

The  
UNITED STATES  
CARD COLLECTORS  
CATALOG



1939

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274-27  
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591-34  
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656-42*

# The U. S. Card Collectors Catalog



Published June 1, 1939

Grateful appreciation is extended to many collectors throughout the country who have cheerfully cooperated in the assembling of these lists. Without this help and encouragement it would have been impossible to produce this catalog. Especial thanks are due those who have submitted cards for examination and listing. It is hoped that collectors will continue to help with this same spirit, and put Card Collecting to the front as the most interesting of all Hobbies.

Please report any errors or omissions that may be noted in this Catalog. For unlisted items a sample card should be sent as it is usually impossible otherwise to make an accurate listing. Such cards will, of course, be returned promptly with thanks.

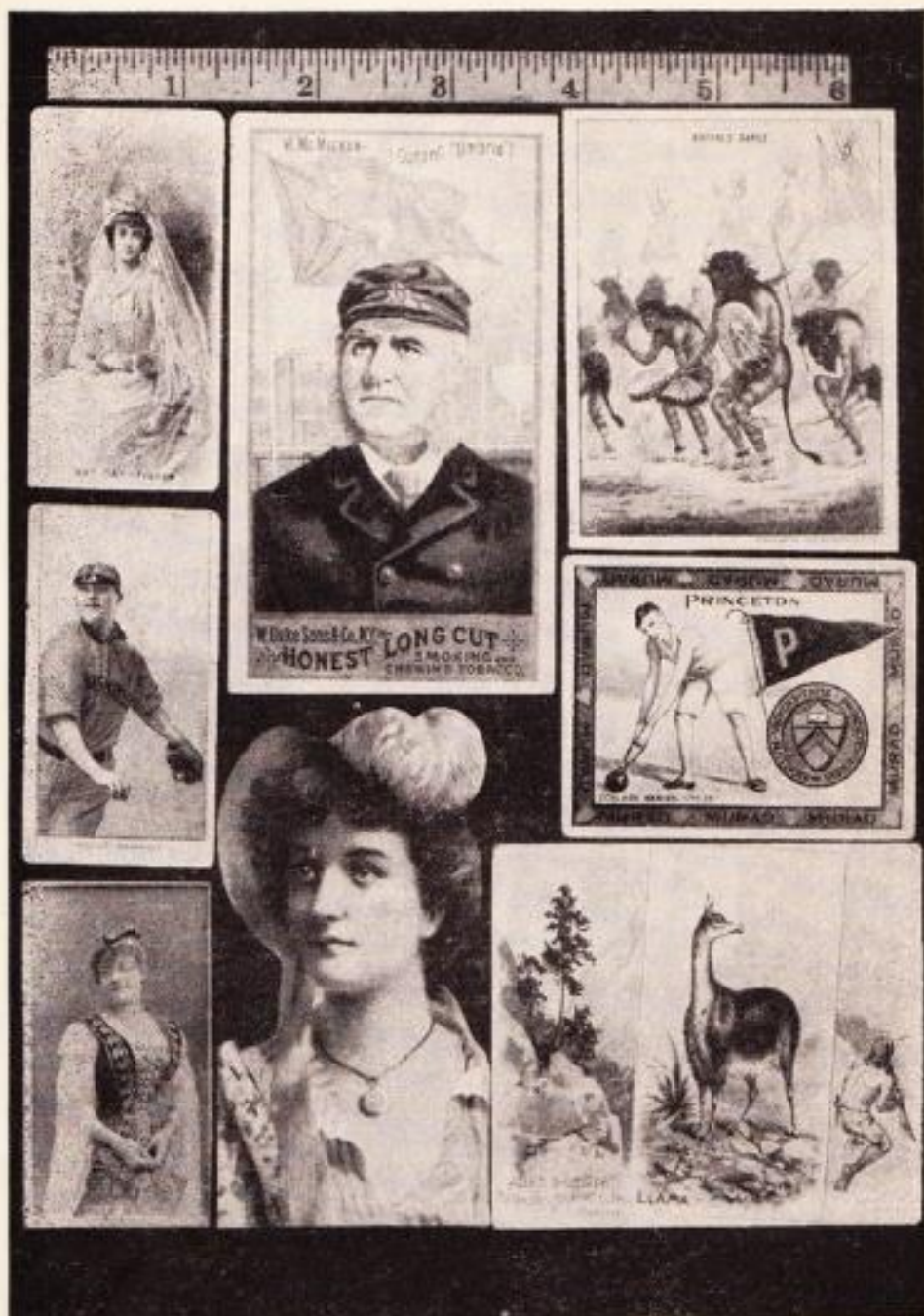


Listings assembled by

**J. R. Burdick 417 S. Crouse Ave. Syracuse, N. Y.**

Additional copies of this catalog from the above at fifty cents each.





#### ILLUSTRATING TYPICAL CIGARETTE CARD SIZES

Top row: small old (#80, Holidays); large old (#91, Sea Captains); large 20th (#553, Indian Life).

Middle row: small 20th (#621, Ballplayers) same also for "stand-ard" early candy; medium 20th (#533, College Series).

Bottom row: small actual photo type (#191, Actresses); large irregular die cut to shape (#135, Stars of the Stage, 4th Series); large A&G size (#L24, Quadrapeds), showing a small card de-sign on a large card.

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# HISTORICAL

## OLD ADVERTISING CARDS

The collecting of cards began soon after the end of the Civil War when manufacturers and tradesmen, as a means of advertising, had cards printed calling attention to their wares and services. These were given away through the retailers or trade and were commonly called "trade cards" because of this method of distribution. Another name is "old store cards" but for present usage "old advertising cards" is probably the best term.

The customary plan was to have a small stack of them in the store where customers could help themselves. Sometimes the dealer would present one personally as a special favor, or they might be wrapped with a purchase. Seemingly, every product and store in the land was advertised in this manner and the number of these cards is beyond estimate. They are especially prolific in such fields as sewing thread, soaps, stoves and ranges, patent medicines, and perfumes. Large collections of these cards were formed everywhere. A goodly proportion of them were stuck in the large scrapbooks of the day. These cards were especially prevalent during the seventies, eighties, and early nineties. To a much lesser extent they are still being printed.

In this catalog will be found a listing of the OUTSTANDING items which have been found in SETS or SERIES. No attempt will be made to list any of the single cards, although many are of high excellence. Also, no attempt will be made to list sets of the commoner subjects such as children, flowers, birds, or purely advertising designs.

## CIGARETTE CARDS

During the eighties card collecting received a real impetus when tobacco manufacturers began inserting a small souvenir picture card in each package of cigarettes. This type of card should be distinguished from the cards just described. It is confusing to call them all trade cards. The manufacturers themselves call them "inserts" because they were inserted or packed with a product sold at retail. They were NOT given away like the earlier cards but the consumer paid for them with a purchase. They differ also in that they were not purely an advertising card but were more of a souvenir nature. Surely, they were issued to promote sales, but the firms direct advertising was usually a very small part of their composition. They were issued in sets or series, and the desire on the part of the purchaser to obtain a complete set comprised their sales promotion.

The common name for these cards is simply "Cigarette Cards" and that is the best term for ordinary usage. Should a technical

name be required it probably would be Trade Card Inserts, to distinguish them from the Advertising Cards. The technical term of "Inserts" also covers the pictures on silk, on leather, the miniature blankets and rugs, and celluloid buttons which also were issued in smaller quantities, and at various times with cigarettes.

## OTHER CARD INSERTS

Manufacturers of coffee adopted the card insert idea at an early date but did not continue it long. The leading baking soda manufacturers used card inserts for many years. Bakeries have used cards with bread and they have been used with a few other food, and other products. The largest issuers, after tobacco firms, are the candy and gum manufacturers who have issued many attractive sets. Some of these gum cards are the only ones current at the present time in this country.

Other cards, of the non-insert type, such as post cards, playing cards, stereoptican cards, name cards, etc. have many followers. These are taken up in detail following the insert card listings.

## THIS CATALOG

Many people in this country under thirty years of age hardly know what a cigarette card is. But most people over that age know of these interesting little pictures and remember how avidly they were collected by former generations. Their general use by tobacco firms in this country ceased about 1915 and the hobby soon became quiet. Only a few collectors kept it alive, as best they could, during the ensuing years. Most of the old collections were packed away in attics and storerooms and forgotten. Finding these old accumulations and distributing them among present day collectors is one of the joys of the hobby. Many have been handled so much, or damaged by floods and moisture that they are of almost no value. Many alas, have been thrown out by efficient housewives and exist no more. RIP.

In December, 1935, through the kindness of Mr. Lightner, HOBBIES MAGAZINE carried a long story on cigarette cards. Since then, many others have been published, some of full page or more and illustrated. Card collectors owe Mr. Lightner a debt of gratitude for his cooperation. While the hobby has no "Official Magazine," HOBBIES may be said to have that title, without portfolio.

The interest shown in these articles indicated that card collecting had possibilities. Not possibilities for financial profit, necessarily, but possibilities in the way of increased service and pleasure. The big need seemed to be for some tabulation and description of these many sets and for the establishment of prices and values. This problem was attacked by issuing a series of eight "Card Collectors Bulletins" at various intervals during 1937 and 1938. These ran to 35 rather closely mimeographed sheets of standard business size paper.

This Catalog consists of the former Bulletins completely re-



vised and elaborated on and with several new features added. It is intended to cover the entire card field as completely as possible. No listing of the old cards will ever be entirely complete and accurate. That is not yet possible even for cards issued during the past five or six years. It is felt, however, that this cataloging of cards of the insert type is now very nearly complete to date. Very large or old collections will uncover an occasional addition, and there are, of course, new things coming out in the present day candy and gum issues. Great pains have been taken to check every doubtful factor and very little data is included that has not been definitely established.

## PRICES

The fixing of card values is a difficult matter. In this catalog a price has been set for everything possible. The former Bulletin prices have been changed in many cases. These present prices are based on present day supply and demand as they have been noted in many transactions, and after consultation with many collectors and dealers.

It is impossible, of course, to completely satisfy every one in the matter of prices. Some seem to think that they should start at 5c and with the sky the limit. Others favor 1c for everything. Both, obviously, are not correct.

Many old collectors remember the hey-days of 1890 and 1910 when collecting cigarette cards was an almost universal pastime. Prices in those days sometimes soared to 50c and \$1.00 for a single badly wanted card. It was something like an auction sale where bidders in their eagerness go to fantastic heights and the article is sold at many times its actual value. Such prices, of course, cannot be recognized in establishing present day catalog values, which are based entirely on today's levels of supply and demand.

A comparison, perhaps, can be made with postage stamp prices with which most people are familiar. Every stamp collector knows that the Scott catalog prices each item at from 2c upwards. Thus, 1000 stamps of the cheapest sort would catalog \$20.00. But every stamp collector knows that it is possible to purchase a lot of 1000 different stamps for less than one dollar. They also know that when they wish to sell their collection to a dealer that they are offered, as a rule, 25% or less of catalog value.

This is not intended to mean that an average lot of 1000 cigarette cards is worth only a dollar or two. Some lots of that size have changed hands in recent years at less than ten dollars while others have brought over forty dollars.

The prices in this catalog are intended to show comparative values of sets and to facilitate sales and exchanges among collectors. They are intended for single items selected from approvals or sent against want lists. Cards sold in lots should NOT be valued at these rates but should be discounted as on a wholesale basis. The actual percentage of discount would depend on the current demand for the cards in the lot, the number of duplicates in it, and the condition of the cards. It might vary from nothing to as much as 75%. This leaves open a rather wide range of possibilities which cannot, at

present, be narrowed. Any dealer knows that today's wants may be entirely filled tomorrow, and that lack of demand means money tied up in things that may be very slow to move. In cards, as in other fields, these factors can be estimated closely only by actual experience and close contact with collectors and their needs.

One factor in prices is difficult to take into consideration. This is when a collector has, for example, 99 of a set of 100 cards. Such a collector might be willing to pay from a dime to a dollar for the missing card, whereas he wouldn't pay one cent each for any of the others. As an acknowledgement of this condition, collectors sometimes accompany their want lists with some indication of what they are willing to pay for the wanted items. Likewise, collectors with advanced collections are often quite willing to pay slightly above the usual rate for lots which contain a large proportion of items which they need.

While the above price considerations have been written with cigarette cards in mind, they will apply in principle for any other of the classifications in this catalog.

## CONDITION

Condition must be considered in pricing cards. Many are found with creases, tears, stains, tack holes, and other defacings to such an extent that they are almost valueless. The prices in this catalog are for specimens in good to perfect condition. As in all collecting, this is often a matter of personal opinion. Consequently, most collectors insist on seeing before valuing unless they are quite familiar with the seller's opinions on this point.

While most collectors have want lists of some sort, there are many who prefer to buy entire lots at rates lower than they would pay for their individual wants. The advantage is that they have many opportunities of replacing cards already owned by others in better condition. Interesting varieties are also often found. Unless a collector has a set nearly complete and in fine condition, this method of buying in lots is the wiser plan. There are many sets for which want lists cannot be made because of difficulty of description or because the full complement of the set is not known. Collectors are advised to accept the best condition available and then replace with better cards when possible. Many of the old cards may never be found in perfect condition.

## FOREIGN CARDS

This catalog is entirely of cards issued in the United States except for a few Canadian issues which have been included because of similarity of design or interest. These are indicated as (Canada), but this is NOT a complete listing Canadian cards.

No mention whatever is made of other foreign cards. There are various foreign catalogs dealing with these. Collectors interested in them should consult these lists. By foreign, is meant not only the commoner English and German cards, but those also from Mexico, Cuba, and South America, China and Japan, the Scandina-



avian countries, Australia and New Zealand, and others. Most of these foreign sets are highly interesting and well worth while for those who wish to extend their collecting activities to that extent. Collecting them is entirely different than collecting U. S. cards as large quantities of these foreign have been issued all through the years and foreign dealers can supply most of them in complete sets at stated prices. Card collecting, incidentally, is a well developed pursuit in some countries, vieing with stamps, and is well organized with dealers, clubs, albums, and all the paraphernalia of a big hobby.

## HOW TO FIND CARDS

Very few of the cards listed in this catalog can be obtained by writing to the firms which issued or printed them. Except for a few sets issued in late years—since 1930—such writing is an absolute waste of time. This has been verified not only by mail inquiries but by personal calls at the main office of several firms. It applies not only to the cards themselves but to information concerning them. In nearly every case a polite reply or reception is accorded, but the cards and information just do not exist.

The few possible exceptions are mostly in the candy and gum cards of recent years. Even here results are very discouraging. The general practice is to use up a card issue entirely. Many of the firms are now out of business. However, collectors are urged to check up on these sources whenever possible as a little persistence might uncover forgotten remainders. Such finds do happen occasionally. Collectors in the Boston, Brooklyn, Philadelphia, and Chicago areas are especially urged to check their local issuers of the recent past.

For the most part, the cards and other related items listed in this catalog are strictly collectors' items with no known large stocks available anywhere. Collectors, of course, usually have a quantity of duplicates of some sort on hand. As far as known there are no exclusive card dealers, but all dealers in antiques, old books, curios, and Americaniana should be considered card dealers. These people quite often find card accumulations in the course of their business. It is hoped that this catalog will enjoy a wide circulation amongst such dealers and that they will be able to assist collectors to an even greater extent than they have already been doing.

Many cards are found by advertising. A want adv. in your local newspaper may uncover hundreds of cards right near your home. To cover a wider area, collectors' magazines, like HOBBIES, afford the best medium. There are many possibilities in this advertising approach that collectors should try out.

These cards and related items are a type of Americaniana. Collecting them requires exactly the same methods as would be used in collecting antique furniture, old glassware, old stamps, or any of the hundreds of other things sought by collectors. It is a hobby in itself. A minor one, in comparison with various others, but holding its own in interest and enthusiasm.

Cards are a sideline to most collectors, but nearly all admit a stronger fondness for them than for their main line collection. The



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feeling is strengthened by the contacts and studies of them among collectors. Old cards are bits of History, and share in the love which all Americans hold for reminiscences of years gone by.

## HOUSING COLLECTIONS

All collections should be mounted to keep them clean, to prevent damage to them, and to make examination and display easier. Albums are favored by most, but as yet, there are none made especially for cards in this country. Various types have been provided. Small cloth bound office record books (20c at 5 & 10s) are an inexpensive variety of considerable merit. Scrap books may be used but the cheap loose leaf kinds which permit excessive rubbing of sheets should be avoided. Several very nice made to order albums have been seen.

Do not stick cards to the pages. The simplest manner of mounting is to cut two or four small slits for the insertion or either two diagonal or all four corners of the card. Art corners, in harmonizing colors, are best. A narrow variety (Nu-Ace Junior) is recommended.

Note—Cards which are tightly stuck down in albums should be discounted when buying because of the labor of removing the cards and the probable damage to them. Warm water and careful drying and pressing is the usual process but some damage is unavoidable.

Some collectors prefer mounting on large sheets of cardboard big enough to hold an entire average set of cards. These usually require a special cabinet. A few collectors have used cellophane protection but this should be used with caution. This material has been promoted strongly for stamp collections but experts are sharply divided on its merits. The transparent mounting corners have been known to stick to the card and cause damage on removal.

Further opinions and suggestions on mounting are solicited.

## CARD COLLECTORS BULLETIN

The Card Collectors Bulletin will be continued. As before, it will contain up to date additions and corrections to this catalog, and much other data of interest to collectors. Each Bulletin will also contain individual card names of a few sets. In this manner, collectors will eventually possess complete card lists of a good share of all sets. No such lists will be made, of course, of sets which are numbered or which have such lists printed on backs of cards.

All advance subscribers to this catalog will receive the first issue of the new volume free, but the total printing will not be as large as that of the catalog and back copies can be supplied only as available. Full details of dates and subscriptions will be in the first issue which is scheduled for August 1, 1939.

The Bulletin is issued to help collectors and dealers. It is THEIR magazine, and all contributions and suggestions will be highly appreciated and will receive utmost consideration. It is issued on a non-profit basis, and the only motive is to promote the hobby of card collecting.



# 19th Century U. S. Cigarette Cards

The exact date when tobacco manufacturers began inserting a souvenir picture card in each package of cigarettes is not known. Some evidence places it as early as 1880, but the height of their popularity was reached in the closing years of that decade. The finest sets were issued between 1885 and 1890, and after the latter date their use rapidly declined. By 1895 very few, if any, were being issued.

The main reason for this decline was the formation in 1890 of the original American Tobacco Co. (not the present reorganized company). The five companies forming the original combine were Allen & Ginter, Duke, Goodwin, Kimball, and Kinney. All were big card issuers. Mayo, Drummond, and many smaller companies were later added to the corporation. The firm of Lorillard had strong connections though this organization retained much of its identity throughout its long career, since 1760.

The big corporation finally controlled about 90% of the tobacco industry. With the stifling of competition and rapidly increasing sales there was little need for promotional activities and cards were gradually discontinued.

These 19th century cards are commonly referred to as "old" cards, or more exactly as "small old" and "large old". They have been dividedly thusly in the listings, as far as feasible.

## ACTUAL PHOTOS

All cards as listed are printed in colors unless described as "actual photos." These are real photograph prints as made by a photographer and mounted on cardboard backs. Originally in the ordinary black and white, many are now found in varying shades of gray and brown. Most of these show actresses and are commonly called "photo actresses" although there are several other sets showing ballplayers, ships, views, etc.

A few sets are described as "b&w" (black and white). These should not be confused with actual photos. B & W simply means that the card is printed in black and white only, like an ordinary newspaper or magazine picture, but these cards are not actual photos.

## TRADE CARDS

This section also enumerates various sets of tobacco advertising cards that appear to be in sets or series, but which probably are not insert cards. Some of them may have been given under some premium arrangement. There are many other old tobacco trade ad-

vertising cards, not found in sets or series, but which tie up closely with a cigarette card collection. Such single cards are usually valued at 5c each for ordinary varieties.

## ALBUMS

A unique feature in connection with these old cards are the printed albums to accompany many sets. Many people do not understand just what these albums are. They are NOT scrapbooks with the cards pasted in. They are beautifully printed booklets about the size of this catalog. The sheets are of light cardboard and average 12 to 15 in number, with several of larger size. The binding is commonly by a cord through holes but some are stapled and taped. A few of these albums have no connection with any set of cards, but most of them have printed on the pages the designs of a complete set of cards, exactly as on the cards themselves. In addition, there are many other pictures and decorations.

Albums were ordinarily given in exchange for coupons packed with the cigarettes. 75 to 100 coupons was the usual requirement. A special listing of these albums, with values, is made. They should be watched closely as variations from the cards are quite common.

## POSTER BANNERS

While a set of these old cards was being issued there was sometimes prepared a poster hangar or "banner" which was hung in tobacco stores to advertise the set. These are on heavy paper and vary in size from about 15 by 20 inches to more than 2 by 3 feet. The customary style was a large central picture related to the set and surrounded by representations of the cards themselves. Often a complete set was shown. The total number of these banners printed is not known but from various facts and indications it is estimated that at least thirty were made. Some collectors want these banners and the usual valuation is from fifty cents to a dollar.

## CUT OUTS

Quite often there are found card designs, on a thin card or heavy paper, and with no printing on back. These are almost always what are called "cutouts". The source is the above mentioned albums and banners that have been cut up into the separate card designs. Less often are found small card designs cut from a large size card. This is possible as several large card sets show from one to three of the small card designs. Any of these cutouts are of little value. Some collectors will give a cent or less each to use as fill-ins to be replaced by the actual card. In selling large lots of cards the usual practice is not to count them at all.

## ARRANGEMENT—OLD CARDS

The special listing of ALBUMS is followed by complete lists of the "big five" of Allen & Ginter, Duke, Goodwin, Kimball, and Kin-



ney. Then follow Lorillard and other minor old card issuers, and lastly, an UNCLASSIFIED section. Each is subdivided, as far as possible, into small, large, actual photo, and trade cards.

Standard small card size is approximately  $1\frac{1}{2} \times 2\frac{3}{4}$  inches.

Large size cards, unless otherwise stated, are about  $2\frac{1}{2} \times 4$ .

Unless size and color are otherwise indicated, the cards are the small variety and in colors.

The letters "A", "L", and "S" after a listing indicate that there are corresponding Albums (A), large cards (L), and small cards (S).

Albums, small cards, and large cards of the same series have the same number—with the albums preceded by an "A", and large cards by an "L", where more than the one type exist. In general usage, however, these letters need not be used—provided it is otherwise indicated, or mutually understood, that Albums or large cards are being referred to.

**NUMBERING CHANGES**—The numbers as originally given in the Card Collectors Bulletin are retained, as far as possible, in this Catalog. A few changes have been necessary due to different arrangement.

The principal change has been the elimination of two numbers for the same series of cards, but by different issuers. For example: the several sets of large Dukes cards which were also issued under the Gail & Ax name. Two numbers caused confusion as some collectors wanted but one set regardless of issuer. In this Catalog the sets are listed under one number only (in this case, under the Duke classification). The two issuers are given "a" and "b" subdivisions. Thusly, if one wishes to refer to the series alone, regardless of issuer, they may use just the whole number. If Duke or Gail & Ax are specifically wanted, the a or b, respectively, can be added. Cross reference is given in all cases.

Reference to sets numbered between 500 and 800 will be found in the listing of 20th Century cards which follows this section.

## Checklist of

**19th Century U.S. Tobacco Cards****ALLEN & GINTER ISSUES***SMALL CARDS*

1— <i>American Editors</i> , (50) 1st Series (numbered) A-L ....	.03
A 2nd Series has not been seen.	
3— <i>American Indian Chiefs</i> (50) A-L .....	.05
4— <i>Arms of All Nations</i> (50) .....	.04
5— <i>Birds of America</i> (50) A-L .....	.02
6— <i>Birds of the Tropics</i> (50) A-L .....	.02
7— <i>City Flags</i> (50) A .....	.02
8— <i>Fans of the Period</i> (50) numbered .....	.04
2— <i>Fish From American Waters</i> (50) A-L .....	.02
9— <i>Flags of All Nations</i> , 1st Series (50) A .....	.02
At least five flags (Austria, France, Holland, Italy, and Japan) come with both plain and decorated background. There may be others. Papal Standard also comes named Pontifical States. Most cards list but 48 omitting Corea and Roumania. Roumania has not been seen, except in the Album. Various types of backs and name panels.	
10— <i>Flags of All Nations</i> , 2nd Series (50) A-(No. 9) .....	.02
11— <i>Flags of the States and Territories</i> (47) A-(No. 9) ....	.02
Album shows Dist. of Columbia but card is not known. There are two types of Mass.: blue or white flag.	
12— <i>Fruits</i> (50) .....	.03
13— <i>Game Birds</i> (50) A-L .....	.02
14— <i>General Government &amp; State Capitol Buildings</i> (50) A..	.02
44— <i>Great Generals</i> (50) .....	.05
17— <i>Natives in Costume</i> (50) .....	.04
18— <i>Naval Flags</i> (50) .....	.03
20— <i>Parasol Drill</i> (50) .....	.02
22— <i>Pirates of the Spanish Main</i> (50) numbered .....	.03
23— <i>Prize and Game Chickens</i> (50) .....	.02
24— <i>Quadrupeds</i> (50) A-L .....	.02
25— <i>Racing Colors of the World</i> (50) A .....	.02
26— <i>Song Birds of the World</i> (50) A-L .....	.02
27— <i>Types of All Nations</i> (50) .....	.05
28— <i>Wild Animals of the World</i> (50) .....	.02
30— <i>World Beauties</i> , 1st Series (50) A .....	.02
31— <i>Worlds Beauties</i> , 2nd Series (50) A .....	.02
32— <i>Worlds Champions</i> , 1st Series (50) A .....	.02
33— <i>Worlds Champions</i> , 2nd Series (50) A-L .....	.02
34— <i>Worlds Decorations</i> , (50) medals, numbered, A-L .....	.02
35— <i>Worlds Dudes</i> (50) .....	.03
37— <i>Worlds Racers</i> (50) horses, A .....	.03
38— <i>Worlds Smokers</i> (50) .....	.02
39— <i>Worlds Soverigns</i> (50) .....	.04



19th CENTURY TOBACCO—CONTINUED (DUKE LG. ACTUAL PH.) 22

104— <i>Actresses</i> , 2½x2½ (Preferred Stock) .....	.03
114— <i>Children and Comic Designs</i> .....	.03
115— <i>Famous People</i> (Politicians, writers, etc.) .....	.04
a) Honest Long Cut, 2½x4 .....	
b) Duke of Durham, 2½x3½ .....	
c) Duke of Durham, Dukes Mixture, 1½x3 .....	
87— <i>Presidential Baseball Club</i> (comic) .....	.05
a) Extra large 6½x11 cabinet style .....	.50
117— <i>Scenes</i> (American buildings and views) .....	.05
a) issued by Duke .....	
b) issued by Gail & Ax .....	

TRADE CARD ISSUES

116— <i>Actresses</i> 4½x6 (Cross Cut) .....	.10
118— <i>Stage and Sports Designs</i> .....	.10
a) 4½x6½ (Cameo cigarettes) .....	
b) 4½x6 (Five Brothers—Finzer) same designs .....	

GOODWIN & CO. ISSUES

SMALL CARDS

120— <i>Champions</i> (50) A .....	.04
121— <i>Dogs of the World</i> (50) .....	.02
122— <i>Feminine Occupations</i> (burlesqued) .....	.02
a) Goodwin issues .....	
b) Frishmuth's Luxury fine cut issues .....	
c) American Eagle Tobacco Co. issues .....	
123— <i>Flowers</i> (50) A .....	.02
124— <i>Games and Sports Series</i> (50) A .....	.02
125— <i>"Old Judge" Cards</i> , actresses, fighters, etc. 1½x2½ sepia .....	.02

ACTUAL PHOTO TYPES

126— <i>Actresses</i> (Old Judge, Gypsy Queen) small .....	.02
127— <i>Baseball Players</i> , small .....	.05
128— <i>Prizefighters</i> , small .....	.03
130— <i>Baseball Players</i> , cabinet 4½x6½ size .....	.25

TRADE CARDS

129— <i>Actresses</i> , 4½x6, colors .....	.10
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## 20th Century U. S. Cigarette Cards

Turkish tobacco was introduced early in this century and proved immensely popular. Eventually all tobacco manufacturers introduced Turkish blends and the old American brand names were replaced as best sellers by new Turkish style names. In general, these cards bear the name of the brand of cigarette only, whereas most old cards featured the name of the manufacturer. It is sometimes difficult to distinguish cards of the two periods but experience in sorting collections of the two ages will settle any questions. None of these cards are found in old collections formed in the 19th Century.

The early importers of Turkish tobaccos were mostly small independent concerns who used every known manner of promotion. They revived the card inserts and soon every brand was again using cards. This second period of card issues reached its peak between 1910 and 1915.

When America entered the World War card issues again ceased. There were various reasons. It may have been partly a war economy measure, like many similar curtailments. The old "shell and slide" box was largely abandoned at this time for the new "cup" container. Several big firms, due to the Sherman Act, came under new managements and consequently new sales ideas. Stress was put on quality rather than prizes and premiums. Sales were mounting beyond all expectations and needed no great promotion. Many brands had changed from cards to miniature rugs and similar things which were probably so expensive that they were quite willing to suspend the custom on any good excuse such as the War presented.

A few sets in this section were issued about 1900—possibly slightly earlier—but are included here because of similarity of style. They are dated "1900" in this list but not all the cards themselves are so dated. A few sets of cards were issued experimentally between 1932 and 1935. These are here included and may be recognized by the set numbers which are from 700 to 800.

No cards are being issued at the present time in this country although they may be given further tryouts at any time. This, however, is doubtful due to the vast expense of the cards and of the machinery needed to insert them in the package. In one recent case the card was placed just under the cellophane wrap.

### Brands

In this period it was customary to use the same card series with more than one brand of cigarettes. In one case at least a dozen brands used the same series. In this listing all known brand names for a set have been indicated although these lists of brands for a particular set may not be entirely complete. Usually a collector



wants only one set regardless of brand, but a few endeavor to complete a set with every brand and also with different district and factory numbers.

It has been endeavored in these listings to include all major subdivisions known and yet keep the lists as simple as possible and easy to understand and use. Specialists would subdivide many sets several times. Collectors who like details will find many opportunities to exercise their fancies. No one can expect to make a complete collection of cards. It is difficult to complete a dozen or two of any of the sets. Several, however, have done outstanding research work in cards, and almost every collector can take some satisfaction in having a few cards that are the only ones known.

### Extra Large Cards

These big cards are usually not inserts, but like the old albums, given as premiums in exchange for coupons packed with the cigarettes. The recent issues of Lucky Strike, however, were inserted in the flat tins of 50.

### Arrangement (20th Century)

Extra large cards are followed by a listing of the general sets. This is followed by a special listing of Sports designs. Each listing is in alphabetical order. At the end are several minor classifications of miscellaneous cards and other inserts.

These cards come in a large variety of sizes which would be tiresome to enumerate. After each set a size is indicated as Lg. (large), Med. (medium), Sm. (small). This is only a rough indication of the size but may prove helpful to those not familiar with certain sets. See illustration page 2.

## Bread Cards

Bread cards are mostly "local" issues, being often found in one city used with one brand of bread and in another city with a different brand. Some of them are "imported" cards—that is, foreign printed cards with the brand and issuers name printed in locally. Sets 3, 4, and 10 are such issues. Set No. 3 is thus used for bread, coffee, candy, and general advertising.

Most of these cards are around 1910-1915.

1— <i>Champion Athletes</i> (25) 1½x2½ (Koesters) also candy #113	.02
2— <i>Baseball Players</i> (25) (Brunners) 1½x2½	.04
3— <i>Stamps and Mail Carriers of All Nations</i> (Gibsons)	
a) 1½x2½ (48)	.01
b) 2½x4½ (48) central designs the same	.03
4— <i>Around the World Series</i> (views) 1½x2½ (50)	.03
Numbered cards (Potato Yeast bread).	
5— <i>Am. &amp; Nat. League Baseball Players</i> (Standard Biscuit, S.F.)	
a) small cards (200)	.02
b) large cards (80)	.03
6— <i>Baseball Players</i> (72) 2½x4½ b&w (Pac. Coast Biscuit)	.03
7— <i>Baseball Players</i> (72) small size in colors (Pac. Coast. Bis.)	.02
9— <i>Mickey Mouse Designs</i> (2½x4¼ on paper) Bell and Bamby	.02
10— <i>Birds and Animals</i> (44) 2½x4 (Schulzes)	.03
11— <i>Movie Stars</i> (50) 2x3¼ b&w (Betsy Ross bread)	.02
12— <i>Baseball Players</i> —2½x5½ with coupon (Fleischmans NYC)	.04
13— <i>Baseball Players</i> —small cards (18) Rochester Baking	.03
Also issued as a local tobacco set—No. 523.	
14— <i>Film Stars</i> (64) 2½x4¼ sepia—Blake Baking Co. (Cake)	.03



## Candy and Gum Cards

Some adult collectors are prone to think of these as "kid" cards, unworthy of their interest. This is a mistake. It is true that some of them are of a juvenile nature, but as a whole, this group merits higher consideration by all collectors.

No one can say that the Goudey "World War Scenes" are kid pictures. They are actual war department photographs. The many sports issues, covering practically every branch of athletic endeavor, are of great interest to sports lovers of all ages. The many Indian, Western, Historical, and Adventure designs are an appealing group, and if the Comic designs create a smile or two they, also, may be worth while.

It is a safe prediction that these cards will be much more highly valued in future years. Collectors should not neglect filling in these sets while considerable material in good condition is still available. Condition is of high importance. Many of the recent issues are quickly worn and damaged by handling. They should be mounted and given the best possible protection.

While nearly all of the recent issues have appeared since 1933 it has been extremely difficult to obtain accurate information concerning these sets. Some of the firms are out of business and others either kept no records or such records are not now available. Information on the back of any individual card cannot be entirely depended on. In some cases a series was stopped before the stated quantity of cards was issued. In other cases the series was lengthened beyond the quantity stated on early cards. These factors may cause some changes in quantity figures as more information is found, especially in current sets. All such information is solicited.

Values for these recent cards are difficult to establish. Many were issued in small quantities, apparently as experiments, and seem to be scarce. Others were issued by the million and are common. All except a few are now obsolete, but the possibility of existing remainders does not make high prices advisable at this time. The values given in the checklists reflect the relative scarcity and demand as they have been noted and may well serve for all collectors purposes. When bought in assorted lots these rates would be sharply discounted and worn or damaged cards in such lots are practically valueless. Most collectors of these cards have a want list of the commoner sets which may include a price offer.

The Early issues form a group which is now quite stabilized. The possibility of remainders being found is remote as most of these cards were issued between 1910 and 1915. Some of these cards are often found with 20th Century cigarette card collections but on the whole, they are a group which is difficult to build up.

Candy and gum cards are the only insert cards now being issued in the United States in any quantity. Only a few sets are current as this catalog goes to press.

# SPORTS ISSUES

(standard 1½x2¼ thin, colored, type)

56—	Jockey Caramels (20) Amer. Car. Co. (Ginis, etc) as tob	25	.02
60—	Prize Fighter Caramels (20) Amer. Car. Co.		.02
	Black backs (Terry McGovern, etc.)		
61—	Prize Fighter Caramels (20) Amer. Car. Co.		.02
	16 designs as No. 60, 4 new, blue backs (Batt. Nelson, etc.)		
62—	Prize Fighter Caramels (24) Amer. Car. Co. (Billy Papke)		.02
63—	27 Scrappers (27 cards) Phila. Car. Co. (Joe Gans, etc.)		.02
64—	44 Scrappers (30 cards) Phila. Car. Co. (Jack O'Brien, etc)		.02
65—	Twenty Five Prize Fighters (James J. Corbett, etc.)		.03
75—	Baseball Caramels (100) Amer. Caramel Co.		.02
	a) as above but portrait only, name in blue capitals		.03
76—	25 Ball Players—Phila. Car. Co. (1st Series) Wagner, etc.		.03
77—	30 Ball Players—Phila. Car. Co. (2nd Series) Davis, etc.		.03
78—	30 Ball Players—C. A. Briggs, brown backs (Austin, etc)		.03
79—	30 Ball Players (probably Briggs) C. Mathewson, etc.		.03
80—	30 Baseball Players—Pacific Coast League (Krapp, etc.)		.03
81—	50 Baseball Players—National and American leagues		.02
82—	Twenty Five Baseball Players (Cobb, etc.)		.02
83—	Star Baseball Players (30) Moore, etc.		.02
84—	Star Baseball Players (20) Oxford Conf. b&w (Collins, etc)		.02
85—	Baseball Stars (30) Standard Caramel (Ames, etc.)		.02
86—	Baseball Gum (50) J.H. Dockman & Sons, & Croft & Allen		.02
87—	Baseball Caramels—Amer. Caramel Co.		.01
	3 teams listed. Probably 33 designs for 176 players.		
88—	Baseball Players—Williams Car. Co. portrait, red bkgd.		.03
89—	Baseball Players—name in blue caps. portraits blank backs		.02
90—	Baseball Players—Mello Mint. Texas Gum Co.		.04
91—	Baseball Players—A.W.H. Caramels (Va. State league)		.02
92—	Leading Baseball Players (48) Amer. Car. Co. York, Pa.		.02
190—	Celluloid Buttons, American Pepsin Gum Co. (1896)		.02
a)	Animals	h)	Indians chiefs
b)	Birds	i)	Little Pinkie Comics
c)	Comic Sketches	j)	National Arms
d)	Famous People	k)	Rulers
	(generals, poets, etc.)	l)	Scenes
e)	Flags	m)	State maps
f)	Flowers and meaning	n)	State seals
g)	Fraternal emblems	o)	Warships



CARDS OF VARIOUS SIZES

101— <i>Actresses</i> , Heisels photo gum, actual photos 1½x2½, thick	.03
102— <i>Actresses</i> , Heisels photo gum, 1½x2½ sepia, thin card	.02
103— <i>Airplanes</i> , Necco Candies, 2x3, New England Conf.	.03
105— <i>Army Uniforms</i> (24) Heides candies 1½x2½	.03
106— <i>Automobiles</i> (40) Neilsons chocolates, 1½x2½	.03
107— <i>Aviation Series</i> (52) Wm. Patterson (Canada) 1½x2½	.03
104— <i>Baseball Players</i> (60) York Caramel Co., b&w, 1½x2½	.02
108— <i>Baseballs Hall of Fame</i> (200) Collins McCarthy 2x3½ b&w	.03
109— <i>Baseball Stars</i> (80) Amer. Car. Co. 2x3½ b&w	.02
Come in two styles, different halftone screen.	
141— <i>Baseball Stars</i> (240) Amer. Car. Co. 2x3½	.03
Are also known in b&w with plain backs.	
110— <i>Bird Cards</i> —Patterson candy (Canada) 1½x3	.03
111— <i>Bird Series</i> (25) Lowneys Chocolates—1½x3	.03
112— <i>Bird Studies</i> —Sen Sen Chiclets—1½x3	.02
a) Canadian issue—without colored border.	
140— <i>Celebrities</i> (20) Wallace & Co. 1½x2½	.02
a) similar series of picture cards (10) children.	
113— <i>Champion Athletic Series</i> (25) National Licorice 1½x2½	.02
114— <i>Cracker Jack</i> —Baseball players (176) 2½x3	.03
115— <i>Cracker Jack</i> —Cracker Jack Bears (16) 3x5½	.05
116— <i>Cracker Jack</i> —Bess & Bill booklets (12) 1½x2½	.02
142— <i>Cracker Jack</i> —Can You Guess?	.02
117— <i>Famous Indian Chiefs</i> (10) Samoset chocolates—2x5	.10
118— <i>Girls</i> (trade cards) Adams Red Rose Gum—5½x11	.10
119— <i>Hall of Fame For Great Americans</i> —Henry Heide—1½x5	.05
120— <i>Indian Series</i> (43) Williards Choc. (Canada) 1½x2½	.03
121— <i>Mail Carriers and Stamps</i> —Sunbeams—see bread set No. 3	
122— <i>Movie Actors and Actresses</i> (120) Amer. Car. b&w, 2x3½	.02
123— <i>Movie Stars</i> —Frank H. Fleer—1½x2½	.01
124— <i>Movie Stars in Scenes</i> (120) 2x3½ b&w	.02
By American Caramel Co. and Neilson's Chocolates.	
125— <i>Movie Scenes from "Molly-O"</i> (80) Shotwell Mfg Co. 2x3½	.01
139— <i>National Costumes</i> —Gunthers Candies—2½x4½	.02
127— <i>Pennants</i> (72) M. E. Smith—1½x2½—Phila. Pub. Schools	.02
128— <i>Playing Card Series</i> —Adams tutti-frutti gum—2½x3½	.04
129— <i>Prizefighters</i> (60) York Caramel—1½x2½ b&w	.02
130— <i>Reed Nature Series</i> (32) birds—Nea-to-gum, 2x3½	.02
131— <i>Stars of the Diamond</i> —Colgans chips, 1½ round, b&w	.02
132— <i>Strange People of Many Lands</i> (24) N Eng. Conf. 1½x2½	.02
133— <i>Tradesmen</i> (6) trade cards, Kis-me gum, 3½x5 (children)	.03
134— <i>Transfer Pictures of Nations</i> (15) Baker—1½x3½	.02
135— <i>Views of Hershey Town</i> —Hershey, 2½x5½ post cards	.03
136— <i>Yellow Kid Gum</i> (25) comic, 2½x4½ (1896)	.05
142— <i>World War Scenes</i> (over 100) colored photos 1½x2½	
O-Pee-Chee	.03
137— <i>Zee Nut Series</i> —Collins McCarthy, various years and sizes, sepia or b&w, Coast leagues, (Home run kisses)	.02
138— <i>Various old candy and gum cards</i> —no name of issuer, mostly baseball or movie designs, small to medium size	.01

## Sports 'ssues

(in the ordinary 2½x3 size as foregoing)

- 276—*Am. and Nat. League Stars* (32) George C. Miller & Co. .04  
 277—*Baseball Players* (48) Series A (O-Pee-Chee) no. 101-148 .02  
 278—*Batter Up* (192) National Chicle, in 2 or more colors each .02  
 279—*Big League* 1933 (240) Goudey-World wide. Numb. same .02  
 280—*Big League* 1934 (96) Goudey-World Wide .02  
     Numbered differently and possibly some different designs.  
 281—*Big League* 1935 (Goudey) Puzzle Cds. 4 portraits on face .02  
     There are 36 different types of faces, and 72 different  
     types backs. Nine puzzle pictures on back in b&w. Pic-  
     tures 1, 8, and 9 in twelve parts lettered A to L. Pictures  
     2 to 7 in six parts lettered A to F. Some backs come with  
     two different types of face.  
 282—*Big League* 1936 (25) Goudey portr't b&w play game on bk .02  
 283—*Big League* 1936—World W. name & No. in wh panel on fc .02  
 284—*Big League* 1938—Goudey (Heads Up) numb 241-288 (48) .02  
 285—*Big League Knot Hole League* (24) Goudey, not pictorial .01  
 286—*Diamond Stars* (108) National Chicle Co. .02  
     Nos. 1-84 originally with green backs were partly re-  
     printed with later statistics and blue backs. 85-108 in  
     blue backs only.  
 287—*Famous Athletes* (32) United States Caramel Co. .04  
 288—*Football Stars* (36) National Chicle Co. .02  
 289—*Hockey Players* (Puck Gum) Hamilton Chewing Gum, Can .02  
 290—*Hockey Players*—O-Pee-Chee Co. 5 series .02  
     a) Series A—numb. 1-24                      d) Series D—numb. 101-148  
     b) Series B—numb. 25-48                    e) Series E—numb. 149-196  
     c) Series C—numb. 49-72  
     Some come in two or more color patterns.  
 291—*Ice Kings*—World Wide (Canada) .03  
 292—*Major League Secrets* (50) Schutter-Johnson, drawings .03  
 294—*Play Ball* (24) DeLong Gum Co. 2x3 .04  
 295—*Series of 24*—Baseball players and scenes. Numb. 401-424 .02  
 296—*Sport Kings* (48) Goudey Gum Co. .02  
 297—*Sport Kings Varsity Game* (24) Goudey, not pictures .01



## Sports Issues

- 515—*Baseball Teams* (16) Fatima, 2½x4½, actual photos ..... .10
- 516—*Baseball Folder Series* (50) Mecca, folders open to 2½x4½ .03
- 517—*Baseball Folders*—Hassan, triple folders, open to 2½x5½ .03  
75 diff. center panels known. Probably 150 diff. end panels but used in many mixed combinations.
- 518—*Baseball Comics up to date* (25) Mayo, Med. .... .03
- 519—*Baseball Players*—Ramly, TTT, b&w photos, gold fr., Lg. .03
- 520—*Baseball Series* (players) gold bordered cards (400) Sm. .02  
Sweet Cap, Hassan, Polar Bear, Honest LC, Piedmont, Cycle, American Beauty, etc. Only slightly more than 200 known.
- 521—*Baseball Series*—white borders, Sm. .... .02  
Sweet Cap, Sovereign, Piedmont, Cycle, El Principe de gales, Tolstoi, Lenox, Polar Bear, Hindu, Old Mill, Hustler, Drums, American Beauty, Broadleaf. Various inscribed as Series of 150, 350, 460, or assorted. (521 known).
- 522—*BB Play*.—Recruit, Broadleaf, Cycle, Napoleon, Sm. .... .02  
Often called the "brown background" set.
- 523—*BB Play*. (18) Fireside (& other prod.) Champs 1910, Sm. .02
- 524—*BB Play*.—Contentnea, Virginia & Southern leagues, Sm. .03  
a) First series (colors)  
b) Photo series—b&w
- 525—*BB Players*—Old Mill, photos, red bordered, Sm. .... .03  
Seven series numbered 1 to 7.
- 526—*BB Players*—Red Sun, Southern Assc. Green borders, Sm. .03
- 595—*BB Players*—Obak, Pacific coast leagues, Sm. .... .03  
Two series—red or blue backs.
- 571—*Champions, Series of* (25) 2½x3½ ..... .05  
Honest Long Cut, Miner's Extra.
- 572—*Champion Athletes and Prizefighters* or *Series of Champion Athletes*. Hassan, Mecca, Tolstoi, Lg. .... .02  
Hassan cards have no series name. Various divided into Series 1-50, 51-100, etc. 153 designs known as follows:  
a) Athletes (track and field) 62 d) Champion Golfers 6  
b) Aviators 4 e) Pool & Billiards 15  
c) Champion Bowlers 4 f) Prizefighters 62
- 573—*Champion Pugilists* (50) Honest L. C., Miner's Extra, Lg. .02  
Same design as fifty of 572f but slightly smaller card.
- 574—*Champion Athletes and Prizefighters* (50) Mecca, Tolstoi, Lg. .... .03  
Mostly full length portraits of fighters only. (7 ring scenes). Slightly larger than 572. Come with both white and silver borders.
- 580—*Champion Women Swimmers* (100) Pan Handle, num., Lg. .02
- 592—*Famous Baseball Players, Champion Athletes and Photo Play Stars* (100) Fatima, 2½x4½, actual photos.... .10
- 575—*Prizefighters of the Past and Present*—Dixie Queen, Lg. .03
- 601—*Prizefighters*—Pet Cigarettes, Sm. .... .03
- 577—*Prize Fight Series*, 101 and 102 (25 each) Sm. .... .02  
Oxford, Duke of York, Intermision, Arabs, Turkish Whiffs
- 578—*Pugilistic Subjects*—Red Sun, green borders, Sm. .... .03
- 579—*World's Champion Athletes* (50) Pan Handle, Lg. .... .02  
Note—see also Extra Large Cards, and Miscellaneous inserts.





March 1, 1939

# Announcing!

## The U. S. Card Collectors Catalog

It is a pleasure to announce that this long needed catalog will positively appear this year. Date of publication has been set for June 1, 1939 and unless unexpected delays prevent, it will be ready to mail on that date.

This catalog will be a great benefit to Card Collecting. There is little doubt of its need, both among collectors and dealers. By dealers, is meant all who come in contact with cards such as those who handle antiques, old books, curios, and Americana of all kinds.

During the past three years a number of collectors throughout the country have received a series of Card Collectors Bulletins. These separate issues have covered the "insert" type of cards and related items. All this material will be thoroughly revised and improved in the catalog, and supplemented with many historical facts and details. In addition, there will be sections devoted to other types of cards such as playing cards, post cards, stereoscope cards, calling cards, and all the others. These sections will be as complete as can possibly be made, both as to descriptions and values. Everything in the catalog will have a price value indicated, based on the best available information on supply and demand.

The catalog will be 6 x 9 inches on a good grade of book paper and well printed. Pages will be loose leaf but securely held with a fastener. It is estimated that there will be between 75 and 100 pages, with strong outside covers. It will sell for fifty cents.

It is hoped and expected that this catalog will have a wide circulation not only among collectors but among dealers of all kinds. Review copies will be sent to general hobby magazines and a small display adv. will advertise it amply in HOBBIES MAGAZINE. Similar ads may be inserted in other papers.

The above mentioned Card Collectors Bulletin will be continued and serve as a supplement to the catalog and a periodical for the hobby, but the catalog itself is a Permanent one, and not a yearly edition. Some yearly revision may be made as occasion requires and any such new or additional pages distributed with the Bulletin.

It is estimated that the cost of printing a catalog of this kind, together with postage and advertising expenses will be over \$200. No profit is planned for, either with the catalog or the subsequent Bulletins, and time devoted to the work is likewise considered of no value. However, it is obvious that some financial assistance should be obtained to prevent a too excessive loss.

It is planned to meet this by asking collectors and dealers to patronize an advertising section. This will give everyone an opportunity to cooperate and help the good work along and at the same time get full value for every cent expended. There probably is not another medium which will cover the card field as thoroughly as this Catalog.

Space will be sold at the following rates: Full page, \$7.00; Half page, \$3.50; per inch, \$1.00. A full page advertisement will measure  $4\frac{1}{4}$  inches wide and  $7\frac{1}{2}$  inches high. Smaller spaces will be the same width, and height as required. Full page advertisers will receive one copy of the catalog without charge.

(over)



As stated, no profit is planned for in this work. Of course, should a large volume of advertising be received and if, and when, the entire catalog printing of 500 copies is sold - there may be a favorable balance. But any such balance, it may be assured, will be turned back into hobby promotion expenses of some kind. In fact, some of it has already been spent. The above mentioned Bulletins were issued at a loss of about forty dollars and much more has been spent in various ways. This book is not being published by a dealer but by a collector whose only motives are to promote the hobby, and develop his own personal collection. The latter is not being done at the expense of other collectors.

All possible assistance is offered in the preparation of advertising copy to those who are not familiar with that work. Advertisements should be prepared with the idea in mind that this is a Permanent catalog. Thus it is suggested that wants be mentioned in a general way only, and not with detailed individual names which may be obsolete in a short time. It is suggested, however, that ALL general wants and interests be enumerated, and if advertisers have any interests outside the card field they may also be stated. These advertisements will work as long as the catalog holds together - and that should be a very long time.

The new volume of the Card Collectors Bulletin will be started on August 1, 1939. It will be uniform in shape with the catalog and eventually form a supplementary volume. All who send in advertisements and/or advance orders for the catalog will receive the first Bulletin issue without charge. It will contain full information as to further issues. This is to be a private periodical for Card Collectors and is made possible with the help, and for the benefit, of all of them.

This Catalog Announcement is being sent to everyone known who may be interested in cards. But, of course, no one collector can know of all of them. So a request is made to each and all who read this. Please do one of two things: Either send in the names and addresses of collectors you know of who should read this, or write for a supply of these announcements to mail out yourself any time before May 1, 1939. It is hoped that EVERY CARD COLLECTOR will know of this Catalog before publication.

Advertising copy should also be sent in before May 1st.

Thanks are extended in advance for all cooperation.

Write: J. R. Burdick

417 So. Crouse Ave.

Syracuse, N. Y.



J. R. BURDICK  
417 SO. CROUSE AVE.  
SYRACUSE, N. Y.

Feb. 25, 1939

Dear Mr. Wagner,

Enclosed is announcement of catalog and think you will be glad to hear of this.

First, though, many, many thanks for sending me the four cards. I don't want you to send me such good things without payment so I enclose a few stamps which, I hope, will at least cover what they cost you. Pretty hard to pick up wants in the #521 set and that Pontifical Standard is the first I've seen of it. Mr. Nagle has a copy and that's the only one I know of.

By the way, was it you who reported W.J. Kramer in a red shirt with "100" on it in the common Hassan-Mecca set of Athletes and Prize Fighters (Set # 572)? Somebody told about that one and I can't recall who it was. I have that design in the larger cards of Champions (HLC) but in 572 the only Kramer I have seen is with wings on gray shirt. Just want to check on that again.

Did you hear from Vogt of Denver. He sent me a long list of the cards which he has. I'm sort of glad I didn't get it as aside from the Spotting Life cards he wouldn't have but a half dozen that I need. I checked the list pretty good. Hard job as he had everything mixed together. I have sent the list to Myers to give him some possible ideas on describing the pictures. Vogt did it rather well. Told Myers to send it to you and you can ship it back to Vogt. Weres the dope on what he has in small cards:

Set # 521: He has all big league types except 3 cards but is 54 cards short on the minor leaguers. The only new thing I don't recognize is Plank, Phila Amer in the 350 series. I think that is a new one - at least I don't have it. He has the Elberfeld, Wash portrait which I want and the Reagan, New Orleans which we both want.

Set # 520: He has some 190 cards in this so is about 15 cards short of completion. Only new thing I note is a second type of Wiltse, N.Y. Nat. I know of only one of that and don't know what the distinguishing points are.

Recruit brown bkgd : about a dozen but nothing new.

Old Mill series 7: I think these are the red bordered cards. He lists Beatty and Cabrol of Raleigh and Stoehr of Goldsboro which are new.

He has a few of the Helmar poster stamps of ballplayers which I didn't check.

He has nothing new in the Hassan triple folders so I am pretty sure that the 75 known titles is complete. He has only 72 diff. centers but has several with different combinations of end panels. I have the whole 75 but would like to replace one in which the end panels have been cut off.

Just note that you have the Reagan - all the better.

I don't have much doubt that Vogt will keep the cards and add to the collection. He spent hours and hours on the list and it shows a strong interest.

Picking up small wants at good high rates is a loss of money as a rule. I get one occasionally and try to take it if I can get it right but most owners want about ten times the real value. The lot with the Language of Flowers card was an example. That set is a scarce one, to be sure, but not worth a fortune. I think I have only 8 or 10 of the 50 in the set. A lot of those little lots are in terrible condition too. The paste used on the cards sent seems to be an ordinary flour and water paste. It should dissolve rather easily. I just got an old album - mostly trade advertising cards with a few photo actresses and the paste looks like glue made of boiled



up horses hoofs. Not much different anyway.

Dont think you will find many of my Military wants. I am up to 583 now on that set. I would have had 602 if I hadnt let Edwards have some of them. But I think I should pick up 8 or 10 of my wants sometime during the year and so maybe be able to have even more than he has. He has 593 now. Theres one known that neither of us has and I have 9 which he dont have. Got them since he was here. Could sell them to him at \$2. a card but no soap. No more selling out of the collection. I tried it once and it was enough. I like to accomodate collectors but the reaction isnt worth the money involved. I'm not a dealer and not in this to make money but for the fun I get out of it. So why do something that tends to take the funout of it.

Was surprised to hear that Ramsburg had a list of Military cards. I presume you mean set #180- the Kinneys. I got up a very good list of those last Fall. Havent a copy to send you as I sent the carbon to Edwards. I know of 603 different in that set now and think the series contains from 15 to 20 more than that in all. By the way, you should specialize in Military cards - or do you get enough of that in your daily life to satisfy you. Yes, I have heard that this #180 is really an accurate set as far as descriptions and colors are concerned. Its really interesting as you come to know it and the unknown points add to its attractions. Later on I hope to be able to distribute a complete listing of the known cards. Maybe Edwards will want to help out on that some.

Do you really think that 500 catalogs would sell within a year. I plan on having but 500 printed but if I thought that they would go that quick I would have more as I want enough to last for several years anyway. It wouldnt cost much more to print 1000 than the 500 but I dont want to get too many. A reprint, on the other hand, would cost almost as much as the first printing. As stated in the announcement, this is intended as a Permanent catalog. I think maybe about once a year it may be possible to print a few pages for insertion - either new material of replacements for old pages. That would keep all up to date at small cost.

I think it best to keep the price at 50¢ though. I dont figure on profits but if I can break even its O.K. with me. I'd rather sell 100 copies at 50¢ than 75 at a dollar each. A lot of the boys arent financially flush and a dollar looks big to them.

Give me all the dope and ideas you can think of. I'm glad to get them all. I have plenty of time to read even if I have to be brief on the writing sometimes.

Thanks again for sending the cards.

Best wishes,

*J.P. Burdick*