

CARD COLLECTORS BULLETIN

Number 4.

April 1, 1937.

TOBACCO CARDS BEFORE 1900 - CONCLUSION. This Bulletin completes the listings of U.S. Tobacco Card Inserts, as reported to date. Of course, some other sets will be found, but these lists include practically all of the major and most of the minor sets issued.

Many of the sets listed herein are by the smaller companies and probably some of them local and limited distribution. Consequently they are not as common as many of the sets previously listed. In a few instances listing is made from a single known card.

OTHER ITEMS. Some collectors will want at least a representative showing of Foreign Cigarette Cards issues. There are many distinctive sets from Canada, Mexico, Cuba, Japan, China, New Zealand, England, Germany, Scandinavia, and other countries.

Also, many card collectors will want the highly interesting cards issued in this country with coffee, soda, candy, gum, and the old trade cards of all kinds which are beyond description.

Other Tobacco inserts of the U.S. are silks, flannels, rugs, leathers, buttons, and pins - to give them their common names. While none are as popular as the card sets, they are all quite beautiful, and are collected by many.

CONDITION. A correspondent recently put me "on the spot" by asking what "fine" condition means. It means, roughly, the card as originally issued, or nearly so. At least without disfiguring, tears, creases or stains and, with the corners not too badly worn off. In this condition they are easily worth the prices indicated. The wise collector will not be too critical of condition, especially in the older issues, as many of these may never be found "fine".

FUTURE BULLETINS. No plans for additional Bulletins have been made at this time. It is quite probable that later on sufficient material will be gathered for other issues. If, and when, such issues are ready all who receive this Bulletin will be notified. Nothing may be expected before the end of the year. In the meanwhile, ideas and suggestions are solicited from all. The Card Column in HOBBIES is yet to begin, but it is hoped that room for it may be found soon.

Beginning collectors soon find that collecting these cards is quite different from some hobbies. It is real collecting. There are no dealers with huge stocks ready to supply complete sets of anything desired. Usually such sets are built up a bit at a time and require considerable search and expense.

These cards are a type of AMERICANA which is fast becoming scarce. Old collections, during the past years, have been "thrown out" by efficient housewives and so, are mostly lost. Such agencies as the Salvation Army in former years picked up many of them at Spring housecleaning time but, nowadays seldom see any at all.

No one can expect to make a complete collection. It is a difficult task to complete even a dozen or two sets. It is a case of getting what ever is available, but every collector may take some satisfaction in the fact that he probably has at least a few items that other collector do not have.

1.

CHECKLIST OF U.S. TOBACCO CARDS ISSUED BEFORE 1900 - PART 2.

All cards in color unless stated as actual photos. Average size of small cards $1\frac{1}{2} \times 2\frac{1}{4}$ inches. Prices indicated are for fine condition. An asterick (*) indicated cards do not have a series name.

P. LORILLARD & CO. sets (Jersey City and New York). Brands: 5¢ Ante Tiger, Red Cross, Sensation, Mechanios Delight, Climax, Rose, Leaf.

210-ANCIENT MYTHOLOGY BURLESQUED-----	Size $1\frac{1}{2} \times 3\frac{1}{4}$	\$.03
211-BEAUTIFUL WOMEN* some with playing card symbols in top corner (5¢ Ante, Tiger)-----	" "	.03
212-TYPES OF THE STAGE-----	" "	.03
213-ACTRESSES* head in oval, 4 styles frame (Tiger)	" "	.02
214-ACTRESSES* plain gold background (Tiger)-----	" "	.02
215-ACTRESSES* colored borders (Sensation, Red Cross)-	" $2\frac{1}{4} \times 4$.05
216-ACTRESSES* as in Opera roles (Sensation)-----	" "	.05
217-CIRCUS SCENES* (Sensation)-----	" "	.05
218-ACTRESSES* (Tiger)-----	" $2\frac{1}{4} \times 3\frac{1}{2}$.05
219-PRIZEFIGHTERS (50) sepia (Mechanics Delight)-----	" $2\frac{1}{2} \times 3\frac{1}{2}$.05
220-ACTRESSES* ten small actual photos on one card (Climax)-----	" $2\frac{1}{4} \times 4\frac{1}{4}$.10

G. W. GAIL & AX sets. Brands: Navy, Pay Day, Bob 'Link. Size for all $2\frac{1}{2} \times 4\frac{1}{4}$ inches. Sets marked x also issued with: Dukes Honest Long Cut.

230-BATTLE SCENES (25) x -----	.05
231-BICYCLE & TRICK RIDERS (25) girls x-----	.05
232-FRENCH NOVELTIES (25) x -----	.05
233-INDUSTRIES OF THE STATES (25) x -----	.05
234-LIGHTHOUSES* large irregular die cut. x -----	.06
235-NOVELTIES* large irregular die cut. (girls etc.)-----	.06
236-STARS OF THE STAGE, 1st series (25) x -----	.05
237-STARS OF THE STAGE, 2nd series (25) x -----	.05
238-ACTRESSES* actual photos (Navy, Pay Day, Bob 'Link)-----	.04
239-VIEWS* actual photos-----	.05

D. BUCHNER & CO. (New York) Brands: Finest, Bravest. Size about 2×4 inches.

250-ACTRESSES* (Finest, Bravest)-----	.05
251-AMERICAN SCENES*-----	.05
252-BUTTERFLIES & BUGS (girls)-----	.05
253-COSTUMES OF THE MONTHS (girls)-----	.05
254-DEFENDERS & OFFENDERS ($2\frac{1}{2} \times 3\frac{1}{2}$ inches) Album A254-----	.05
255-MUSICAL INSTRUMENTS* (girls)-----	.05
256-POLICE INSPECTORS & CAPTAINS-----	.05
257-SPORTS COSTUMES* (girls)-----	.05
258-YACHT CLUB COLORS (girls)-----	.05

P. H. MAYO & BROS. (Richmond, Va.)

270-ACTRESSES* $1\frac{1}{2} \times 3$ inches-----	.03
271-ACTRESSES* $2 \times 3\frac{1}{4}$ inches sepia, black border-----	.04
272-BASEBALL PLAYERS (25) small die cut (part of a game?)-----	.02
273-HEAD DRESSES OF VARIOUS NATIONS (25) $1\frac{1}{2} \times 2\frac{1}{4}$ inches-----	.02

S. W. VENABLE TOBACCO CO. (Petersburg, Va.) Brand: Ideal. Size $2\frac{1}{2} \times 4$ inches.

280-ACTRESSES* (Ideal)-----	.05
281-BASEBALL SCENES (women players)-----	.05

3.

THOS. H. HALL sets. (N.Y.) Between the Acts & Bravo. Size 1 $\frac{3}{4}$ x3 $\frac{1}{4}$ in.

300-ACTORS & ACTRESSES* portraits in oval. 3 styles frames-----	.03
301-ATHLETES*-----	.03
302-PRESIDENTS OF THE UNITED STATES*-----	.05
303-PRES. & VICE PRES. CANDIDATES* (black & white)-----	.05
304-THEATRICAL TYPES (25)-----	.03

CONSOLIDATED CIGARETTE CO. (Consols & Paxi) Small cards.

315-NOVELTIES* part of picture on each side of card-----	.05
316-LADIES OF THE WHITE HOUSE (25) <i>Album 43/6</i> -----	.05

SPAULDING & MERRICK (Plow Boy) Size 1 $\frac{1}{2}$ x3 inches.

325-ACTORS & ACTRESSES (24) photos-----	.02
326-ANIMALS* (24) in black or blue-----	.02

LONE JACK CIGARETTE CO. (Lynchburg, Va.) Lone Jack, Ruby. Small cards.

330-INVENTORS & INVENTIONS-----	.03
331-LANGUAGE OF FLOWERS (50)-----	.02
332-ACTRESSES* actual photos-----	.02
333-KINGS & RULERS* actual photos-----	.03
334-VIEWS* actual photos-----	.03

S.F. HESS & CO. small cards.

345-ACTORS & ACTRESSES* actual photos-----	.02
346-BASEBALL PLAYERS (Newsboys League) actual photos-----	.02
347-ATHLETES & PRIZEFIGHTERS* actual photos-----	.02

H. ELLIS & CO. (Baltimore, Md.) Bengal Cheroots, Tiger, Recruits. Small cards.

355-BREEDS OF DOGS* (25)-----	.02
356-CIVIL WAR GENERALS (25) Recruits-----	.03
357-ACTRESSES* actual photos, two series. (Tiger)-----	.02

NATIONAL CIGARETTE & TOBACCO CO. (N.Y.) Brand: Admiral. Small cards

365-NATIONAL TYPES* (women) Admiral-----	.02
366-ACTRESSES* actual photos-----	.02
367-VIEWS (Colombian Exhibition)* actual photos-----	.02

AUG. BECK & CO. (Chicago, Ill.) Yum-yum Tobacco. Small cards.

375-ACTRESSES* in colors and actual photos-----	.02
376-PRESIDENTS-----	.02

MISCELLANEOUS SETS - Small cards.

385-ACTRESSES* Drummond Tob. Co. (Toddy Cigs.)-----	.02
386-LEADING BASEBALL PLAYERS: POLICE INSPECTORS & CAPTAINS: JOCKEYS and ACTORS. 1887. (Gold Coin) 1 $\frac{1}{2}$ x3 inches, also a similar series of BASEBALL PLAYERS only-----	.05
387-NATIONAL COSTUMES (100) Marburg Bros. (girls)-----	.02
388-STATESMEN* Lake Erie Tob. Co. 2 $\frac{1}{2}$ x3 inches-----	.03
389-WOMENS OCCUPATIONS BURLESQUED* (25) Frishmuths. (A similar series perhaps with more cards, by Goodwin, set 122)-----	.02
390-ACTRESSES* in colors. Mexican Puffs-----	.02
391-ACTRESSES* actual photos. Conquerer (Hall & Pierce): National (Ferd Oppenheimer): Sweet Capital (Smith & Bloodgood): Golden Veil (Genesee Tob. Works): Uncle Sam (Leidendorfs): Richmond Club (Cameron & Cameron): Old King, Empress, Bouquet, Rio Grande etc.-----	.02

3.

MISCELLANEOUS SETS - Large cards.

420-ACTRESSES in colors and actual photos (Little Rhody)-----	.05
421-ART PICTURES* (o) Newsboy Tobacco. 3x0 inches. (Note: Cabinet photos of Actresses, in sepia and colors, labeled: "Newsboy - New York!" are probably publicity photos of Actresses and not Tobacco issues-----	.10
422-ACTRESSES (2o) 4x0 inches. D.E. Rose & Co. (Cheroots)-----	.10
423-GIRLS HEADS* Banner Tob. Co. (Night "atch)-----	.05
424-ACTRESSES* (Congress Cut Plug)-----	.05
425-PLAYING CARDS* (53) Trumps Long Cut. (Actresses)-----	.05
426-PRESIDENTIAL PUZZLE CARDS (12) Victory Smoking. 2½x3½ inches-----	.05
427-ACTRESSES* actual photos - Conqueror (Hall & Pierce): Miners Extra: Kalamazoo Bats: Chowder: Old Blue : etc.-----	.03

fashion

ADDITIONS AND CORRECTIONS TO BULLETINS 2 and 3.

CORRECTIONS:

Set No. ~~72~~ change number (50) to (44) *see next pages.*
 " " 51o - change "Fatima" to "Mecca"
 " " 521 - main series listed as 400 cards but there seem to be over 500. Obak is a separate series (Pacific Coast League) and Caramel cards (100) are slightly different.
 " " 5o2 - also by Nebo.
 " " 705 - set of 75.

ADDITIONS:

A&G - 42 - GIRL CYCLISTS, actual photos. Large 4x0½ inches-----	Sm.03	Lg.10
" - 43 - CIGARETTE MAKING actual photos. " " "-----	.03	" .10
Duke 105 - BICYCLE & TRICK RIDERS (25) See note 1-----		.05
" 106 - FAMOUS SHIPS* actual photos. Similar to set 193-----		.03

LATER ISSUES:

536-ART POSTER STAMPS - Piedmont. Various sets of small cards in poster stamp form. Die cut perforations, sets seen are No's. 2o; 2o; 545; 55o. 520-523-527 -----	.02
54o-Delete number: (25) and expand as follows: (a) GIRLS (12) signed H. King. Copyrighted 1902. (b) BATHING GIRLS (25) signed Hamilton King. Copr. 1903. (c) SPORTS GIRLS (25) signed Hamilton King. Copr. 1903. (d) GIRLS IN NATIONAL COSTUME WITH FLAG (25) 1903 by Hy Meyer. (e) GIRLS IN PERIOD GOWNS (25) 1903 by A.H. Sonn. Set No. 503 may also be considered a part of this series, all are 0x0 inches on thin card and, in similar style-----	.10
592-FAMOUS BASEBALL PLAYERS: CHAMPION ATHLETES & PHOTO PLAY STARS, actual photos (100) 2½x4½ inches. Fatima-----	.10
593-SOUVENIR CARDS (views) Royal Bengals, photos (over 100) Large-----	.04

etc. *****

Various designs of cards from sets listed in BULLETIN No. 3 are sometimes found on a thick paper and without printing on the backs. These are usually cut out from advertising hangers used in tobacco stores at the time that the cards were current. These hangers were about 10x22 inches with a large central design surrounded by card designs. Generally the cards overlapped to some extent and show thus in the cut outs.

Many of the old small photo Actresses and some Prizefighters were without inscriptions and so cannot be identified as to issuer. A set of miniature playing cards may be by Kinney.

OTHER CORRECTIONS AND ADDITIONS ARE SOLICITED.

Address:

T. B. Swadlow

117 C. C.