 26, and 3—the Advertising Cards, at this place. Nearly all of the Advertising cards are of the stock type, and a large proportion of them resemble greeting cards with their bird and flower designs. Most of these, though, were originally made for advertising use and were later adapted to greeting card use. Thus the same card may often be found with both an advertising and a greeting imprint. Collectors can group all together, as is generally done, or keep the advertising and greetings separate, if they choose. Designs with a panel space or an open area in some part of the design in which to place an imprint should be classed as advertising designs, even though also known in greeting form. They should not be confused with the many designs made specifically for greeting purposes (Section 26) or the early Album Cards (Section 29).

Prang Advertising designs could not be listed in detail without reference to many illustrations. The only possible method is a division by size, and a convenient scale would be:

HG1—Under Post Card size (less than 3½ x 5½) usual types, average10
Private designs, as Clarks Thread, 1876 Centennials, etc.20
HG2—Post Card size to 7 inch length, average25
HG3—Over 5x7 to 12 inch lengths, average50

SECTION 2

ADVERTISING CARDS

PRODUCT AND SERVICE GROUPS

Product and Service Groups include the vast lot of "general advertising" designs—the largest group in the Advertising Card field. The Product designs will show the product itself, its uses, place of business, and thousands of others which will show only people, children, pretty girls, flowers, non-descript landscapes, etc. Service groups show the same types of pictures, but these firms have no tangible product to sell. Hence, they will tend to feature the advantages of the services they render. Many will be single cards, the others mostly in short sets of a dozen or less cards. Few are adaptable to detailed cataloging.

METAMORPHIC AND MECHANICAL (M&M). Perhaps the most popular of the innovations is the Metamorphic card (from the Greek, meaning to turn about) in which the classic form is an opening fold showing before and after use of a product. There are many varieties and adaptations. Mechanical cards are either automatic or manual. Automatics act when opened, as kicking girls and the projection styles in which a portion of the picture is projected into the foreground. Manuals include pull outs and revolving discs, most of which are really metamorphic in nature because of the change shown. A fairly complete listing of M&M cards is given in Appendix 13.

BOOKLETS AND FOLDERS. Small souvenir booklets and folders are not primarily catalogs or pricelists of a firm's products. They are essentially stories, jokes, and information of general interest. The long listing in Appendix 12 will give further clues to their contents. Catalogs of a company's products, price lists, and business stationery (letterheads, invoices, receipts, etc.) are wanted by a few collectors whose main interest is not pictorial but concerned with business research and industrial history. While an early Sears, Roebuck & Co. catalog may sell for as much as \$25.00, the usual scale for such things is from \$10.00 downwards. Large accumulations often change hands at little more than waste paper valuation since most of the material has no collection value and the cost of salvaging the better things is relatively high.

VALUES. In accordance with the Grouping Outline, all product and service cards are here classified in ten main divisions according to the product or service they advertise. This general value grouping will not include:



Advertising Cards. H916-French print type. HP2k-Red Cross Coffee. HP3e-Fisk, Clark & Flagg's Men's Gloves. H550-3 Shakespeare Scenes by Libby, McNeill & Libby. H57a-Boston & Maine Railroad 1868 schedule to resort areas. HP3g-1876 Centennial Souvenir of Devlin & Co. American Clothing House, N. Y.

- 1—Any of the Special Group cards, as in Section 1.
- 2—Product, Service, or Design listed sets as in Sections 2 and 3.
- 3—Large poster store cards (over 14 inches), banners calendars, and specialties as in Section 4.
- 4—M&M Cards, Booklets, Liebig's, Toy Banks, etc. as in Appendix.
- 5—Any unlisted local stock cards.

In the stock cards (item 5 above) lack of important historical elements and a fair supply precludes any value of consequence. Local stocks may show the imprint of any type of local store such as grocery, drug, tobacco, hardware, or general merchandise. The design is general and with no relation to the product. While all collections should include a showing of these cards, not many will want to include all the possible imprints or lack of imprint (as on printer's samples and remainders). HX1—Local stock adv. issues, average, .03; selected to 10

In the groupings, the range and average rates shown reflect the normal makeup of each group as ordinarily found, and would apply to all different lots of these cards in reasonable quantity. In practice, picked over lots with most items in the lower value range, duplicates and damaged cards, often change hands at a "junk" rate of 50c to \$1.00 per 100, depending on whether loose or stuck down.

POST CARDS. All Advertising Postal (Gov't) Cards and private cards showing intended postal use are in Section 24.

THE TOBACCO PRODUCTS GROUP (HPI)

Issues of the tobacco industry form a large popular group which are the sole interest of many collectors. For that reason, such collectors will keep all their tobacco issues together, regardless of type or listing. Such a collection will show a separation into the larger issues, with the remainder under the d-g headings below. Values of uncatalogued and single items:

a—A&G, Duke, Goodwin, Kimball15c to 40c; average 20c
b—Lorillard, Marburg20c to \$.2; average 40c
c—Kinney, Mayo20c to \$.1; average 25c
d—Other smoking and chewing10c to 50c; average 25c
e—Other cigars10c to 50c; average 20c
f—Other cigarettes20c to 40c; average 30c
g—Snuff20c to 40c; average 25c

THE FOOD AND BEVERAGE GROUP (HP2)

Packing houses and beverages (a and j) are the most popular in this grouping. Although widely used products, their cards were not lavishly distributed, also many appeared at quite early dates of the late 1870's. Values:

a—Meat products, butter, lard5c to 50c; average 20c
b—Fish, oysters, sea foods20c to 50c; average 30c
c—Milk, cereals, baby foods5c to 25c; average 10c
d—Bread, flour, pastries10c to 40c; average 15c
e—Starch, yeast, baking sodas5c to 25c; average 10c
f—Extracts, spices10c to 25c; average 15c
g—Soups, jellies, coconut10c to 30c; average 15c
h—Canned goods, raisins, beans10c to 50c; average 20c
i—Vinegar, pickles, sauces, syrups10c to 40c; average 20c
j—Liquor, wines, beer25c to \$.1; average 50c
k—Coffee, tea, cocoa, soft drinks5c to 20c; average 10c
l—Candy, gums5c to 25c; average 20c

THE CLOTHING AND SHOES GROUP (HP3)

This group will show how people of the time dressed and so may include a mixed assortment of national and local cards which depict the wearing apparel of the period. Ready made clothes had not appeared in quantity although brand names in some specialties were being featured. The tailor, dressmaker, and milliner were people of prominence and dress patterns were a part of every household.

a—Women's coats and suits20c to 75c; average 40c
b—Corsets and bustles20c to \$.1; average 50c
c—Millinery, gloves, etc.20c to 50c; average 25c
d—Men's clothing10c to \$.1; average 30c
e—Men's shirts, collars, cuffs, etc.15c to 40c; average 25c
f—Children's clothing20c to 40c; average 30c
g—Clothing—general (locals and misc.)10c to 30c; average 20c
h—Shoes and rubbers15c to 40c; average 25c
i—Fashion issues5c to 10c; average 7c

THE PERSONAL ACCESSORY GROUP (HP4)

These are the most prolificately issued cards of all and many of them are still so common that they cannot be valued highly, even though most attractive and interesting cards. An experienced collector, however, will point out numerous scarcer items, especially in the small items (g) class. The number of patent medicines on the market and their claims is amazing, and the extensive thread advertising only slightly less so.

a—Soaps and cleansers5c to 20c; average 8c
b—Patent medicines5c to 40c; average 10c
c—Perfumes and cosmetics10c to 40c; average 15c
d—Thread and needles5c to 15c; average 7c
e—Watches and jewelry5c to 25c; average 15c
f—Shoe polish, dyestuffs, blueing5c to 25c; average 10c
g—Small items10c to \$.1; average 25c

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

THE HOME FURNISHINGS GROUP (HP5)

The eight divisions here include everything found as permanent equipment in the home. Some very fine cards are included, aside from those in the Design and M&M classes.

a—Stoves and ranges, stove polish15c to \$2.; average 20c
b—Sewing machines5c to 30c; average 10c
c—Pianos and organs10c to 30c; average 15c
d—Furniture and carpets20c to \$2.; average 40c
e—Washing and laundry equipment25c to \$2.; average 50c
f—Carpet sweepers, freezers, hammocks, phonographs ..	.15c to \$1.; average 25c
g—Clocks, lamps, dishes, kitchen wares20c 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 above average value. At this time, a very large proportion of the population lived on farms but the mechanization of farm work was just beginning. Some items here will be in the form of illustrated catalogs and price lists.

a—Carriages and wagons20c to \$2.; average 40c
b—Farm implements25c to \$2.; average 40c
c—Seeds, plants, fertilizers10c to 40c; average 15c
d—Harness, veterinary, feeds, insecticides25c to 50c; average 25c
e—Pumps, windmills, fences, lawn mowers25c to \$1.; average 40c
f—Scales, separators, incubators10c to 40c; average 20c
g—Paints, varnishes, oils, greases5c to 30c; average 10c
h—Cash registers, safes, typewriters20c to \$1.; average 50c
i—Factory and industrial equipment25c 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 cards are of the same fundamental nature as the Product Groups except that the advertising is primarily for a service rather than a tangible product.

TRANSPORTATION (HS1)

Specialty collectors interested in old railroad, steamship, automobile and airplane items augment the demand for this group. Early automobile catalogs may be worth to \$25.00 depending on make of car, age, size, and attractiveness. Ship menus and passenger list are items of interest. Steamship cards should not be confused with Clipper ships, which used sails only. An extremely popular group which includes:

a—Railroads and steamship lines25c to \$2.; average 75c
b—Airlines, automobiles, trucks, bicycles10c to \$1.; average 25c
c—Stage coaches, liveries, storage, delivery10c to 25c; average 15c

HOTELS (HS2)

Includes all places supplying lodging and foods. Menus and wine lists include all but rail and ship items which more properly belong in the HS1a group. It is possible to form a very large collection of menus and they are a specialty often kept intact. Values depend on age, makeup, illustrations, etc. and may range up to \$1.00 for fine items.

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 and play acts themselves. Many other cards depicting actors and actresses were issued as general interest matter by unrelated concerns (See Design groups HD1d in Section 3). Many stage and circus items are on paper rather than cardboard. Like Menus, Theatre Programs have been collected as a specialty and the same factors influence value. Society items include issues of clubs, lodges, and social groups and will contain Announcements, Invitations, Programs, and Tickets.

a—Early stage play items to about 6-inch length10c to 30c; average 20c
Larger sized items25c to \$1.; average 40c



Advertising cards. HP6b-Champion Farm Implements (open reaper). H420-Bensdorp's Royal Dutch Cocoa (Fishermen of Vollandam returning home). H512-St. Louis Exposition (Missouri State Building). HP3h-F. Mayor Boot & Shoe Co., Milwaukee (Everybody every day).

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)

Including all other types of service occupations or trades in which time and labor are principal expense elements. A comparatively small group but with a wide value range. 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
d—Doctors, dentists, artists, photographers3c to 10; average 5c

PRODUCT AND SERVICE SETS

Sets of the Product and Service types are not numerous and in many instances there is some doubt about the propriety of listing in this place. Many "sets" are short ones of general design nature that do not adapt easily to accurate listing, especially where it is impossible to illustrate or describe in detail.

TOBACCO

H230—Children, French print cards, AGG (Little Beauties)15
H231—Children, AGG 3 x 4 1/2 (Sunny South)15
H232—Cigarette Making Girls, AGG Cabinet photos	2.00
H233—Little Girls, AGG various series for Pets Cigts.25
H234—Silk Centres, AGG General subjects, 5 x 8 to 9 x 14	\$2.00 to 10.00
H235—Smokers' Heads, Goodwin 4 x 6 diecuts (9 seen)40
H236—Girls, Kimballs 4 1/4 x 6 Bien Lithos (10 seen)40
H237—Frog Prints, (4) Kimballs 8 1/2 x 10 3/4	1.00
H238—Fancy Bathers, Kimball 6 x 8 1/4 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 headresses) Mogul cigts. (5)	1.00
H244—Little Girls, (4 seen) Pats cigts., 4 x 9 1/2, sepia	2.00
H245—Actresses, (girls) Yale Mixture, about 9 x 13	3.00

FOODS

H265—Libby, McNeill & Libby, Shober & Carqueville Lith. (42 seen)35
H266—McFerran, Shallcross, Magnolia Hams, General (est. 36)25
H267—Magnolia Hams, Child and monogram (10) gold bkgd.15
H268—Counselman, Royal Hams, S&C Lith. (est. 12)25
H269—Royal Hams, Jones Lith., Blue bkgd. (10)20
H270—Wilson Packing, numb. W695-702 or S&C Lithos.25
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—Naphy'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 Baked Beans35
H286—Alden Vinegar (Calendar-Evangeline-Animals)15
H287—Old Continental Whiskey, Burlesque Girls 4 x 6 1/250
H288—Liston's Extract of Beef (Bulls) sepia comics25
H289—Ritter's Jams10
H290—Sea Foam, several series, colors and b&w silhouettes10
H291—N. Y. Condensed Milk, pebbled paper10

CLOTHING

H310—Clement & Sayer (politicals)50
H311—Bufford Stocks (8) men's and boys' clothes 2 x 510
H312—Seely 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) small20
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, average, paper20
Includes A.S.T., Clincher screws, Whiddens, etc.	
H320—Alphabet Cards (26) Sollers Shoes05
H321—Days of Week, Dunbarr Shoes, sepia 2 3/4 x 3 3/410
H322—Candee Rubbers, Buck Lithos, 3 1/2 x 6 1/420

ACCESSORIES, ETC.

H340—Fairbanks Soaps, various series15
H341—Dobbins Electric Soap, 7 ages of man (7)15
H342—Blueing, 3 ball, Reckitt's, Bixby's, Bartlett's15
H343—Clark's Thread, turn cards (both sides) 2 x 3 1/220
H344—Clark's Calendar Cards10
H345—Belding's Spool Silks, various20
H346—Watch Cases, Boss Pat (75 known); Keystone (est. 40)15
Mechanical Bank Cards, see full listing in appendix 15.	
H347—Mrs. Potts Irons, regular 15c, multi-colored25
H348—Dr. Haas Farm Remedies, 2 series25
H349—Higgin's Soap, Days of the week (negroes)10
H350—Bell's Buffalo Soap (6)10
H351—Occupations (men) Bells Buffalo Soap10
H352—Dr. Thompsons Eye Water05
H353—Gendron, carts & baby carriages, 3 x 510
H354—Florence Oil Stoves, 3 1/4 x 5 1/215

SERVICES

H380—National Line Steamships, Hatch Litho50
H381—American Line Steamships in Spanish War Use	1.00
H382—Ocean Steamship Lines, views of ships50
H383—Lake, River, Excursion Lines, ships or docks30
H384—Success Talks* (52) 2 3/4 x 4 1/4, Stevens Davis (Banks, etc.)05
H385—Chicago and North Western Railroad (blue and gold)15

SECTION 3

ADVERTISING CARDS

THE DESIGN GROUPS (HD)

In the Design Groups, the illustrations have no possible connection with the firm or product advertised. They are souvenir pictures, somewhat of the usual insert card variety, and were used because of their general interest. People like such pictures and the advertiser benefits from the good will engendered and the fact that the cards and his name is preserved and seen many times as the cards are looked at year after year by generations of consumers.

Thousands of these cards can be quite easily listed as sets, but there are hundreds of other single cards or short sets not suitable for listing. For these, it is possible to give only the range and average of values. Design cards can be divided into 8 main groups as shown in the outline:

VIEWS (HD1). These must show views of actual places, events, and people (except government heads) but none of the subjects shown should have any direct connection with the advertiser.

a—Views, all general types10c to 50c; average 20c
b—Expositions25c to 75c; average 40c
c—Historical Events25c to \$1.; average 30c
d—Stage stars and Celebrities5c to 50c; average 20c

Governmental and Racial (HD2). Main divisions:

a—Presidents and Rulers5c to 25c; average 15c
b—Flags, Arms, Medals, Maps5c to 25c; average 15c
c—Military and Naval subjects20c to \$1.; average 40c
d—Political and Patriotic designs15c to 50c; average 30c
e—Native types, habits, customs15c 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 gems10c to 25c; average 25c

Children's Designs (HD4). This group is not intended to include all children's pictures as such are more likely to be of the Product Design type. It is, rather, a group of specialties appealing especially to children.

a—Nursery Rhymes and Children's stories15c to 50c; average 30c
b—Greenaway type (adv. only; no K.G.)20c to 50c; average 50c
c—Paper dolls—See Section 27	
d—Fables and Fairy Tales5c to 40c; average 25c

Sports Subjects (HD5). Main divisions:

a—Race Horses25c to 40c; average 35c
b—Baseball, track and field sports15c to 40c; average 25c
c—Yachts and water sports20c to 50c; average 40c

Puzzles and Tricks (HD6). These furnished amusement on many long evenings when the family got together. Mostly about 3 x 5 in size, but a few in a large 5 x 8 inch size. The mechanical puzzles are sometimes listed with the M&M cards.

a—Hidden objects puzzles5c to 15c; average 10c
b—Rebus and transparencies5c to 10c; average 8c
c—Mechanical puzzles10c to 20c; average 15c

Comics (HD7). Comics are largely stock issues used locally although there are a few notable exceptions.

- 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). Art is here used in a broad sense and not to designate only the comparatively few cards which actually are art reproductions. French imported cards usually have a gold background or show French inscriptions. Others are specialties which show up better if kept together. This group will develop into quite a large number for cards and there should be very few left over for the final Miscellaneous classification.

- a—Art reproductions 10c to 40c; average 20c
- b—Steel engravings 5c to 25c; average 10c
- c—Small print types (views, etc. 5 1/2 x 7 1/2) 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

Arranged as classified above. Most of the modern issues (since 1930) are marked with an asterisk (*).

VIEWS AND PORTRAITS

H400—American Scenes, Clay & Richmond Lithos (10)	10
Larkin, Royal St. John, locals	
H401—American Scenes, Street & Co., 3 1/2 x 5 1/2	25
H402—American Scenes, Perfection Buckwheat, Farley, etc.	15
H403—American Scenes, Sozodont book marks (12)	15
H404—American Scenes, Fleischmann's 3 1/2 x 6 1/2	15
H405—American Scenes, Copr. Koerner, varying sizes	20
H406—American Scenes, Groders, Warren, etc., 3 x 4 sepia	15
American Scenes, Clark's Thread, see complete list Appendix 16.	
H407—American Home Styles, National Lead Co.	20
H408—Airplanes*, East N.Y. Savings Bank, 3 1/4 x 4 3/4 b&w	10
H410—Airplanes*, Commonwealth Shoes, as E195	10
H412—Air Transport Progress*, Eastern Air Lines, sepia photos	10
H413—Bridges of America* (6) Merrell Co. folders 5 1/2 x 8 1/2	15
H414—Buffalo & Niagara Views (12) Dr. Pierce 5 1/4 x 7 1/2	20
H415—Cathedrals of the World (5) Books Varnish, locals	10
H416—Dutch Scenes, DeJong's Cocoa 2 3/4 x 4	05
H417—Dutch Scenes, Van Houten's Cocoa, 4 1/4 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, 3 1/2 x 5 1/2 (24)	15
H421—Homes of Poets	
1—Dingman's Soap, 6 x 11	1.00
2—Pozzoni's Powder, 3 3/4 x 5	25
3—Gooch's Syrup	20
4—Locals, 5 x 6 3/4 (Larkin)	15
H422—Historical Events, Fleischmann's 5 x 7	40
H423—Historical Events, Trenton Cracker Co.	25
H424—Historical Scenes*, First Nat. Bank, Boston, 3 3/4 x 9 blotters	10
H425—Historical Scenes, Clark's Thread 5 x 6 3/4	50
H426—Historical Scenes, J&P Coats 4 x 5 3/4	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, 3 1/2 x 5 1/4	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

H435—Niagara Falls, Larkin, locals (4) 4 1/4 x 6 1/2	20
H438—Pioneer Views, palette shape locals	10
H439—Photos of the World (200) Hoods, sepia	15
H440—Plantation Scenes, Pearline, 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
4—Locals 3 1/4 x 4 3/4	10
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	
14—California	
15—Pacific Coast	
16—Marine Series Warships	
17—Marine Series Commercial sail ships	
18—Edinburgh Cathedrals	
19—English Cathedrals	

Set 4 (with yellow edge) issued in connection with the Hudson-Fulton Celebration.

H447—Singer in Foreign Lands, no border	25
H448—Turkish Scenes, Nestor cigts., 5 x 6 1/4	40
H449—Swiss Views, Peter's chocolates 3 x 4	10
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
H462—Historic Homes, locals 5 1/4 x 7	25
H463—Views (10) Singer Sewing, 4 x 5 3/4	10
H464—Views of America, A&G Cabinet Photo type	1.00
H465—St. Lawrence Series, Haddock's Cards	10
H466—American Scenes (12) Sullivan, etc., 3 1/4 x 5 sepia	20

Fairs

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, Field's, 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, Browns Bitters, or 5 1/4 x 9 size	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



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

Peoples

H550—Shakespeare Scenes, Libby, McNeill & Libby (24)	
1—sepia (8)—20.	
2—in colors (8)—25.	
Glazed paper (8)—30.	
H551—Shakespeare, Peck, Fream & Co., London Biscuits	.30
H552—Mikado Players (7) Cragin soaps	.25
H553—Mikado Players (9) Lautz Bros. soaps, J&P Coats	.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., Larkin, etc.	.20
H559—Actresses, Tetlow's fan shape	.25
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) Singer Sewing	.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	.10
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
H578—Scenes from Operas, Anheuser Busch	.30
H579—Doctors, Mellin's Foods	.10
H580—Actors and Actresses, Lucke's Tobacco, 5 x 9	1.00
H581—Movie Stars, Congoleum, Auto Lite, etc. about 9 x 12	.25
H582—Recording Artists, (21) Victor Red Seal, 10 x 12	.30
H583—Movie Stars, Red Cross Shoes, 3 1/2 x 5 1/2 photos	.15
H584—Actresses, Halls Between the Acts, 6 1/2 x 8 1/2 oval	1.00
H585—Sailor Girls, Admiral Cigs., Nat. C&T Co., 6 x 8	1.00

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 3 1/2 x 6	.20
H605—Ruler and View, Clarke's Thread	.10
H606—Uniforms of U. S. Army (20 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, 3 1/2 x 4 1/4	.25
H612—World War I Scenes, Kinney Shoes	.15
H613—Battles of the World, FEC Remedy, White Sewing 5 x 7	.75
H614—Spanish War Heroes, Hoff's Extract 3 1/2 x 5	.50
H615—Spanish War Leaders, Behning Pianos 6 x 9	.75
H616—Soldier, Map, Flag, Arms, Sterling Piano, Nat'l. 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. Singer	.40
H621—Warships, 3 1/2 x 4 1/2 to 4 1/2 x 6 1/2, John Hancock and locals	.30
H622—White Squadron Series, Herson Soaps 6 3/4 x 10 3/4	1.00
H623—Flags, Past and Present, AGP Tea Co.	.25
H624—Flags and Arms, John Wanamaker, sm.	.10
H625—National Flags, Baxter's Stoves, 5 x 7 1/2	.30
H626—National Flags, medium	.10
Electric Oil, Tulip Soap, Wheeler & Wilson, Atmores, Ideal Brush, BBB, Schleicher Piano, etc.	
H627—National Flags, 2 1/4 x 3 1/4, 1 1/2 x 3 1/2, 1 1/2 x 2 3/4, 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 Rudy Wines 5 x 7	1.00
H639—Costumes of all Nations (36) Singer Sewing 1892	.05
H640—Costumes of all Nations (18) Singer Sewing 1894	.10
H641—Costumes as H639-640 redrawn, 3 1/2 x 5, varying & with calendar	.10
H642—Costumes at 641, 3 1/2 x 4 1/4 on tinted paper or card	.05
H643—National Dances, National Biscuit Co.	.15
H644—Period Gowns, Kinney 6 x 7 3/4	1.00
H645—Manner of Greetings, Griffin and locals 3 3/4 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 Barers (girls) John Hancock Ins.	.10
H652—Dollars of the World (Scott & Co.)	.10
H653—Presidents, Wheelright Paper, 4 1/2 x 7 b&w	.25
H654—Uniforms of the British Army, Coats, Similar, H606, 4 seen	.75
H655—Uniforms and Statistics, Emerson Piano, etc., 3 1/2 x 5 1/2	.50
H656—Naval Action, Davis Blotters	.10
H657—Explorers, French make locals, 2 3/4 x 4	.05
H658—Rope Knots, as No. 459, C. L. Jones Soap	.25
H659—Native Types (foreign) Pure Gold Bkg. Powder (6)	.50
H660—Spanish War Scenes, Spencerian Pen, 3 1/2 x 5	.20

NATURAL HISTORY

H675—Jumbo Series, Clarke's, JGP Coats, Bufford locals05
H676—Prize Livestock (8) Domestic Sewing05
H677—Wild Animals as No. 25, various issuers05
H678—Zoo Animals, Van Houten's 4 x 5 1/240
H679—Animals (diecut animals)10
1—Hood's Animal Statuettes (10)	
2—Williamtic Thread (10 each: birds, fish, flowers)	
3—Dougherty's Menagerie (16)	
4—Friends Oats Birds (20)	
5—Clarke's Thread (12)	
6—Weil & Co. and locals.	
H680—Dairy Cows, Dwight 3 x 5 (5 seen)15
H681—Enlarged Soda Designs, Church soda, ave. 11 1/4 x 14 1/260
H682—American Singers (birds) Singer Sewing 3 1/2 x 4 3/410
H683—American Singer Series (16) 4 1/2 x 605
Reprints show minor changes, different backs, etc.	
H684—American Song Birds, Singer Sewing, similar H68305
H685—Singers of America, Singer Sewing 4 x 6 1/410
H686—Native Song Birds (12) Clarke's Thread10
H687—Birds, Ceylon Tea 2 3/4 x 405
H688—Bird Cards (27) Foley & Co.10
H689—New England Birds, G. E. Marsh20
1—Set of 12. 2—Set of 20 (includes 8 of type 1.)	
H690—Our Native Birds and Their Eggs (25) Chas. Marsh25
H691—Birds (26) Marsh, reprints of H689-69020
H692—Owl Species (6) Boraxine, etc., 3 x 4 1/205
H693—Owl Comics, Boraxine, BBB, etc.05
H694—Bird Series* (6) Wampole's blotters05
H695—Van Houten's Aviary, 4 x 5 1/2, several series15
H696—Birds, Life Ins. Co. of Va., blue edge05
H697—Poultry Life Portraits, S. J. Bestor20
H698—Practical Poultry, Johnson (Hart Lithos)20
H699—The Percomorth Fishes* (20) Mead Johnson 3 1/2 x 5 1/210
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, 5 1/4 x 7 1/415
H703—Flowers, Lazell's Perfume, folded15
H704—Flowers, Palmer's Perfume, diecut, 2 sets15
H705—Leaf Designs, Pond's Extracts05
H706—Roche Botanical Series (drugs) 6 x 8 folded10
H707—Spice Growing (10) Durkee spices 3 1/2 x 620
H708—Spices, Natural Tree and Fruit, Bugbee & Brownell 4 x 5 1/415
Similar but 4 x 6 1/2 (12)—25	
H709—Spices, Davis Sacker & Perkins (7 seen)15
H710—Spices, Bohsemen Spices10
H711—Bible Flowers, American Tract Society15
H712—Flowers (12) Silver Star Powder 4 x 610
H713—Birthstones (12) deReuter (Barclay & Co.) in Spanish25
H715—Water Life, Van Houten's Cocoa15
H716—Flowers, G-B Co. Joliet blotter designs, 3 3/4 x 905
H717—Butterfly Stand-ups, Missouri Life Ins.10
H718—Flowers, Fruits, Vegetables, Ferry & other seed firms10
H719—Breeds of Dogs, Glover's Dog Remedies, bGw20
H720—Wild Animals, Coleman's Mustard20

CHILDREN'S SPECIALTIES

H750—Children of the Week (7) Clarke's Thread05
H751—Born To Be A— (4) 3 3/4 sq. Clarke's Thread05
H752—Nursery Rhymes, JGP Coats (Greenaway type) 2 colors40
H753—Nursery Rhymes, Alden Vinegar (Greenaway type) colored	1.00
Similar designs (about 6 x 6) uncolored—75	

H754—Greenaway Types, Metropolitan Mfg., Eclipse wringers50
H755—Greenaway Types, Sunshine Pub. and similar75
H756—Aesops Fables, Fairbanks Packing Co.40
H757—Aesops Fables, JGP Coats, Wrights, Wissner, WG&W, etc.15
H758—Aesops Fables, Garland stoves, Hayes lithos10
H759—Aesops Fables, Wemple & Kronheim lithos, red, blue or green05
H760—Aesops Fables, Kerr & Co. 3 1/4 x 515
H761—Mother Goose Series (6) Nestles Milk10
Paper Dolls, See Section 27.	
H763—Story of Bluebeard (8) Blanchard & Latimer, etc.40
H764—Baron Muchausen, Gail & Ax (10)40
H765—Baron Munchausen, Van Houten's cocoa25
H766—Proverbs and Children's Stories, Van Houten's20
H767—Life of Rip Van Winkle (10) Piedmont cigts. 5 x 850
H768—Brownies (16) N.Y. Bisquit Co.30
H769—Jack the Giant Killer, Giant School Shoes, sepia25
H770—Disney Booklets*, Am. Dairy Assn., 5 x 705
H771—Spool Pets or Spool Zoo (6 each) Coats-Clarke, 2 x 510
H772—Nursery Rhymes, Shields Lithos, Nicholl and locals05
H773—This is the Man, etc., Williams Soaps10
H774—Turn Cards (with string) Clarke's Thread10

SPORTS

H800—Archery Series (5) Kimball's tobacco20
H801—Baseball Players*	
1—Cincinnati 1959 (10) 8 1/2 x 11 B&W, unnumb., Burger Beer10
2—Cleveland 1958 (10) 8 1/2 x 12, B&W, unnumb. Carling Beer10
3—Oakland, 2 x 3 B&W, numb., Smith's men's & boy's store20
1947 (25), 1948 (25).	
4—San Francisco, 2 x 3, B&W, numb., Sommer & Kaufmann Boys Shop15
1948 (30), 1949 (29 or 30).	
5—San Francisco (4) and Los Angeles (3) 1958, Packard-Bell TV....	.10
3 1/2 x 5 1/2 B&W photos.	
6—My 66 Years in the Big Leagues, book by C. Mack (4 cards)10
2 1/4 x 3 1/2 sepia, with folder.	
7—5 x 7 1/2 cards, Old Mill, (old)	1.00
8—200 Action Pictures of Major League BB Players, Boston Store30
2 x 3 1/4 B&W, about 1916, as D328 & E135.	
9—200 Action Pictures of Major League BB Players, Globe Clothes30
(Harrisburg, Pa.) 1 5/8 x 3, about 1915, as D329 & M101-4.	
H802—Baseball Stars* (16) recent photos, Val Decker Packing Co.20
H803—Baseball Team-Cardinals 1954 to 1959, Budweiser Beer10
8 1/2 x 10 1/2 B&W, as club issue.	
H804—Baseball Comics, various locals unless specified (also see H875, etc.)	
1—Baby Talk Series10
2—Brownies, B-344 Series10
3—Buffords Sons Litho Co. 1888, No. 801 Series, A&P, G.A.T., etc.10
4—Capadura Cigars, gray or tan bkgd, also see H88915
5—Coloured Players, blue and tan, A&P, also see H88410
6—Forbes Co., Boston 1878, issued by locals10
7—Merchants Gargling Oil10
8—Sporting Life (6) newspaper25
9—Others10
H805—Basketball Players-Baltimore 1957* (4 seen) Gunther Beer10
B&W, 2 1/2 x 3 5/8, unnumbered.	
H806—Bullfighting & Bullfighters	
1—Bull Fighting, Pitts. Agr. Works, numbered. (old)	1.00
2—Bullfighting, Plaza de Toros, Ciudad Juarez, 4/22/51 (4) 3 1/2 x 5 1/205
H807—Cabinet Photos, Allen & Gunter	2.00
1—Black Stocking Nine (9)	
2—Polka Dot Nine	
3—Girl Cyclists	
4—Yacht Club Contestants	
H808—Famous Yachts, 4 1/2 x 7, Singer Sewing (old)	2.00
H809—Fox Hunting	
1—Allen & Gunter, 2 sets, 4 each, 3 x 5 1/4 and 4 x 5 1/440
2—Van Houten's Cocoa, 4 x 625

H811—Kentucky Bred Champions* (Racehorses) Ky. Bred Whiskey10
Park & Tilford (4 seen) 11 x 13½ paper.	
H812—New York Baseball Club, Welton cigars and locals20
H813—Popular Ball Players, 1914 (12) Boston Garters 4 x 8¼ numb.	1.00
H814—Presidential Baseball Club, Duke photos, 7 x 11	5.00
H815—Prize Fighters, Adam Hats, 8 x 10 photos, recent20
H816—Racehorses	
1—Clarke's Thread, 4¼ x 4¾ sepia50
2—D. M. Osborne, 5¾ x 9¼	1.00
3—Clay & Richmond Lithos, (24) var. in bkgd and timing25
4—Cosack or Calvert Lithos, and others inc. Dr. Morse15
H818—Spalding's Sports Players (5) diecut standups50
Baseball, Football, Golf, Tennis, Bicycling.	
H819—Sporting and Fashion Plates, Crawford Shoes, 4¼ x 750
H820—Sports Cards, Bufford Lithos, 3½ x 5 locals10

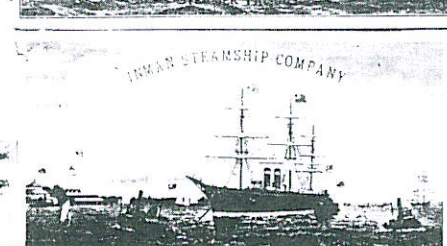
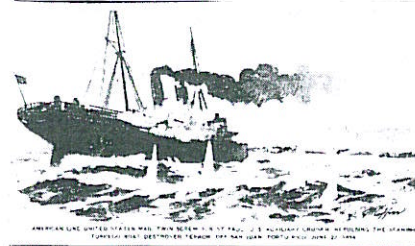
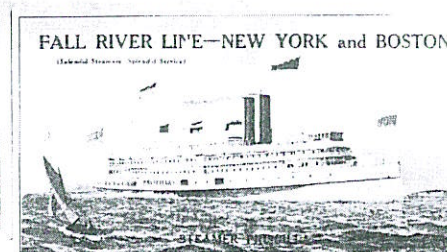
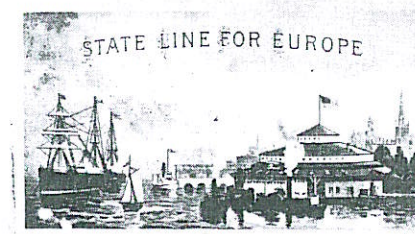
PUZZLES AND TRICKS

H850—Hidden Objects, about 6 x 8, any issuer25
H851—Hidden Objects, about 3 x 510
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 515
1—American Puzzle cards (14)	8—Kings, SSS, Browns, Simons,
2—Adams & Westlake	Goffs, Nathans.
3—Malt Bitters Puzzles (6)	9—National puzzle cards
4—Clarke's Thread, Wright's pills	10—National Litho 3¾x4 col 2 sizes
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
	14—Others
H853—Hidden Objects, 3 x 520
1—3½ x 4½ 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's25
H855—Hood's War Game (52) U.S. vs Spain (game)05

COMIC DESIGNS

Also see H804

H875—Bro. Gardiner and His Hosses Wagon (6) Dukes Mixture, b&w30
Bro. Gardiner, as above, colored50
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) Hayes50
H879—Life of a Fireman (7) Cosack25
H880—Blackville Comics, Brooks Varnishes, 2 series15
H881—Day & Martin, Japan Blacking (British)20
H882—Scotch Jokes and Facts, Doniger & Co., locals20
H883—Sayings of Bill Jones, Parker Holliday 2½ x 3¼05
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 views 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, locals, b&w, in colors, (Raven Gloss)15
H887—Frog Comics, Pollywog and Full Weight cigars20
H888—Peck's Bad Boy (9) b&w, cigars, Larkin, Chadwicks20
H889—Skating and other Comics, Capadura cigars10
H890—Ages of Man (7) Blackwell's Durham25
H891—Tobin Lithos, 3¼ x 3¾ or 5 3/8 round25
H892—Comic Series, Pond's Bitters, 3½ x 5½10
H893—Shakespeare Characters (comic) several series10
H894—Monkey Comics, Lawson Wood blotters05
H895—Skating Comics, Clay & Richmond Lithos, locals 3¼ x 5¼05



Steamship Cards. H382-State and Inman Lines. Fall River Line (Steamer Priscilla). H381-American Line S. S. St. Paul repulsing Spanish destroyer off San Juan, June 22, 1898.

ART TYPES

H900—Album Card Series (22) Dr. Jaynes05
H901—Art Pictures (6) James S. Kirk10
H902—Authentic Color Reproductions, ABA Cheques10
H903—Art Miniatures, Electric Lustre soap 3 x 610
H904—Art Designs, Fleischmann's Yeast10
H905—Art Types (100) 3½ x 4½, Arbuckle, etc. (Tuck Adv. Cards)15
H906—World's Most Famous Paintings (10) sepia, Candee Rubber50
H910—Facsimiles (4) Hubinger's Starch10
H911—German Prints, various, Life Ins. Co. of Virginia05
H912—Seasons and Climes (10) Sach-Prudens, 5 x 720
Slightly larger by Tenny's Magic Soap, etc.	
H913—The Seasons (4)10
1—Florida Water	
2—Clarke's Thread, 2 sets: 5 x 7, 4 x 6½	
3—Lautz Bros. soaps	
4—Candee Rubber Boots, 3 x 4½	
H914—Paris Art Co., about 5½ x 7½ (French)25
H915—Paris Universal Exposition 1878, 2 series, (French)20
H916—French Print Cards, small10
Includes Newspapers, Views of Cities, Bank Notes, Letter Carriers, Knights, Calendar and Scene, National Girls, Stamps, Coins, Medals, Flag 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 1-605
2—3½ x 5¼ numbered 7 up10
H918—Chromo-Heliographs, 7¾ x 12½ Marburg (A. Hoen) seen to No. 160	3.00
H920—Maud Muller Paintings, Miles Baking Power 5 x 720
H921—Painting Reproductions, Hires 5 x 610
H922—Girl-Art, Sach-Prudens (6) 5¾ x 820
H923—Girl-Art, Sach-Prudens (10) 2 sets 5 x 720
H924—Silhouettes and Shadow Pictures, average05
H925—Famous Poems Illustrated, Blotter series, locals05
H926—Zodiac Blotters (red, gold, black) locals05
H927—Poetry Gems, (Quotations) The Nautilus, 4 x 5½10
H928—Constellations Illustrated (French) 3 x 4½10
H929—Transparencies, various issuers15

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 Puente05
Use uncertain, may be an insert issue.	
HN2—D. Juan Tenorio (24) Lg. Vincente Bosch10
HN3—National Flags (14) Nixtamalina, Lg.05

SECTION 4

BANNERS AND LABELS

Consumer advertising and insert cards were not the only methods used to attract the public. While radio and television were unheard of, and outdoor advertising in only an embryonic stage, the interiors of stores were used for banner and poster advertising to a greater extent than today. These large picture signs were an ever changing attraction for customers. Banners are paper hangers with a metal binding at top and bottom edges. The popular size was about 30 inches long but a few measured over five feet in length. Many were hung in windows since modern window trimming had not been developed. Some large prints were supplied in frames under glass.

TOBACCO ISSUES

The tobacco firms were prolific advertisers using a constant procession of banners, especially to publicize their current insert card sets. This listing (except G126-29) shows only those banners so used in connection with the insert cards. The usual design illustrates the card pictures with a large appropriate center picture. Condition should be good to merit these rates.

Allen & Ginter:

G1—Indian Chiefs (Indian hunting buffalo)	20.00
G2—Arms of All Nations (arms and armour)	20.00
G3—Birds of America	10.00
G4—Birds of the Tropics (3 tropical birds) 22 x 30	10.00
G5—City Flags, (N.Y. City Hall) 14½ x 30	15.00
G6—Fans of the Period (woman with fan) 14½ x 31	12.00
G7—Fish from American Waters (big fish) 14½ x 42	10.00
G8—Flags of All Nations, First	
1—18 flags, 24½ x 41½	15.00
2—Card set and 5 views	12.00
3—U. S. Flag in centre, 15½ x 21½	10.00
G9—Flags of States and Territories (eagle) 15¼ x 21¾	15.00
G10—Game Birds (wild duck) 14½ x 30½	10.00
G11—George Washington (for album)	12.00
G12—Naval Flags (U. S. Frigate Chicago)	20.00
G13—Parasol Drill	10.00
G14—Pirates of the Spanish Main (pirate)	15.00
G15—Quadrupeds (elephant) 13½ x 42	15.00
G16—Racing Colors (jockey) 18½ x 29	10.00
G17—Song Birds of the World	10.00
G18—World's Beauties (globe) 14½ x 29½	12.00
G19—World's Beauties (woman's head on shield)	12.00
G20—World's Champions, 1st.	15.00
G21—World's Champions (championship cup)	15.00
G22—World's Decorations (medals)	12.00
G23—World's Dudes (dude in red coat)	15.00
G24—World's Racers (horse's head) 16 x 28	15.00
G25—World's Smokers, 22 x 30	15.00
G26—World's Sovereigns (queen) 14½ x 31½	20.00
G27—Types of All Nations (native woman)	20.00
G28—Wild Animals of the World (tiger head) 22 x 31	20.00

Dukes:

G40—Actresses (for set 70) 14 x 28¼ (actress)	15.00
G41—Actresses (set 95)	15.00
G42—Albums of American Stars (actress) 22 x 31	15.00
G43—Fancy Dress Ball Costumes	10.00
G44—Battle Scenes (cavalry charge) 21 x 29	20.00
G45—Great Americans (child) 26 x 42	20.00
G56—Histories of Generals (battle scene)	25.00
G47—Histories of Poor Boys	15.00
G48—Musical Instruments (girl)	10.00
G49—Postage Stamp Cards (postman) shows no cards	15.00
G50—Shadows	10.00
G51—Terrors of America (3 boys) 20 x 28	10.00
G52—State Governors (album cover) 19 x 28½	15.00
G53—Rulers Flags and Arms, 25 x 40	15.00
G54—Yacht Club Colors (girl) 20½ x 28½	10.00
G55—Declaration of Independence, 20½ x 27½	10.00
Facsimile premium, no cards	

Goodwin:

G75—Games and Sports (girl) 13½ x 28	15.00
G76—Baseball Banner (4 album pages)	15.00
G77—Dogs of the World (head of bulldog)	10.00

Kimball:

G83—Ballet Queens, 13½ x 27½	15.00
G84—Dancing Girls of the World (2 girls)	15.00
G85—Goddesses of Greeks and Romans (3 goddesses)	20.00

Kinney:

G92—Military Series (old soldier) 19¾ x 29	25.00
(State seals in gray or gold bkgd.)	
G93—Naval Vessels of World (Trafalgar) 15 x 28½	20.00
G94—Race Horses (Iroquois) 18 x 28	15.00
G95—Race Horses (Proctor Knott) 18 x 29 Am. Turf.	15.00
G96—Harlequins 2nd	15.00
G97—Butterflies of the World	15.00
G98—Leaders (George Washington)	15.00

Others:

G110—Buchner Police Inspectors (12 chiefs) 13½ x 20	10.00
G111—Buchner Views and Girls (policeman) sets 281 and 285	20.00
G112—Buchner Actresses, set 280	10.00
G113—Newsboy Actresses (4 large cabinet cards)	15.00
G114—Lorillard Actresses (4 cards), splendid cut plug 26 x 40	12.00
G115—Lorillard Actresses, for set 250	12.00
G116—Ellis Dogs (tiger's head) 15½ x 23	15.00
G117—G. B. Miller Presidents (card designs) 12 x 21	15.00
G118—Ladies of the White House, Consolidated	15.00
Tobacco banners not connected with card sets:	
G126—General designs (mostly girls) to 20 in. length to 1900	\$ 5 to \$15
G127—as G126, 20 to 40 inch length to 1900	\$10 to \$25
G128—as G126, any size since 1900	to \$ 5
G129—Window sticker type, no binding, average 15 to 20 inch	50c

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.

NON-TOBACCO BANNERS

For card sets:

G130— Rulers (15 shown) Bromo Seltzer 14 x 28	8.00
G131— Birds (14 shown) Church & Co. 17 x 25	5.00
G132— Birds (set J8) Church & Co. 20 x 41	10.00
G133— Birds (set J5) Church & Co. 30 x 46	10.00

For general use:

G140—General design, to 20 inch length, to 1900	\$1 to \$3
G141—as G140, 20 to 50 inch length, to 1900	\$3 to \$8
G142—as G140, any size, since 1900	to \$4
G143—Window type, unbound, average 15 to 20 inches, since 1900	40c

Few of these can be individually listed without lengthy descriptions or pictures. Only a few are connected with card sets. Product type designs rate somewhat over the usual girl-art style.

Very large theatrical, circus, and billboard material is not usually considered to be in the card field, although a few specialty collectors want them and others sometimes use a few items as wall decorations in a hobby room.

POSTER CARDS

This category covers all display cards measuring over 14 inches in length. This will include some, but not all, of the window and counter cards, also street car or bus cards. Value depends much on the attractiveness of designs, size, age, and product featured. Except for tobacco items, demand is not generally strong.

G145—Tobacco Items to 1900, 14 to 30 inch	\$ 5 to \$15
G146—as G145, since 1900	\$ 1 to \$ 5
G147—Non-tobacco items to 1900, 14 to 30 inch	\$ 1 to \$ 5
G148—as G147, since 190050 to \$ 2
G149—Street car or Bus advertising cards50 to .75

Large Poster cards and Banners were not produced for collectors and consequently but few were preserved. Size made them awkward to handle and difficult to store without damage. Today there is a strong revival of interest in these vivid examples of the ornateness and beauty of early advertising. Museums and country stores vie with collectors for these magnificent mementoes of a bygone era. Very large items with lavish decorations and great historical interest have been valued at around \$50.

Recent and current items, while seldom having any great collector's value, often change hands at a nominal handling charge. Some attractive material is occasionally produced which every wise collector will want to save. Value increases with age, and such things quickly vanish in today's ever changing sales programs.

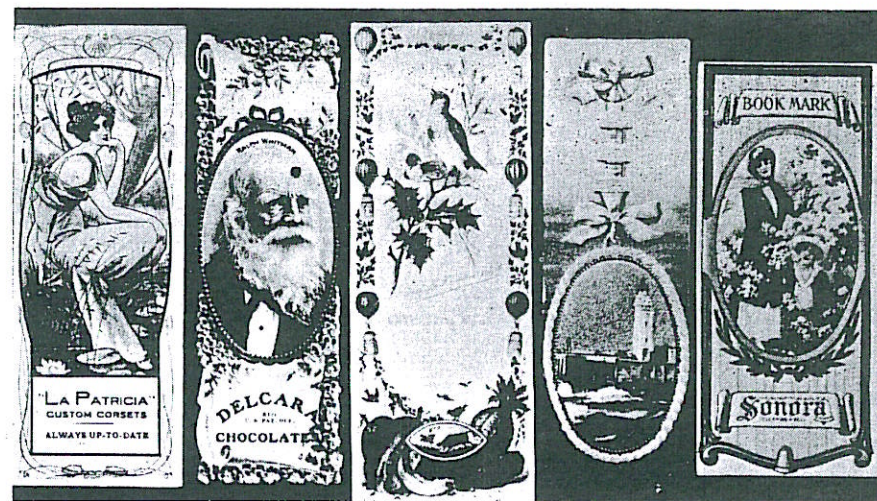
ALBUMS

Albums published by the tobacco companies and exchanged for coupons are listed in Section 9. A few similar albums of a souvenir nature by other firms are known:

G150— Home of Our Favorite Poets , Colorado Soap, etc.	5.00
G151— It's All in the Draw (poker hands)	4.00
U. S. Cartridge Co., La Triumphia Cigars, etc.	
G152— Marine Album , Hazeltine (Pisos Remedies)	5.00
G153— Sweet Home Album (famous people) Larkin Co.	5.00
G154— Famous Actors and Actresses , J. S. Kirk soap	10.00
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.	5.00
G158— Principal Cities of the World , Cameron & Co.	5.00
G159— American Cities , Cameron & Co.	5.00

EARLY MOVIE STILLS

The motion picture has been one of the most remarkable phenomena of our age, and its development is a fascinating study for a growing group of collectors. This begins with pre-motion devices such as magic lanterns and the slides they projected. The value of such slides varies from ten cents for simple types to two dollars for ornate hand-colored ones. Books and early magazines pertaining to silent film days are also sought, with magazines previous to 1920 ranging from \$1.00 to \$5.00 depending on age.



Advertising Book Marks. HD8f—Five typical designs for La Patricia Corsets, Delcar, Chocolates, Dr. Kemmerich's Extract of Beef, Mennen's Toilet Powder, and Sonora Phonographs.

Early movie houses originally used only large paper sheet advertising but about 1914 they added frames of cards showing stills of the current or coming attractions. They may be uncolored, one color, or in full colors. Size 8 x 10 for Action Stills and 11 x 14 for other Lobby Cards. Value is influenced strongly by picture, star, and condition of the cards. Usual range for items of the 1914-1928 period:

G180—8 x 10 Action Stills, according to condition, each15 to .50
G181—11 x 14 Lobby Cards. Fine, each 25c. Sets of 875 to \$1.50

Items of later dates (mostly photos) are of much lesser value. Colored double glass projection slides are worth about 25c. This material is attracting a growing number of collectors interested in the movie and theatrical field.

Early programs of silent films usually sell for about 50c each. Postcard portraits of stars are listed in Section 24 and there are many picture star series of the Exhibit (vending) type covered in Section 30. Value of all movie material is influenced strongly by the star involved. Still cards depicting the high lights of the silent era, such as Douglas Fairbanks, William S. Hart, Lon Chaney, Tom Mix, or Rudolph Valentino often sell for \$1.00 each.

CATALOGS

Among the most highly collected catalogs are the large mail order books of Sears Roebuck and Montgomery Ward. These have values from \$5.00 up to \$50.00 depending on age. Others of similar but smaller stores are also in demand. These works are of particular interest because so many items are gathered together in a single volume, making easy a close study of the development of styles and the upward range of prices through the years. Only a comparatively few of the early issues have survived in good condition.

More specialized catalogs in certain classifications are also in strong demand. Among the preferred subjects are toys, guns, model trains, automobiles, phonographs, and records, carriages, etc. Values in most categories are between \$2.00 and \$5.00 with exceptional items ranging to \$25.00. Auto catalogs to 1919, while smaller and less elaborate than later ones, are the most valuable especially for discontinued cars. Leaflets, pamphlets and instruction books bring .25 to \$2.00.

SHEET MUSIC

Sheet Music is a specialty field having little relation to card collecting. There is, though, a tie-up with advertising items in various early songs and compositions that were published by or for business firms and products. The illustration fronts are very attractive and fit in well with any collection of advertising matter. Early items date in the 1850-1880 period and a typical listing with values would include:

G190—Early Advertising sheet music (1850-1880)

- 1—Song of the Sewing Machine, 1869, for Florence Sewing Machine—\$4.00
- 2—The Glass Fountain, 1861, for the Capitol Drug Store—\$4.00
- 3—Old Abe Polka, for Leidersdorf's Old Abe Tobacco—\$10.00
- 4—Aniline Polka Mazurka, 1869, for Aniline Dye & Chemical—\$10.00
- 5—Bassford Refrigerator Galop, for Bassford Furniture Co., N. Y.—\$3.00
- 6—Good Old Sweet Ham, 1873, for Magnolia Hams—\$5.00
- 7—Ceres Scottisch, 1859, for Mack Grain Huller—\$4.00
- 8—The Black Cook, 1867, for Charter Oak Ranges—\$3.00
- 9—Sewing Machine Galop, for Grover & Baker Sewing Machines—\$3.00
- 10—Sang Lee, 1878, for Dobbins Electric Soap—\$4.00
- 11—Sewing Machine Polka, 1861, for Wheeler & Wilson—\$3.00
- 12—Rough on Rats song and chorus, 1882, insecticide—\$2.00
- 13—A Message from the Battlefield, for Hemboldt's Medicine—\$10.00
- 14—The Battle of the Sewing Machines, 1874, for Remington S. M.—\$5.00
- 15—Peerless Polka, 1857, for Peerless Ranges—\$5.00
- 16—Inman Steamship Line (ship on front)—\$8.00

A much later revival of this type of sheet music occurs in the 1920-1930 period, with compositions of a more modern appearance. A typical listing would include:

- G195—Advertising sheet Music (1920-1930) average..... .25 to .50
- 1—The Moxie One Step
 - 2—Number 3 (for Old Gold Cigarettes)
 - 3—The March of the Flit Soldiers
 - 4—May Sweet Virginia Dare (wine)
 - 5—Standard Oil (1907)
 - 6—My Girl uses Mineralava
 - 7—Smoke your Troubles away (Henry George Cigars)
 - 8—My Coca-Cola Girl
 - 9—The Makin's of the U. S. A. (Bull Durham)
 - 10—Have you a Little Fairy in your home? (Little Fairy Soap)

CALENDARS

Down through the ages, Calendars normally have a one year lifetime and are thrown away and forgotten. Only occasionally is there an outstanding design, although a few firms have published such unusual ones quite consistently. This section is intended to include only the better types of more than average interest due to historical context or art work. There are many other single items well worth saving, even among very recent publications.

Blotter calendars and other small sized items are usually classed with ordinary advertising cards. Art Calendars and fancy novelty types made by Tuck and others are classed as Greetings and collected as such. Post card calendars are in Section 24.

G200—Calendars

- 1—Armour's Spirit of the Century 190150
- 2—Mass. Mutual Ins. 1894, Great Inventors2.00
- 3—Mass. Mutual Ins. 1892, State History2.00
- 4—Brooks Varnishes, Blackville Comics, any year2.00
- 5—New York Life Ins. 18902.00
- 6—Home Life Ins. 1876, Centennial Historical Views3.00
- 7—Charter Oak Ranges 18882.00
- 8—Grand Union Tea 1901, Progress of the Century1.00
- 9—Antikamnia 19002.00
- 10—Youth's Companion, 1898 to 190630
- 11—White & Wyckoff Mail Carriers30
- 12—Berkshire Life Ins. 190250
- 13—Edison Lamp Maxfield Parrish series20
- 14—Continental Ins. Historical scenes20
- 15—Singer Mfg. 1899 Birds25
- 16—Fairbanks Fairy Tales 190150
- 17—Wm. Amer & Co., Phila., 18992.00
- 18—Mayo Tobacco 1890 (Daughters of the year)1.00
- 19—Mayo Tobacco 1891 (Landscapes)75
- 20—Cambridge Mutual Fire Ins. Co.50
- 21—Travelers-Currier & Ives reprints Each print .50

- 22—U. S. Rubber Co., Buek Litho. (4 part)1.00
- 23—Fairbanks Fairy Soap 1899 (sp-Am. War Heroes)1.00
- 24—Tropical Birds, Barton-Cotton, Inc., 195725

LABELS

A label is a standard design for a container and is used for an indefinite period. Most of them were in use for a long time and so were printed in enormous quantities. Some early labels, naturally, are so antique in appearance that they are today prime subjects for collectors. Even when current, some were so attractive that collections were made of them. They turn up in old accumulations of cards and sometimes are not recognized as labels. In some types of labels, collecting has reached a recognized specialty status, notably match box labels and folders, cigar box and bands, linen labels, caddy labels, tin tobacco tags, etc. Even such things as liquor bottle labels, milk bottle caps, and tea tags have had their followers. Large collections of these things have been formed, but interest is limited and value is a matter of personal negotiation, depending on age of material, size of collection, and time and labor required to assemble it.

Another specialty is baggage labels, usually of the hotel and airline type. Foreign hotels and airlines apply especially colorful designs. A recent retail offering lists Hotel labels at 5c for North American and 10c for others. Air baggage labels are quoted at 12 for \$1.00 for North American, 7 for \$1.00 for Europe and CGS America, 5 for \$1.00 for other places. All slightly less in quantities. Numerous other items of a poster stamp or air mailing type are also collected.

Luggage labels are not gleaned from suitcases, but obtained unused from hotels, railroads, steamship companies, and the like. In the United States, luggage labels are out of fashion and it is no longer considered "the thing" to have one's bags covered with them. Presumably, that is why this hobby is not as popular here as it is in other countries.

CONTAINERS

Occasionally the collecting of labels is expanded to include the entire container. This is especially so as regards the various boxes, bags, and cans in which tobacco has been sold. A few like to get both container and product as originally sold and surprisingly, such things are occasionally found that are nearly a hundred years old. Small items seldom bring over 10c to 25c but some of the larger metal containers are valued at several dollars each. The special Mayo "Brownie" canisters usually sell at \$5.00. Some large collections of all types of tobacco containers have been formed, also a few of various containers for other products.

Containers for all types of products are wanted by a few collectors who reconstruct old general stores and their products. Also by business firms which assemble museum material relating to the history of their products. Very liberal offers are sometimes made for especially wanted items.

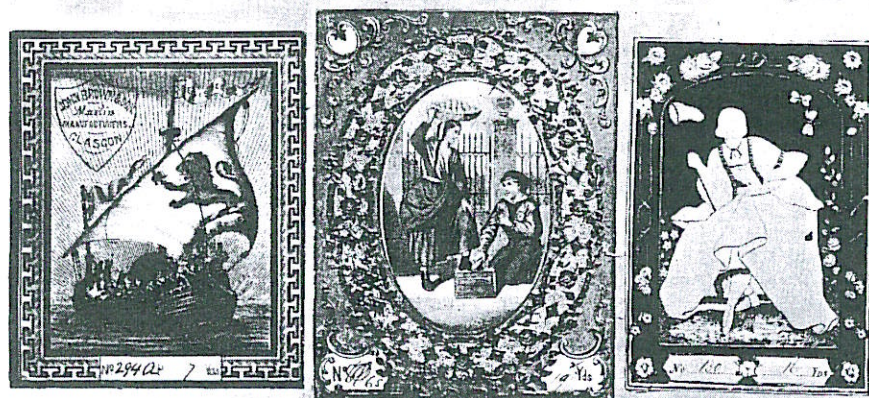
MATCH LABELS

Originally, match labels were the thin paper type as pasted on the small wood (later cardboard) box. The matches originated mostly in Scandinavia or Japan. They are a colorful group and make an attractive showing. Collections of them are occasionally found and value goes to a 5c average in good condition large lots of early types, and 1c for recent.

Today, the box type has been largely supplanted by the folders. The vast bulk are of a purely advertising nature, similar to other package labels, although there are many advertising series of designs which are most attractive and interesting. Collecting interest shifts with new types, subjects, sizes, and printing techniques as they are developed and put into use.

Interest has been, and still is, strong in 1-Ships, 2-Other Armed Services, 3-Transportation, 4-Hotels and similar, 5-Americana or Historical interest subjects, 6-Odd sizes other than the usual 20-match book. Today, collectors seek folders from small towns and county seats, the Match-o-Ramas, Krome Kote textures, and unusual shapes. There are a score of sizes and shapes from the small 10 matches to Jumbo 200 size. Some save the entire folder with matches but it is more usual to save only the flattened cover.

Values for recent and current items are moderate. A recent dealer price list quotes dollar lots of all different folders as follows: 100 Hotels, 100 Restaurants, 20 Canada Hotels, 100 Canada General, 50 Banks, 35 Railroads, 15 post war ships, 10 pre



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

war ships, 30 Fraternals, 75 County seats, 75 Small towns, 100 Girlies, 30 Clubs, 75 Gas Stations, 15 Foreign, 25 Ship lines, 50 Patriotic, 15 College, 25 Radio Stations, 15 Conventions, 30 Xmas covers. There are also the special makes at a dollar per lot: 75 Royal Flash or Aristocrats, 35 Giant size, 100 Metallics, 20 Match-o-Ramas, 25 Contours, 20 Jewelites.

Other set titles of interest include: Queen Elizabeth Coronations, Brazil 35th Eucharistic Congress, Brazil Football players (25), Canada sets by Eddy, Canadian Wildlife, Canada Historical Ships, Wrigley Cartoons, Navy Planes by Bond Bread, Cries of London, Famous Women, Circus Day, and Famous Washington Senators set of 10 ball players.

Collecting interest is quite advanced with a National and several local clubs, publications, and special albums for folders. See Section 33 for Club data and Section 23 for a listing of the Group 1 (insert type) folders.

LINEN LABELS

In a day when housewives bought cloth and made their own bed sheets and pillows, the retail trade in yard linen was much larger than today. Every dry goods store carried linen in large yard width bolts or flattened rolls and on the outside of each bolt was a colorful label which can be recognized by the word ".....Yds." which appears on it. Why these labels were so exquisitely beautiful cannot be explained but that factor alone is sufficient excuse for their collection.

There are 3 types: 1-The early lithographs with an early type of illustration. The average size is about 4 x 6 inches but an occasional one is 8 to 10 inches long. Better specimens sell for \$2.00 to \$3.00. 2-The die cuts, irregular in shape and usually an embossed silhouette on gold or silver. Value 25c to 40c. 3-Later large "Fruit of the Loom" style, worth 10c to 25c. Every collection should include at least a small album of linen labels.

CADDY LABELS

Tobacco Caddies are wooden boxes in which plug tobacco is shipped. On the end of each box is a beautiful label approximately 7 1/2 x 14 1/2 or 11 1/2 inches square, fitting the usual 20 and 40 pound caddies. Caddies are still used but the industry is now but a shadow of what it was from 1860 to 1890 when most of these labels flourished. Many were made especially for the export trade and bore designs suited to the countries where shipped, or for maritime use. These old labels are much sought today but very few are available to collectors. Old colorful designs of historical or allegorical portent are worth \$3.00 each. Others of lesser interest \$1.00 to \$2.00.

CIGAR BOX LABELS

Few people realize the vast number of different brands of cigars that have been manufactured. Some had a very brief lifetime while others have been on the market

for scores of years. The printing and selling of box labels has been an extensive business, with several big firms putting out frequent catalogs showing samples of their work and stock designs available to any manufacturer. The talent and workmanship employed have generally been the best available. The work began at an early date and labels before 1880, while especially desirable, are not easy to find. They must show a date, usually in a copyright notice.

Later work is of lesser value although commemorative brands with fine pictures of famous people or historical events are highly valued. Modern labels have practically no value. Lithographers sample books may show as many as 200 designs but are mostly of a low stock order, many of which probably were never actually used by a cigar. An album of labels should form a part of every good tobacco or advertising collection.

Values are for the full size box labels. End labels (squares) and other minor medals, etc. are worth up to two thirds these rates:

G300—Cigar Box Labels

1—Labels to 1880 (must show date)40 to .60
2—Commemorative types (people or events)20 to .50
3—Ordinary older labels05 to .10
4—Sample book types	to .05
5—Modern labels	to .02

CIGAR BANDS

Cigar bands are a type of label which have been collected since their origin about 1854. Manufacturers have long had a custom of naming their cigars after prominent people, and the commemorative bands made for such brands are considered the most desirable, especially those with portraits shown. Foreign bands are often considered superior to locals in coloring and design. Collections of over 50,000 varieties are known. Normally, collecting is via the even exchange method and the cash value is seldom stressed.

The average value of older bands as all different collections is 50c to \$1.50 per 100 depending on size of lot and the percentage of desirable picture types, souvenir bands etc. Thus a collection of 22,000 all different has sold for \$200.00 while a smaller collection of 11,000 sold for \$48.00. Current bands have almost no value. Small lots of other more common items or assorted lots (few of a kind) averages 25c per 100. Singly, the older U. S. picture types or desirable souvenirs sell for up to 10c each selected, with a very few that could be rated slightly higher. As a rule, the larger the collection, the higher the rate used.

Souvenir bands are those made only to sell to collectors and none have actually been used on cigars. They are usually in sets showing Presidents, rulers, native types, decks of cards, the alphabet, etc. Insert items listed in Section 6 are also of this type. Souvenir sets are valued somewhat above the average.

A sideline to bands is the collection of cigar ribbons. These are many colored cloth bands used to tie up a bundle of cigars in the days when many were sold that way. The brand name is printed on the cloth. Over 400 varieties are known to collectors. They are best mounted by wrapping around a medium sized cardboard. Value is usually 3c to 5c average.

TIN TOBACCO TAGS

A really colorful novelty collection can be made of the small tin tags and their accompanying paper labels used to identify old brands of plug tobacco. They were originated by Lorillard in 1874 and soon every brand had its distinctive design. The paper labels were fastened to the plug by the teeth of the tin tag. Today a printed label on a cellophane wrapper is used.

There are two types: 1-plain embossed tin. 2-colored enamel type. A large collection will show from 4,000 to 5,000 tags and, properly mounted, must be seen to be appreciated. The ordinary range for selected items is 3c to 10c each. Advanced collectors sometimes pay 15c to 25c for needed items of exceptional merit. Old accumulations are usually sold as is, at an average of 3c if all different and in good condition. Duplicates, rusted, or damaged items are worth much less.

The New York City

Manufacturers and Wholesale Dealers

**IN
BASE BALL PLAYERS' SUPPLIES**



*Yours Respectfully
Andrew Peck*

PECK & SNYDER,
126 Nassau Street, New York.

Base Ball and Sportsman's Emporium.

C.C.C. Reprint—1988

