

NEWS & VIEWS

December 1985

No. 3

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PUBLISHED BY...

THE UNITED STATES CARTOPHILIC SOCIETY

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"News and Views" is issued quarterly by the United States Cartophilic Society, P.O. Box 2259, Leesburg, Fl., 32749-2259. The Society is devoted to propagating, enhancing, and preserving the hobby of cigarette and trade card collecting. The annual membership fee is \$15.00 (U.S. funds), which goes in its entirety to defray costs for publishing and distributing the quarterly magazine.

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COVER ILLUSTRATIONS: (top) Mayo Advertising card. (left) Mayo Advertising card (right) Duke N80.

ODDS AND ENDS

We were amused by the recent "dialogue" between the Cartophilic Societies of Great Britain and New Zealand over the issue of membership. After some verbiage, it was finally resolved that while CSCGB had more total members, CSNZ had more members per capita of population. By either scale our efforts at USCS must seem a dismal failure, for we count 109 members as of this writing. This for a country with some 200 million population and an estimated 100,000 card collectors!

However, things are not as bad as they sound. Ninety-nine percent of American collectors deal with baseball cards and almost none are cartophiles in our sense of the word. Considering that in the USA true tobacco card collectors are scarcer than hen's teeth, the editors feel that USCS has made an excellent start. In fact, we have already surpassed our membership goal for the year and are very pleased!

While on this subject, we urge all our members who already have not done so to consider joining and supporting the Cartophilic Societies in Australia, Great Britain, and New Zealand. Specific tastes in collecting may differ but we all share a common pastime and desire its advancement. The addresses of the various Societies, including one newly formed in South Africa, are listed elsewhere in this issue.

Approximately one-half the USCS membership resides abroad. This is a testimonial not only to the popularity of American tobacco issues, but also to the willingness -sometimes missing in American collectors- to venture into new associations and to open new avenues of communication. However, I sometimes wonder if our foreign counterparts understand our speech, even if we are all, at this point, native English speakers. For example, Americans use contractions and prepositions located before proper last names as part of that name: "Alfredo de Oro" would be listed under "D" in an American checklist, but under "O" in a European one. Then there are the abbreviations: Americans use "Co." for "Company" and "etc." for etcetera; Europeans use "Coy." and "ect.". Over here we never use the word "venue" and most would likely be hard-pressed to define it without consulting a dictionary.

In a more serious vein, I'm sure that the values appearing in our on-going price guide have been puzzling to many members. To Americans, who never had an accurate price list until 1981, the prices might seem inflationary. To overseas members, the prices might seem ridiculously low in many cases. We have heard indirect comments to the effect that we must be idiots to sell our cards so cheaply.

Americans, regrettably, don't cherish their own tobacco issues as much as foreign collectors do. In many cases, USCS prices may be as much as one-half of overseas values, and for some years top quality cards have been leaving this country in quantity. Does that justify artificially increasing values to equal those in other countries? We think not. Americans must learn to compete for these valued items or see them lost forever to collectors in other lands.

continued.

About the price guide...it was necessary to bring things up to date but it has taken up a lot of space. Our last list, dealing with silks, is due in March, 1986. After that, "News & Views" will have room for more articles and features. We will remain at 20 pages (16 interior) for the time being.

The members-only auction will henceforth appear as an insert. This will give us back a much-needed page and make things more convenient for all. It will also allow us to specify card titles in odd lots.

Member Barbara Beach has made an excellent suggestion...when the front and back of a card are not in equal condition, indicate the difference by adding another symbol to the description. For example, VG+(VG) indicates a VG+ obverse and a VG reverse. Good idea!

Several members have asked about the Hobby Card Index (HCI) and the Card Collectors Archive (CCA). The former is an association, directed by Chris Benjamin, of cartophiles engaged in researching all American card issues, new and old. Data is kept in a central file and is available to all collectors. The requisite for joining HCI is to forward previously uncatalogued information...not difficult considering the size of the "cartophilic universe" in the USA. The Card Collectors Archive is a "type" collection of the various card issues. It serves to corroborate the HCI data file and is displayed at various conventions. Extra cards accumulated during research are sold at auction from time to time.

Member Roxanne Toser, the top U.S. non-sports dealer, is not only a "closet" tobacco card collector but also has a magnificent collection of "bobbin' head" dolls or "noddors." She is about to receive her first tobacco-related bobbin' head via the good offices of another USCS member. While she does not sell tobacco cards, Ms. Toser has an outstanding price list of other types of non-sports cards (see her ad in No. 2).

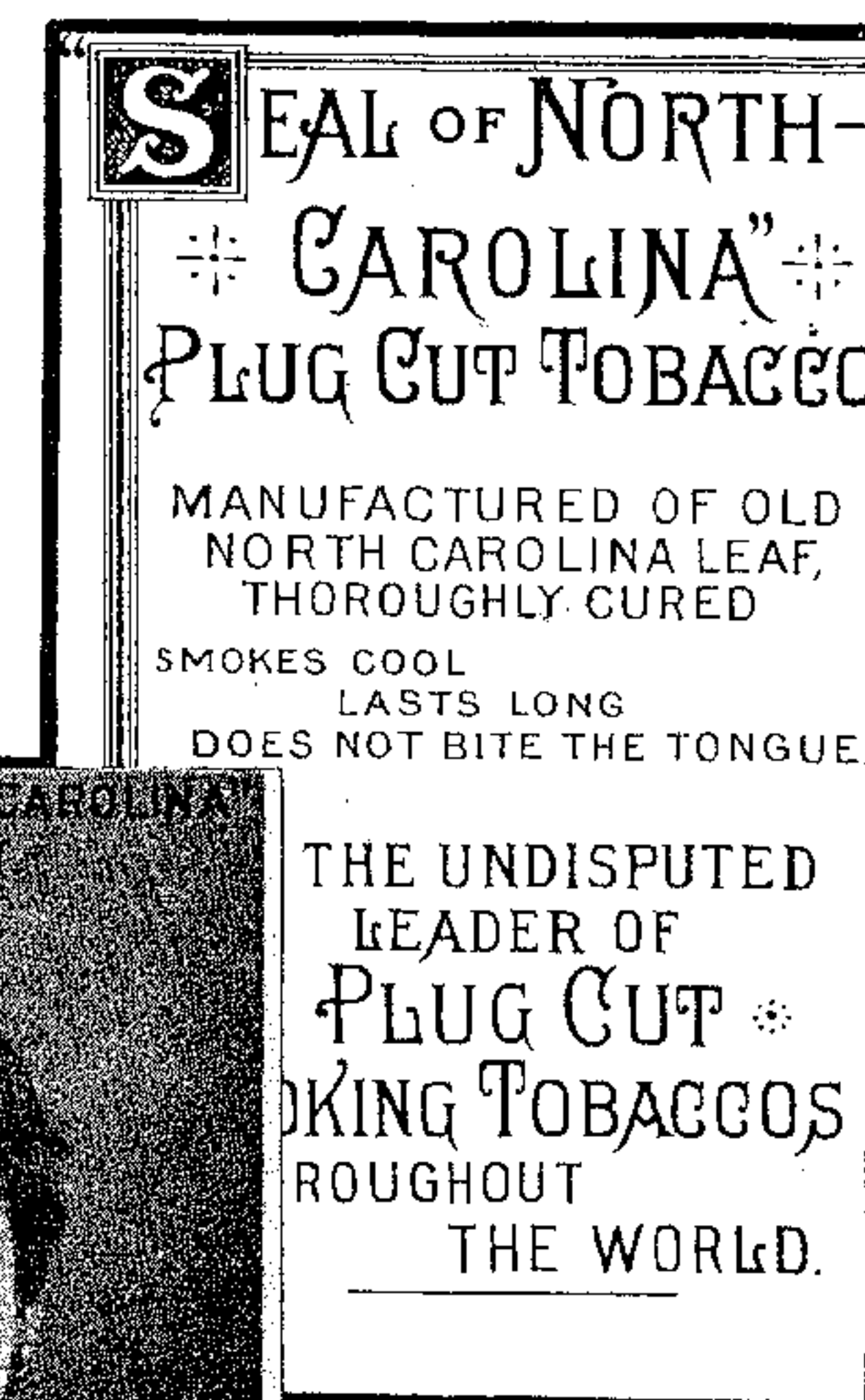
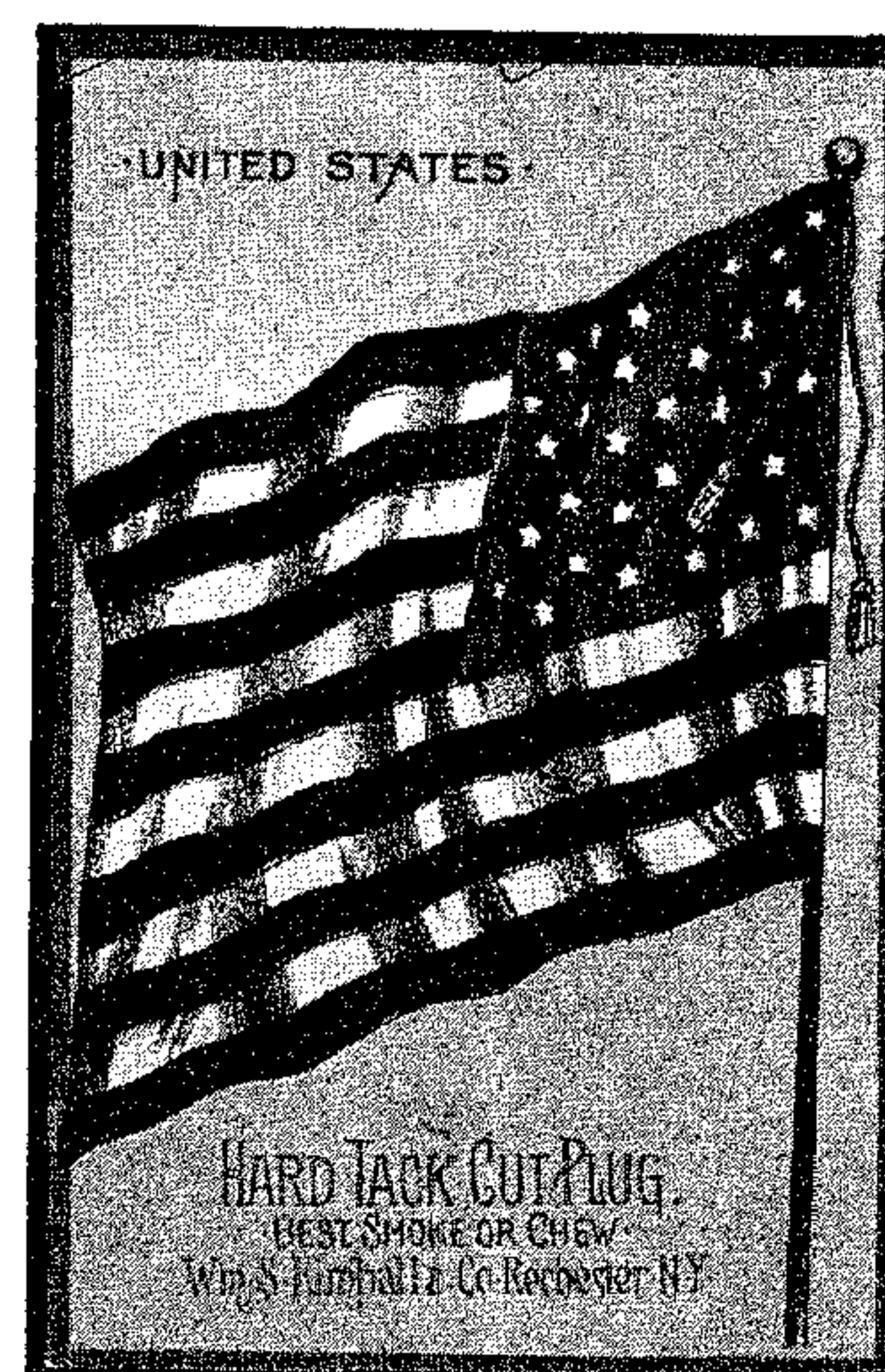
In closing, USCS will be represented in force at the 7th National Baseball Card Convention in Arlington (Dallas), Texas, July 25-27, 1986. There will be approximately 400 dealer tables set up at this show. While most of the action will involve baseball cards and associated sports memorabilia, there will be a non-sports section and some tobacco cards will be in evidence. USCS members Lew Lipset, Larry Fortuck, Roxanne Toser, Jim Nicewander, Mike Gordon, George Wallace, and Chris Benjamin all have tables at this event. If you have the opportunity, be sure to stop by and visit. Interested parties write to USCS for more details.

N532n



The United States Cartophilic Society

SHOWCASE PAGE





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THE

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GRADING CARDS - ANOTHER PERSPECTIVE

by Chris Benjamin

I met "Joe" at a recent convention. He came to my table, asked permission to remove the cards he wished to buy from the display pages, and proceeded to select what he wanted without hesitation. Not once did he raise an eyebrow, whistle under his breath, shake his head, or mutter incoherently, nor did he gurggle enthusiastically, smirk, or launch into oratory about his collection. I complimented him for his comportment and style. "It's simple," he replied. "I don't care about supply and demand, overhead, soft sell, hard sell, or explanations of gradings and prices. Spare me the details. If I want the card, the shape is decent, and the price is reasonable, I buy it."

Call Joe a "free spirit" or a "character" if you will, but he has a system that works. He has established for himself an acceptable range of condition and he will not buy anything -regardless of scarcity- which falls below his minimum standards. Neither will he buy a card if it is overpriced in his judgement. Joe's confidence, patience, and composure get him good cards at good prices, while other collectors without a "system" waste time and money falling prey to promotions and propaganda.

The point of this article is that everyone should develop or adopt a code of personal priorities in relation to condition and price before they go "a-buying." Leave the deliberative process at home; in the competitive, pressure-filled atmosphere of the convention hall, hesitation tends to erode priorities, cause second-guessing, and results in impulse buying. Too often the "careful" buyer is really only experiencing a conflict of conscience.

I need a personal set of grading standards more than most cartophiles because of my obligations within the hobby. One could not possibly compile price guides and research publications, direct the Hobby Card Index and the Card Collectors Archive, and conduct eight auctions yearly without an established grading system.

I respect the desire for a streamlined formula easily applied to all cards but I've found card grading and pricing are often complex processes. For example, condition

does not always depend upon a single defect; all but the most perfect cards encompass a variety of attributes and defects. The good and the bad must be weighed against each other to determine the grade, with the severity of the imperfections always predominant. Some will claim that the time spent in making such detailed comparisons is an argument in itself for simpler standards. Not true, for two reasons. First, your personal reputation requires attention to detail. Second, an established system becomes progressively automatic. Equivocation -the inability to make a fair decision- is what wastes time.



N316



N489n

continued.

Deciding that my system would be specific and detailed, rather than simple and doctrinaire, was easy. Gearing it to the American cartophilic marketplace was more difficult. It is regrettable that the most popular of the American price guides have two counter-productive features. The first of these is a three-column layout listing prices for cards in "mint", "very good to excellent", and "fair to good". The rationale for the compound conditions of the second and third columns has been explained by a variety of premises ranging from "simplicity" and "printing considerations" to "a conscious attempt at ambiguity." (There are also three price columns in my non-sports guides, which are a part of this series, but they stand for "mint", "excellent", and "very good".) A layout giving a single price for two different grades is both confusing and illogical, but after seven years of exposure to this format, many American dealers and collectors have adopted a simple plan for dealing with it. They use the mint price for "excellent" grade cards, the VG-EX price for "very good" grade cards, and the F-G price for all other grades. The end result has been unjustifiably inflationary, with the bolder individuals actually daring to add a surcharge over already-high prices for "gem" cards. My system cannot cure this problem -only a restructuring of this deceptive format can possibly undo the damage- but it does allow for accurate card evaluation from the first column price alone.

The second dismaying feature of American price guides, but certainly not exclusive to them, is mis-use of the word "mint". Part of this stems from the unresolved issue of whether the term means "perfect" or "new or in its original condition." An off-centered card or a card with printing irregularities taken directly from the package is "mint" in the latter sense, but not so in the former. Add to this the reluctance of the price guide architects to adopt one definition or the other and to specifically differentiate the definitions of and values for "mint" and "excellent", and you can understand why there is such a mess. I share some of the blame for the confusion since I used a "mint" column of prices in my 1981 and 1983 guides without really studying the issue. A "mint" column will not be utilized in future non-sports editions or in any other publications of my authorship.

In my grading system, the "mint" value of an item is actually set by determining its market value in "excellent" grade and then adding 25% (a de



N427c
Back



N427c
Front

continued.

facto practice in collectibles for decades). Once established, the mint price serves as the standard ("mint" = 100% value) against which I peg prices for all the lower grades. When consulting the price guides with compound grade/price columns, all I need do is multiply the "mint" price by the percentage assigned to any lower grade to find the price for a card in that condition.

The conditions, descriptions, and value percentages listed below are now standard for the Hobby Card Index, the Card Collectors Archive, and my auctions. They are NOT recommendations to USCS or its members, but are presented in the spirit of exchanging ideas. Remember that grading terms like "excellent" are inherently metaphorical; we attempt to make them more literal by strict definition. In the list below, a "vital" area is defined as that part of the card in which any defect seriously alters the intended effect of the original design (for example, a crease running through the face of a baseball player).

MINT ("M") Category: optimum; value = 100%. A perfect card; flawless; without defects.

EXCELLENT PLUS ("EX+" or "X+") Category: superior; value = 90%. No creases front or back. Four sharp corners. Bright color and excellent focus. Well-centered. No printing imperfections. Surface is clean. This is the card most people call "mint." The shavings which sometimes remain on the edges from when the card was cut from the sheet are allowable. Also allowable is the obverse design visible from the reverse.

EXCELLENT ("EX" or "X") Category: superior; value = 75%. No creases front or back. At least two sharp corners; other corner(s) must define a right angle sufficient to give the card a square appearance. Bright color. Not EX+ because of barely perceptible defects such as off-centering, focus, surface scratch, printing imperfection. The small arc or half-circle often seen on one corner, made mechanically during the printing process, is allowable in this grade.

EXCELLENT MINUS ("EX-" or "X-"). Category: superior; value = 65%. No creases front or back. Corners need not be "sharp" but the right angles must be sufficient to give the card a square appearance. Possible flaws: slightly less bright, slightly out of focus, very light soiling, minute surface scratch, non-vital printing imperfection, off-center to one side (if rest of card is sharp).

VERY GOOD PLUS ("VG+") Category: acceptable; value = 55%. The lowest of the desirable grades. Has minor crease or surface break (a printing imperfection, not a tear) or has rounded corners, either of which prevent it from joining a higher grade. Other possible defects: light surface soiling, very small surface chip missing, lack of color or focus.

VERY GOOD ("VG") Category: acceptable; value = 40%. Possible defects: moderate non-vital crease, rounded corners, moderate soiling or staining, small part of surface missing, off-center, moderately out of focus, moderate printing defects. In short, the imperfections are nearly equal to the attributes.

GOOD PLUS ("G+") Category: marginal; value = 20%. Has crease or combination of creases not defacing the principal design. Rounded corners. Surface stained or soiled. Often a card from a higher grade penalized by an over-riding flaw.

GOOD ("G") Category: marginal; value = 15%. Basically, a card with major imperfections but which is not defaced in the principal design.

FAIR ("F") Category: filler; value 10%. In short, a card which is heavily damaged throughout but which is mostly intact and is identifiable. It cannot be so heavily creased that the card can in any part be folded over. Possibly an extremely rare card not presently available in better condition, and even then the value standard is subject to negotiation.

The card defects enumerated above mostly result from "natural causes" such as use as a child's collectible or plaything, from inadequate storage, from mis-handling, and from various imperfections occurring normally during the printing process. As a group, they might appropriately be termed "unintentional." Unfortunately, there is another class of "intentional" or "contrived" defects, which include nail and pin holes, scotch-tape remnants and marks, ink stains, writing in pen or pencil, damage from black album paper and from glue and paste, and outright mutilation. Defects of this type downgrade and devalue cards radically. My rule of thumb is to judge the condition without the defect and then subtract as many grades as the severity of the flaw requires. For example, a small pinhole may reduce an "excellent" card to "very good" status, but your cousin Harry's autograph in ink might drop an "excellent" to "good" or "good plus". In any case, I never use the expression "excellent, except for" because that's a shallow attempt to make the card sound better than it really is. Major "natural" defects are certainly implied by the grade assigned, but the buyer deserves a specific description of any "intentional" flaws affecting condition. The best policy, of course, is avoid buying or selling cards with major flaws or in the lower grades.

New listings.

N489n	Actresses	Gladiator Cigts. (R. Goodman)	(+) (illus).....	10.00
N532n	Actresses	Little Rhody Cut Plug. (Geo.F.Young)	(+) (illus).....	12.00
N427c	Actresses	Old Tar Cut Cavendish. (Am. Eagle)	(+) (illus).....	7.00
T302b	Moving Picture Booklets.	Bairam Cigts. copyr. 1906 Wintrop Press		
		(+) (illus).....		5.00

Corrections in News & Views No2

Under Types of People (page 15)	Should read,	
N510	Celebrities. Globe Tobacco Co.....	8.00
N511	Types of People. (comic) Portraits (named) Full length (not named).	
	(a) Spanish Puffs (Mandelbaum).....	10.00
	(b) Annex Cigarettes (Hirsh).....	10.00
Under New listings.	Should read. (page 10)	
N634	Actresses La Manilla (Heegaard) Credit instead of Chris Benjamin,	
	should read Larry Fortuck.	

OVERSEAS SOCIETIES & CLUBS.

The Cartophilic Society of Great Britain. Membership Secretary: T. Davies, Clovelly, Cargate Grove, Aldershot, Hampshire. England.

The Australian Cartophilic Society Inc. Secretary: Mr. Bill Lockwood 12 Emma Road, Croydon, Victoria 3136 Australia.

The Cartophilic Society of New Zealand Inc. Secretary: Mrs. Sheryl Carman PO Box 45-099, Eponi Railway, Lower Hutt, New Zealand.

The South African Cartophilic Club. Secretary: Mr. Bryan C. Briscoe 7 Pagden Road Port Elizabeth, South Africa.

FOR SALE. PRICE GUIDE TO NON-SPORTS CARDS VOL. 1 FOR SALE.

The Price Guide to the Non-Sports Cards is a must for all collectors, whether you collect Tobacco cards or Gum cards, you will not be disappointed. Every set is pictured and described, and checklists and illustrations of wrappers are provided where available. Sets include tobacco issues from N1 thru N240, and T2 through T350. The classic bubble gum sets of the 1930's and 1940's, and the modern favorites such as STAR WARS and STAR TREK. ALL CARDS ARE PICTURED FRONT AND BACK. SEND \$/3.00 (in U.S. funds) to Chris Benjamin P.O.Box 3446 St. Augustine, Florida. 32085

U.S. CARTOPHILIC SOCIETY PRICE GUIDE - PART THREE

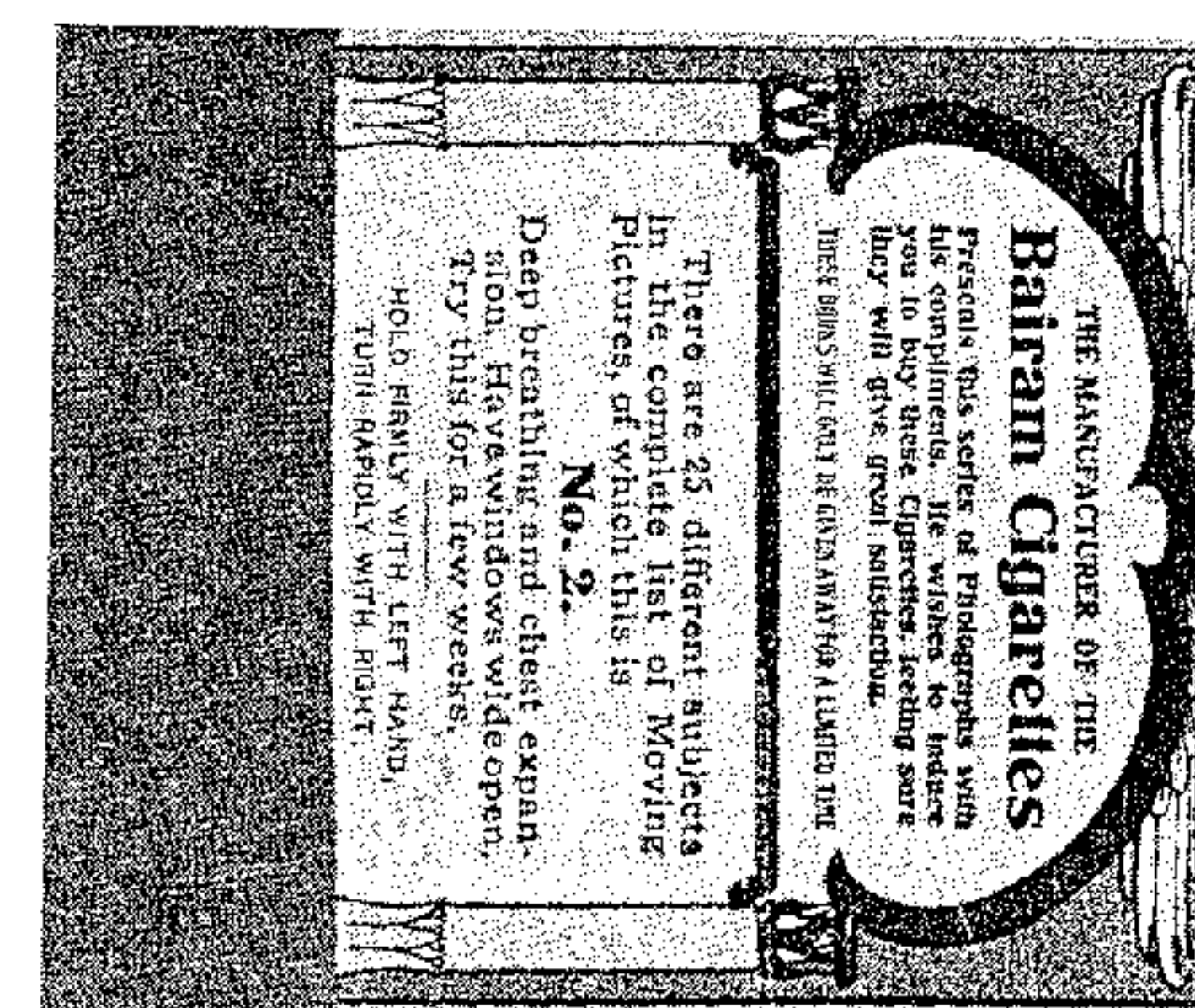
The third part of our USCS Price Guide covers 20th century tobacco cards, commonly called "T" cards. As a group, the 20th century issues have always played second fiddle to their 19th century forerunners, the "N" cards. Part of this favoritism is simple affection for the "pioneer" American tobacco cards; another part derives from the magnificent artwork and craftsmanship incorporated into many "N" card issues.

In truth, the differences between "N" and "T" cards are reflections of a society and a world passing from Victorian Period into Modern Times. "N" cards, for example, were marketed almost exclusively with the male psyche as the target - witness the incredible amount of almost-scandalous "actress" and "beauty" cards, the sport issues, etc. In addition, the Eighties and Ninties were decades of economic consolidation within the tobacco industry, with the various companies serving as patrons to the splendid partnership between innocent American art and American lithographical genius.

In contrast, 20th century cards were clearly products of a new era. Much of the "artwork" was skilfully "painted" from photographs, a process far less costly than commissioning original art for every card. Moreover, many 20th century cards were recycled versions of designs which appeared decades before. The whole technical process of creating a card set was now intimately tied to factors of cost accounting and mass marketing. More and more women were smoking so very few "girlie" cards appeared; the horse and carriage had been replaced by the automobile.

Comparing "T" cards with "N" cards is like comparing apples and oranges; it can be done, but to what purpose? They are products of different eras and it should not be suprising OR dismaying that they are stylistically dissimilar. "T" card collectors recognize many scarcities among the 20th century series; many sets are difficult, if not impossible, to complete. Indeed, two of the rarest American cards, those of baseball players Wagner and Plank, belong to set T206. The challenges presented by the "T's" are many, and the cards certainly deserve to stand upon their own merits.

The prices indicated in this list are expressed in U.S. dollars and represent the value of a card in "excellent" condition (see condition guide inside back cover). To determine the premium value assigned to specific sports personalities, please consult a sport-price guide. Gold and black-bordered "T" cards without border "chips" command a premium which is reflected in this guide.



T302b



LARGE ISSUES

GENERAL ISSUES

T1 through T11 were Premium issues and Handouts; T12, T13, and T14 were Inserts.

continued.

T1	Actresses.(25) Turkish Trophies, Mongul.....	10.00
T2	Actresses.(girls) photo on mount, Monopol.....	18.00
T3	Baseball Players.(100) Turkey Red, Fez, Old Mill. numbered 1-50 & 77-126(average player).....	40.00
T4	Baseball player. photo in oval, b/w, Obak.....	150.00
T5	Baseball players. photo on cabinet mount, b/w, Pinkerton...	75.00
T6	College Series.(25) Murad.....	5.00
T7	Hamilton King Girls. Turkish Trophies, Helmar. Type 1 (1-12) Sketches by Blair or Terry.....	10.00
	Type 2 (13-24) Girls, King.....	7.00
	Type 3 (25-36) Bathing Girls, King.....	7.00
	Type 4 (37-61) Period Gowns, Mayer.....	5.00
	Type 5 (62-86) Flag Girls of Nations, Sonn.....	5.00
	Type 6 (1-25) Sports Girls, King. (1913).....	10.00
T8	National Types.(5) 17x25 1/2 pebbled paper. Advertising card, American Tob. Co. (Virginia Cheroots).....	20.00
T9	Prizefighters.(26) Turkey Red, Fez, Old Mill. numbered 51-76. Issued as part of set T3.....	15.00
T10	Theatrical Series.(Actresses) Imperials.....	20.00
T11	Tales of Turkish Trophies. (20) Kink Series.....	15.00
T12	Bridge Game Cards. (50) Lucky Strike.....	3.00
	center designs: Society Matron & Society Miss (2)	
T13	Bridge Game Cards. (50) Lucky Strike.....	4.00
	center designs: Six movie stars portraits. (6)	
T14	Place Favors. (80) irregular Diecut. Lucky Strike.....	3.00
	25 actors & 25 actresses plus 30 comic characters.	
GENERAL ISSUES		
T25	Actors.(50) Between the Acts, Lg.....	2.00
T26	Actresses.(50) Between the Acts, Lg.....	3.50
T27	Actress Series.(85) Fatima, Perfection, Richmond SC.....	2.00
	Three style borders. White (40), Gold (20), Star (25)	
T28	Aeroplane Series.(10) Milo, Oxford, Duke of York.....	3.00
T29	Animals.(80) Hassan, Lg.....	1.00
	40 each, with & without back description.	
T30	Artic Senes.(25) Hassen, Lg.....	1.50
T31	Art Gallery Pictures.(15) Lorillard.....	1.50
	(a) with yellow frame. (b) without yellow frame.	
T32	Artistic Pictures.(10) Richmond SC. (with folder).....	5.00
T33	Art Reproductions. LaMarquise, sepia. (a) Printed backs.....	2.00
	(b) Post Card backs.....	3.00
T34	Art Series.(21) Grand Duke, numbered.....	4.00
T35	"Ask Dad".(18 known) Sweet Caporal.....	2.00
	All 18 are found with Blue, Brown, Green, Red background	
T36	Auto Drivers.(25) Hassen, Mecca. First series only.....	3.00
T37	Automobile Series.(50) Turkey Red.....	1.50
T38	Aviators.(25) United Cigars, Lg. (a) Gold backs.....	3.00
	(b) White backs.....	4.00
T39	Battleships.(17 known) Booker Tob., Burley cubs, Sweet Briar	4.00
T40	Battleships & Signal Flags.(25) Hoffman House, Lg.....	3.50
T41	Battleships.(25) LeRoy cigars, L. Miller & Sons, 2 sizes...	5.00
T42	Bird Series.(100) Mecca, Sw.Caporal & six other brands Type 1 White border (50).....	.75
	Type 2 Gold border (50).....	1.50
T43	Bird Series.(30) Mecca fancy gold frame.....	1.50
T44	Birthday Horoscope. Mongols.....	.75
	Two designs for each month. 124 color patterns. 360 different back horoscopes.	
T45	Boy Scout Series.(36) Reed Tob.....	5.00
T46	British Buildings.(24) Herbert Tareytown, (folding setups).	2.00
T47	British Sovereigns.(42) Herbert Tareytown.....	1.00

T48	Butterfly Series.(50) Turkey Red.....	1.00
T49	College Girl, Flag, Seal.(20) Schultes Own.....	5.00
T50	College Pennants.(1 known) Reed Tob., Southland Cigts.....	5.00
T51	College Series.(150) Murad.....	.75
	(Six series of 25 each)	
T52	Costumes & Scenery.(50) Helmar, Turkish Trophies.....	1.50
	Italy error.....	2.00
T53	Cowboy Series.(49) Hassen., Lg.....	1.50
	The 50th subject "An Exciting Game" is know in a simi- lar issue by a non-tobacco firm.	
T54	Cross Stitch.(38 known) Egyptienne Straights.....	2.50
T55	Embarrassing Moments.(numb.1-25) Murad, b/w on paper, Lg...	5.00
T56	Emblem Series.(50) Hassen, Emblem.....	.75
T57	Fable Series.(100) Turkish Trophies, Lg. numb. 1-50.....	1.50
	numb. 51-100.....	2.50
T58	Fish Series.(100) Sw.Caporal, Sovereign, Piedmont, etc.....	.60
	(First 50 as set N8)	
T59	Flags of All Nations.(200) Recruit, Sw.Cap, Sub Rosa, etc..	.60
T60	Flags of All Nations.(100) Red Cross, Med.....	3.00
T61	Foreign Stamp Series A.(50) Sw.Cap., Derby, Sovereign, etc....	3.00
T62	Fortune Series.(505) Turkish Trophies, Lg.....	.75
	(101 designs each with 5 fortunes)	
T63	Generals & Admirals.(25) (Sp/Am War) L. Miller, LeRoy.....	5.00
	(2 sizes, Lg., Med.)	
T64	Generals.(44) McAlpins, General Cigars., Lg.....	6.00
T65	Girls & Men in Costumes.(46 known) I.Lewis, Golden Eagle, Lg.	6.00
T66	Girls (portraits) (56 known) S. Monday, Hunter Dog.....	4.00
T67	Helmar Girls.(3 known) numb., b/w on paper.....	3.00
T68	Heroes of History.(100) Pan Handle, Royal Bengals, etc., Lg..	2.00
	(half inscribed Men of History)	
T69	Historical Homes.(50) Helmar.....	1.25
T70	Historical Events(25) Hoffman House, Just Suits, etc., Lg....	2.50
	(Declaration of Independence, folder).....	7.50
T71	Hotel Greeting Cards.(24 known) Pall Mall, Lg.....	5.00
T72	Hudson-Fulton.(25) Turkey Red.....	2.00
T73	Indian Life in the 60's.(50) Hassen, Marine, Lg.....	1.50
	(error cards Stalking Deer & Antelope, transposed)....	2.50
T74	Indian Series.(35) portraits, Burley Cubs & Sweet Briar....	5.00
T75	Italo-Turko War.(40) Omega., Lg.....	5.00
T76	Jig Saw Puzzle Pictures. Turkish Trophies., Lg. 1. Girls and Flags.(25).....	3.00
	2. Maps of U.S.A. States.(12).....	2.50
	3. Views, Scenes & Misc.(184 known).....	2.50
T77	Lighthouses.(50) Hassen., Lg.....	1.50
T78	Little Henry.(79 known) Herbert Tarytown.....	2.00
T79	Military Series.(100) Fez, Tolstoi.....	2.00
T80	Military Series.(50) Fancy borders, Uzit, Tolstoi, etc.....	3.00
T81	Militart Series.(50) Recruits (a) uncut cards.....	1.50
	(b) die cut cards.....	2.00
T82	Movie Stars.(50) Recruit, Coupon, Athletic.....	3.00
T83	Movie Stars.(100) Egyptian Prettiest, Lg. Type 1. showing brand name, b/w.....	3.50
	Type 2. factory numb. b/w or sepia.....	2.50
T84	Movie Stars.(50) Golden Grain, b/w.....	1.50
T85	Movie Stars. Tobacco Products Corp., New York, Strollers.all	1.00
	Type 1. sepia, (101 known) numb.	
	Type 2. b/w, numb. between 100/200, 221/280 now known.	
	Type 3. b/w, (120) portrait in oval.	
T86	Moving Picture Stars.(15 known) Egyptian Oasis, Piedmont,..	3.00
	(sepia photos)	
T87	Modern American Airplanes.(200) Wings.....	.50
	4 series, A-B-C-unmarked 50 in each.	
T88	Mutt & Jeff Series. Sw.Cap., Sovereign, Derby, etc. (a) b/w Back headed by brand name., numb 1/100.....	2.00
	(b) b/w Back headed "directions"., numb. 1/50.....	2.00
	(c) colored Back headed by brand name., 89 known.....	3.00

GENERAL ISSUES

Continued.

T89	National Types.(25) Hoffman House, song on back.,Lg.....	4.00
T90	Nature Cards.(Birds) LaMarquise, feather novelties., numb..	5.00
T91	Nursery Rhymes.(12) Carolina Bright, Wilson SC.,Lg.....	7.00
T92	Orders & Emblems.(7 known)(as silks S15) Picadilly., Lg....	6.00
T93	Our Land. Not studied. Being researched for specimen.	
T94	Post Card Series.(50) Murad, Lg. (normally creased).	
	Type 1. Series 1-25 Scenes.....	5.00
	Type 2. Series 26-50 Girl & Flag.....	4.00
T95	Presidents.(24) L. Miller, LeRoy, Lg. Two sizes.....	5.00
T96	Prize Dog Series.(10) Milo, Oxford, Duke of York.....	2.00
T97	Riddle Series.(200) Perfection, Lg. on paper.....	2.00
	(Forty designs with 5 riddles each.)	
T98	Rulers of the World.(50) L.Miller, LeRoy. Two sizes.....	4.00
T99	Sights and Scenes of the World.(50) Lg.....	2.00
	Pan Handle & Royal Bengal.	
T100	Silhouettes.(50) Honest Tob. b/w Lg.....	2.00
T101	Silhouettes.(1 known, Numb.#29) Nat. Cigt. & Tob. Co.,	
	Admirals., Lg., numb.....	5.00
T102	Song Bird Series.(25) Red Robin, Lg., Subjects as N23.....	5.00
T103	Souvenir Cards.(58 known) Royal Bengal.Lg.....	3.00
	(Views & Portraits)	
T104	Stage Stars. (45) Sw. Caporal, sepia transfers.....	4.00
T105	Standard Bearers of Diff. Countries.(50) Lg.....	1.50
	Honest, Nebo, Zira, and Tiger.	
T106	State Girls.(25) Fatima, Perfection, Richmond SC.	
	(a) card.....	1.50
	(b) paper.....	2.00
T107	State Seals & Nat. Coats of Arms.(150) Helmar.....	.75
T108	Theatres Old & New.(50) Between the Acts.....	2.00
	Lyceum.....	5.00
T110	Toasts.(25) Murad, b/w drawings on paper. Lg.....	3.00
	(one design with different verses.)	
T111	Toasts Series.(50) Sultan Cigts. Lg.....	4.00
T112	Toasts Series.(550) Mongul, & some with Anargyros name. All	.75
T113	Types of Nations.(50) Recruit, Sw.Cap., Sub Rosa, etc.....	1.00
T114	Up to Date Comics.(26 known) Marine, Fore'nAft. Lg.....	3.00
T115	Views & Art Studies. Allenette Little Cigars. b/w Lg.....	2.00
	numb. (60 known). unumb. (34 known)	
T116	Views & Art Studies I.grey/black Lg. All.....	1.50
	(a) back Tellonette cigars, numb. (250)	
	(b) back Allens Havana cigars, unumb. (60)	
	Views & Art Studies II. green tinted. All Railroad scenes.	
	(a) back Tellonette Little cigars. unumb.(26 seen)	
T117	Views & Art Studies. La Leto, b/w Lg. similar T115.....	3.00
	(a) numbered (88 known) unnumbered (3 known)	
T118	World's Greatest Explores.(25) Hassen, Lg.....	1.50
T119	World Scenes & Portraits. Piedmont, L&M, photos	
	Type 1. Glossy prints, scenes, named (343 seen)..	1.00
	Type 2. Dull prints, views & portrait (124 seen)..	.60
T120	World Views. (65) Omega, Lg.....	1.50
	Type 1. Front b/w numbered (50) U.S.	
	Type 2. Front greenish-blue unumb.(15) Foreign.	
T121	World War 1 Scenes.(250) Sweet Caporal, Numb.....	1.50
T122	Spanish American War Scenes.(20 seen) Sweet Moments (L&M)..	5.00
	sepia photos.	
T123	Actresses. N. McCoull Co.,Syrian Princess, Glossy b/w photo	
	1.Front with name only, back stamped firms name (15)	5.00
	2.Front brand name only, plain back (1 seen)	
T124	Movie Stars.(120) J.J. Bagley, Buckingham Cigts. b/w.	
	Mack Sennet Bathing Beauties.....	2.00
T125	Flags. Omiros, not studied, being researched for specimen.	
T126	State Capitols.not studied, being researched for specimen.	
T127	Puzzle picture Cards.(18) American Cigar Co. Royal Bengals	
	3 series of 6 each. numb. 1-18.....	5.00
T128	Indians. Contentnea, numbered.....	7.00
T129	Indian Chiefs.(40) Red Man Tob. on paper, similar N2.....	1.50
T130	Panel Picture Miniatures.(2 known) Pinkerton.....	4.00

GENERAL ISSUES.

Continued.

T131	Sketches. (6 known) Fashion Cigts. b/w.....	5.00
T132	Mail Carriers & Stamps. (48) Pullman Cigars. post card back.	4.00
T133	Comic Sketches. (5 known) Dutch Masters. b/w package design.	5.00
T134	Smokers Portraits. (4 known) General Cigar Van Dyke Cigar..	5.00
	package design b/w	
T135	State Capitol Buildings. (2 known) Victor Tobacco Co.....	3.00
	post card back Lg. HANDOUT.	
T137	Gene Tierney Card. (1 known) Raleigh Cigts. b/w (1955).....	4.00
T138	Letter Carrier & Postage Stamps. (48) Basma & Adam Cigts....	4.00
	<u>The following three sets are package design by Sw.Caporal.</u>	
T175	Heroes of the Spanish War. (50) Generals, Statesmen, ect....	1.50
T176	Actresses. (24) Women not named.....	1.50
T177	National Flags on Domino. (28).....	1.00

The following three sets are probaly unissued proofs, the cards are dated 1881.

Abdul Cigarettes.

T180	Animals of the World. (28) as part of set N21.....	3.00
T181	Races of Mankind. (40) as part of set N24.....	3.00
T182	Military Uniform & Cap. (24) as set E1 (non tobacco).....	3.00

SPORTS ISSUES.

T200	Baseball Teams. (16) Fatima. photo. Lg.....	25.00
T201	Baseball Folder Series. (50) Mecca. Lg. (double folders)....	7.00
T202	Baseball Folders. Hassen. Lg. (triple folders).....	15.00
	76 different centers & total of 134 diff. center-end panels combinations.	
T203	Baseball Comics Up to Date. (25) Mayo CP, Winner CP. Lg.....	3.50
T204	Baseball Players. (121 known) Ramly, TTT. Lg.....	30.00
T205	Baseball Series. (209 known) Sw. Cap., Hassen, Cycle, Drums, Piedmont, Sovereign, ect. (gold borders).....	8.00
T206	Baseball Series. (522) Sw. Cap., Piedmont, Sovereign, Drums, Cycle, American Beauty, ect. (white border).....	5.50
T207	Baseball Players. (200) Recruit, Broadleaf, Cycle, Coupon, Napoleon. (brown background).....	6.00
T208	Baseball Players. (18) Fireside, Champs 1910.....	45.00
T209	Baseball Players. Contentnea & Southern Leagues.	
	Type 1. First series. color (16 known).....	12.00
	Type 2. Photo Series. b/w (221 known).....	7.00
T210	Baseball Players. (640 known) Old Mill, Red bordered photos.	6.00
T211	Baseball Players. (75) Red Sun. Green bordered.....	7.00
T212	Baseball Players. (466) Obak. Coast Leagues. Three series...	6.00
T213	Baseball Series. (183 known) Coupon Cigts. as T206.	
	Type 1. Caption in brown. (67 known).....	10.00
	Type 2. 20 for 5¢. Caption in blue. (113 known)....	8.00
	Type 3. 16 for 10¢. Caption in blue. (3 known).....	10.00
T214	Baseball Players. (4 known) Victory Tob., With L&M name.	
	Backs mentions "90 Designs", as T206.....	75.00
T215	Baseball Series. (159 known) Red Cross Tob. as T206.	
	Type 1. Caption in brown. (82 known).....	10.00
	Type 2. Caption in blue (77 known).....	10.00
T216	Baseball Players. (58 known) Kotton Cigts, Peoples Virginia Extra, Kotton Tobacco, Mino Cigts.....	25.00
T217	Leading Actresses & Baseball Players. (29 known) Mono Cigts.	
	Type 1 Baseball Players. (25 known) b/w.....	75.00
	Type 2 Actresses. (4 known) b/w.....	15.00
T218	Champion Athletes & Prizefighters. (153) Hassen, Mecca. Lg.	
	Aviators & Golphers.....	3.50
	All others.....	2.50
T219	Champion Pugilists. (50) Honest LC, Miner's Extra. Lg.	
	Design as T218, also by Red Cross on smaller card..	3.00
T220	Champion Athletes & Prizefighters. (50) Mecca, Tolstoi. Lg..	3.00
	Prizefighters only. silver & white borders.	
T221	Champion Women Swimmers (100) Pan Handle. Lg.....	1.50
T222	Famous Baseball Players, American Athletic Champions and Photoplay Stars. photos, (60 known) Fatima, with L&M name.	
	Type 1. Baseball Players. (56 known).....	20.00
	Type 2. Photoplay Stars. (4 known).....	8.00

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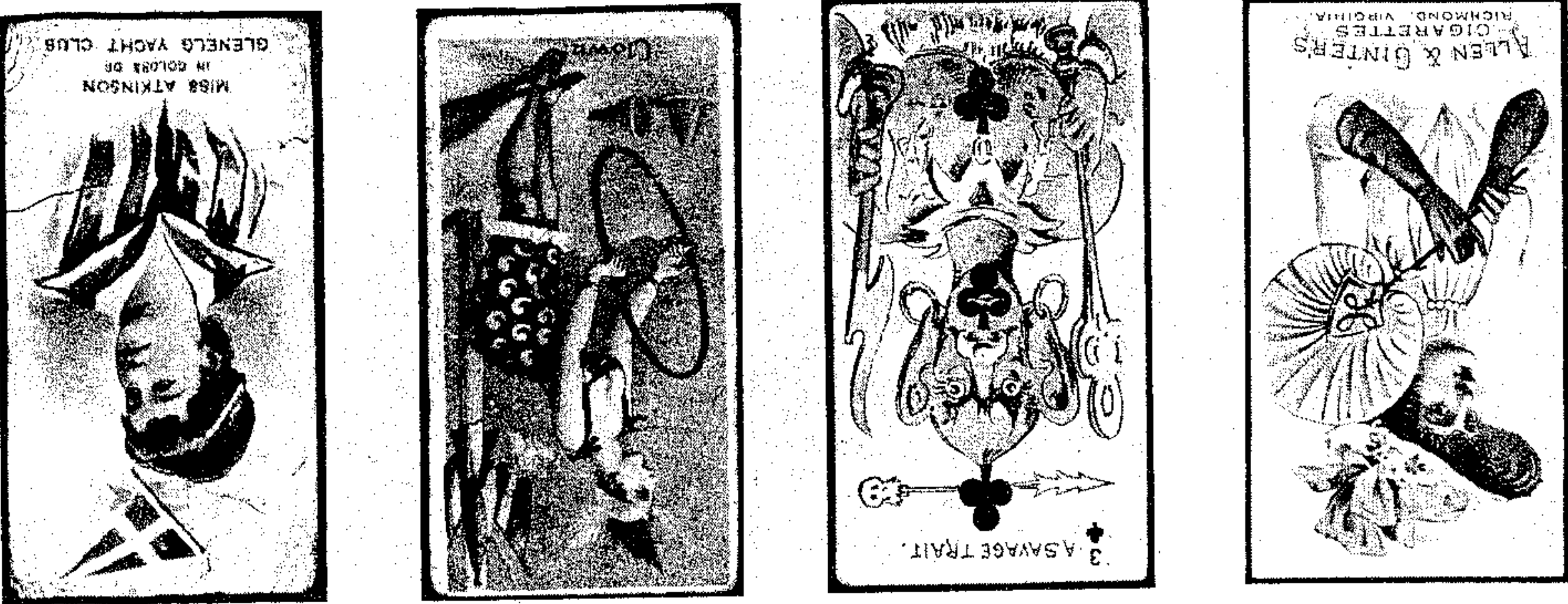


THE LONDON CIGARETTE CARD COMPANY LIMITED

Desk USM

SUTTON RD SOMERTON SOMERSET TA11 6QP ENGLAND

GRADING GUIDE



EXCELLENT	Clean card with square corners	No creases or defects	Near perfect
VERY GOOD	Slightly rounded corners	Some loss of original gloss	Almost undetectable minor crease
GOOD	Rounded corners	Slightly soiled & creased	Shows wear but still collect-able
POOR	Heavy creases	Dirty	Useful for filler only

* Back damage to a card with a printed back automatically downgrades the card one classification. The term "plus" may be used to indicate a middle status in grades "very good" and "good." Any descriptive term which implies association with a higher grade, such as "almost in" and "almost excellent" is unacceptable.

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WANTED U.S. 19th and 20th century insert cards, to complete my sets. Have many to trade, or will buy. Bill Nielsen P.O. Box W, Brewster, Mass. 02631.

WANTED Cigarette silk collector desires silk's and silk related ephemera. Buy or Trade. Correspondence from silk collectors welcome. Ken Silverman Box 9907 San Rafael, California. 94912 Phone - 415-258-9322

WANTED Following English trade sets, odds, wrappers, and sweet cigarette packets; A&BC-Rolling Stones-ANGLO/CONF-Yellow Submarine-COMO CONF-XLS 1st-2nd-NESTLES LTD-Dr. Who wrappers-WERTABIX-Dr. Who (white bknd). P. Gilieeny Route 2 Box 1133-76 Fruitland Park, Florida. 32731

TRADE American tobacco cards for same. L. Fortuck 2501 Alabama, Joplin, Mo. 64801

TRADE Lets trade cards. Bob Richardson 386 Riverway Apt 4, Boston, Mass. 02115



N251



N541



N264c



N262



N566 Type 1

N70a



N280b



N26

