

CARD COLLECTORS BULLETIN

No. 1.

Jan. 1, 1937

Last winter in each of three issues of Hobbies Magazine there appeared an article on old Cigarette Cards. The interest in those notes shows that the Hobby has real possibilities for development.

It is expected to resume a small column in Hobbies on card collecting in an early issue. Cooperation of all collectors is asked in order to make it permanent, and, a success. Naturally, the magazine notes will have to be held to a general nature and, will not be entirely on Tobacco Cards.

These "Bulletins" will supplement the magazine notes and will furnish the needed technical details while leaving the historical material etc. to the magazine.

COLLECTORS DIRECTORY

The following Directory of Card Collectors is by no means a complete listing of all known collectors, but is a start in that direction. Others will be added in future Bulletins.

It has been impossible to contact everyone, and many others are not listed due to misunderstandings, the general rush of business of the Holiday Season.

A few listings are dealers rather than collectors and, some others are possibly not actively engaged in collecting at the present time. The listing is intended solely as an introduction to individual correspondence.

- 1-B.T. Baker, 514 E. 6th St., Santa Ana, Cal. Has old time collection.
- 2-H. Glover Bennett, ~~679 So. Cecil Ave.~~, Louisville, Ky. General Coll.
- 3-William N. Beyer, 527 N. 22nd St. Phila. Penna. Dealer.
- 4-B.H. Blank, ~~710 Cherry St. Mount Carmel, Ill.~~
- 5-J.R. Burdick, 417 So. Crouse Ave., Syracuse, N.Y. General Collector.
- 6-Ray B. Cooper, 4006 Potamio Ave., Chicago, Ill. Dealer & Token Coll.
- 7-F.A. Mangold, ~~624 Highland St. N., St. Petersburg, Fla. Has old Coll.~~
- 8-Philip H. Messers, 7 Trowbridge St. N.E., Grand Rapids, Mich. Has collection of Cards and other Relics, Curios.
- 9-R.G. Michel, Cresskill, N.J., Collects all Tobacco Historical Matte.
- 10-Francis E. Smith, 31 Blake St., Wollaston, Mass. Collector & Dealer.
- 11-Donald VanBrakle, Crown Point, N.Y. General Collector.
- 12-John D. Wagner, 1925 Bridge St., Harrisburg, Penna. General Collector. Specializing in Baseball Subjects.
- 13-Raymond J. Walker, ~~317 Montauk Ave.~~, New London, Conn. General Coll.
- 14-Paul Warner, 4127 No. Paulina St., Chicago, Ill. Collects Indian & Western Subjects on old A & G and Kimball cards.
- 15-Marcus M. White, ~~15 Sherburne Ave., Worcester, Mass. Has old Collection but specializes on U.S. postal stationery.~~

It is intended to list not only Collectors but also Dealers and others who may have cards to sell or who may wish to buy. Listing costs nothing and not too much should be expected from it, but those who take full advantage of such a list should receive considerable benefits.

This Initial Bulletin will go to over fifty five names on my list and to others who make inquiries about Cards during the next few months following resumption of a Card Column in Hobbies.

VALUES AND PRICES OF TOBACCO CARDS

The question of values is one on which there has heretofore been little attempt at agreement. For the good of the Hobby some price schedule should be worked out. The following suggestions are my personal ideas formed after considerable dealings and correspondence with dealers and collectors throughout the country. It should be remembered that they are suggestions only, and I wish to hear opinions from all for the purpose of stating more definite prices in Set Listings of future Bulletins.

I am told that certain Cards have changed hands at from 50 cents to \$1.00 each. I doubt the justification of such prices and I think it ridiculous to expect the Hobby to thrive with such ideas in effect. Cards, at the present time, are distinctly a minor Hobby and as such can not stand the price inflations of certain major Hobbies. Furtherance of the Hobby is not only a matter of building up present collections, but of attracting new collectors. This second aim can be accomplished along with the first if proper conditions and control are adhered to.

Supply and demand varies for different Sets, but I would place a basic catalogue price of TWO CENTS each for want list and approval purposes and as a basis for trading. There are exceptions in both directions. This price is for Cards in FINE UNDAMAGED CONDITION. Many Cards which are quite common are usually found in worn condition and so are not worth two cents unless perfect. There are, of course, certain Cards in many Sets which seem scarcer than others and, at some future time some individual Card prices may be established.

Dealers and others buying entire collections or in large lots will naturally buy at much lower rates than above. Conversely, many collectors have want lists offering higher rates for items especially desired.

In the old issues before 1900 the price of all large size Cards may be placed at 3¢ and 4¢ and certain Sets as "Battle Scenes" and "Lighthouses" (both Navy) at 5¢ each. Dukes Postage Stamp Cards and small booklets are worth a premium and the old printed albums showing full Sets sell at \$1.00.

In later issues since 1900 a few Sets are worth a premium, such as the Historical Event series which are easily worth 5¢. All extra large Cards (anything larger than 4" x 6", old or new) are worth 10¢. On the other hand, the small baseball player Cards issued since 1900 may be priced at 1¢ each.

BULLETINS NUMBERS TWO-THREE AND FOUR.

Three more Bulletins are planned for the season to appear about, the first of February; March and April. No. 2 (Feb. 1st), will contain a listing of all known sets issued since 1900 together with other information and prices for each set. Numbers 3 & 4 will similarly list the earlier sets. It is hoped to make these listings as complete as possible and suggestions from all collectors will be appreciated.

These Bulletins will, of course be larger than this initial one and will cost considerable for printing and postage. As they will be well worth while for all serious collectors I think I am justified in making a small charge to cover a part of the cost. All desiring them may send 25¢ for all or, 10¢ each. This charge will probably be less than one half the actual cost. Several collectors have voluntarily expressed a willingness to share such expense.