

CARD COLLECTORS BULLETIN

No. 5

March 1, 1938

Nearly a year has elapsed since the appearance of Bulletin No. 4. A satisfactory advance in Card Collecting can be reported - not a boom but a slow and steady growth. Several collectors have gone after cards via advertising and many fine collections are being built up. Most collectors are finding the Bulletin prices to be a fair indication of values for sale or exchange.

Changes and additions to set list on last page of Bulletin 4 may be crossed out. These items and other new found ones are all listed on the following page - bringing the listing of tobacco sets up to date. There will, of course, be a few others from time to time.

Additions to the Collectors Directory are:

D. J. Murphy	32 Cedar Street	Marblehead, Mass.
J. Richard Ramsburg	309 W. Second St.	Frederick, Md.
Howard M. Myers.	106 Fernhill Ave.	Buffalo, N. Y.
C. E. Bishop	571 Broad Street	New London, Conn.
P. M. Nagle	25 Pennsylvania Ave.	Freeport, N. Y.
G. Edward Goble	306 Dover Street	Sheffield, Ala.
James N. Colkitt	121 S. Wilton Drive	Los Angeles, Calif.

A few changes in address are:

Raymond J. Walker	110 Blydenburgh Ave,	New London, Conn.
F. A. Mangold	826 Fifth Ave, N.	St. Petersburg, Fla.
H. Glover Bennett	323 S. Western Parkway	Louisville, Ky.
J. C. Page	249 Emerson St.	S. Boston, Mass.
J. R. Burdick	328 W. Willow St.	Syracuse, N. Y.

Among the other tobacco inserts which seem most popular are the silks and buttons. These do not come exactly within the term "card collecting" although most of the silks originally came with a thin removable cardboard backing. However, because of the similarity of origin, a listing of these items seems desirable and a start is being made in this Bulletin by including a brief checklist of the silks and buttons. It is hoped later to list the other tobacco inserts (flannels, rugs, leathers) and also the interesting card sets issued with coffee, soda, candy, gum, and other products. The demand for silks and these other inserts is not definitely known. COLLECTORS WHO ARE INTERESTED IN THEM SHOULD CONTACT THE WRITER so that such material can be better distributed as it becomes available.

As mentioned above, several collectors have run want ads either in their local newspaper or in national magazines. The local ads are one of the best methods of finding cards. It involves some cost and bother but no collector should expect to actively collect without a fair outlay of money. Any hobby at all worthwhile is almost bound to cost something.

A few copies of the first 4 Bulletins are left and may be had, stapled together with a copy of this one and rolled, at 25¢ for the five. This Bulletin is being sent to all who have the previous four without charge.

A sixth Bulletin probably will be issued late in the year although no promise can be definitely made at this time. Until then - Happy Collecting.

ADDITIONS TO CHECKLIST OF U. S. TOBACCO CARDS

These additions include those listed in Bulletin 4, which list may be crossed off. Complete additions to main list to date:

A&G	42 - GIRL CYCLISTS * actual photos (Large 4x6½)	----- Sm	.03	Lg.	.10
"	43 - CIGARETTE MAKING * " " " "	-----	.03		.10
"	44 - GREAT GENERALS, (50)	-----	.02		
"	45 - ACTRESSES *(Richmond Straight Cut) 5x9 & 4½x6½	-----			.15
Duke	102a- Same as 102 but on card 1½x3 1/8 (Dukes Mixture)	-----	.02		
"	105 - BICYCLE AND TRICK RIDERS (25) see Note I	-----			.05
"	106 - FAMOUS SHIPS * actual photos, similar to 193	-----	.03		
"	107 - JOKES (50)	-----	.02		
"	108 - GEMS OF BEAUTY (25) similar to 151	-----			.05
"	109 - COMIC SKETCHES * (25) HLC (No. 1: Boss of the Ward)	-----			.05
"	110 - TINTED PHOTOS (girls) black borders (50)	-----	.02		
Gdwn	129 - ACTRESSES * 4x6 - Gypsy Queen	-----			.10
Kimb	157 - ACTRESSES * 4x6 - sepia	-----			.10
"	158 - GIRLS OR ACTRESSES * 4x6 in colors	-----			.10
Kinn	186a- RACE HORSES - Extra large 8x10 & 10x12½ (87 known)	-----			.20
Lord	221 - ACTRESSES * (25) 1½ x2½ (Sweet Russet & Blot)	-----	.03		
Mayo	274 - COSTUMES OF WARRIORS & SOLDIERS (19) 1st series	-----	.03		
Ells	357a - Similar to 357 but numbered (25) Recruits	-----	.02		
Misc	392 - NEW DISCOVERIES (25) Cameron & Sizer, Album A392	---	.06		
"	393 - ACTRESSES * Old Hero cigs. colored	-----	.02		
"	394 - WOMEN BASEBALL PLAYERS, Sub Rcsa, sepia	-----	.03		
"	421a- Similar to 421 but 3½x5½ (different pictures)	-----			.10
"	428 - PLAYING CARD ACTRESSES * (Moore & Calvi) Hard-a-port	-----			.05
"	429 - ACTRESSES * Bijou cigs. 5x6	-----			.10
"	430 - ACTORS AND ACTRESSES, actual photos, Night Watch	-----			.05
"	431 - FRUITS & FLOWERS (48) Pilkington, Album A431	-----			.10

Additions to later issues (Bulletin 2)

536 -	ART POSTER STAMPS - Piedmont Sets or partial sets of small cards in poster stamp form. Die cut perfs. Sets seen: Nos: 26,28, 520, 543, 545, 558, 587	S -----	.02
548 -	HAMILTON KING GIRLS. Relist as follows: (a) GIRLS (12) signed H. King, Copr. 1902 (b) BATHING GIRLS (25) signed Hamilton King (c) SPORTS GIRLS (25) signed Hamilton King (d) GIRLS IN NATIONAL COSTUME WITH FLAG (25) by A. H. Sonn (e) GIRLS IN PERIOD GOWNS (25) by Hy Meyer Set No. 503 should be considered a part of this series, all are 6x8 on thin card, in similar style	Ex L -----	.10
592 -	FAMOUS BASEBALL PLAYERS, CHAMPION ATHLETES & PHOTO PLAY STARS, actual photos (100) 2½x4½, Fatima,	L -----	.10
593 -	SOUVENIR CARDS (view and portraits) photos, Royal Bengals	-----	.04
594 -	GENERALS * Le Roy cigars, L	-----	.04
595 -	BASEBALL PLAYERS, Obak, (Pacific coast league)	S -----	.02
596 -	WORLD SCENES & PORTRAITS, actual photos, Piedmont (These are transferred from former listing under U.S. - Foreign)	S -----	.02
597 -	(a) TOASTS * (25) Murad, line drawing on paper, M (b) "Be Nonchalant" (25) Murad, cartoons on paper	M -----	.02
631 -	IMITATION CIGAR BANDS, non-pictorial (630) has pictorial centers) Ramly - come about 5 in glassine env. each	-----	.02
706 -	BRITISH SOVERIGNS (42) Herbert Tareyton	S -----	.02

CORRECTIONS Most of the following corrections and information details may be noted in ink in the original listing:

- 67 - Two types: shaded and white background (total 100)
- 68 - COWBOY SCENES (25) add price for large (HLC) cards ----- .05
- 80 - Number in series: (50)

- 89 - Non folded cards in this and No. 96 are probably cards cut from album pages and not as regularly issued. *Except HLC Cards*
- 172 - Number of cards in this series is more than 50
- 180 - Total known is 600, including 26 State Arms, etc.
- 184 - Number known (50). These are undoubtedly Kinneys.
- 185 - Come in regular form and die cut to shape (150)
- 186 - See 186a listing for extra large (different designs)
- 316 - Add: Album A316
- 345 - Includes others such as Thomas Edison and Buffalo Bill
- 427 - Other brands with similar cards: Spanish Fours, Mackinaw Lucks, Londres. Many with no inscriptions.
- 508 - Total is (30) - including both types which differ slightly
- 511 - Also by Mecca
- 516 - These folders by Mecca, not Fatima
- 517 - 75 center panels known. There are probably 150 diff. end panels but they are used in many mixed combinations.
- 520 - Only slightly more than 200 of the 400 stated are known
- 521 - This series is intended to include all cards of similar face design. Does not include Obak (new listing) or Caramel cards which are different. 14 brands and 510 designs known.
- 525 - These are red bordered cards, Southern leagues
- 538 - Correct number in set to (50)
- 543 - 50 of these are copied from set No. 2. Two types of "Pompano"
- 548 - See new listing in Additions.
- 550 - Also by Flexo Giants Cigars
- 559 - Probably 50 of the plain and cut out types (100) in all.
- 561 - Two types, black & white, and colored, numbered separately.
- 564 - Price is for envelope containing about 5 pictures as issued
- 581 - Also by Sweet Caporal and Sovereign
- 582 - Also by Nebo
- 584 - 200 designs known - probably all, but Maryland not known
- Liggett & Myers. Listed in Additions as they show U. S. factory number and so probably were distributed here.
- 705 - Now obsolete. Small cards, number in set (75)

MOUNTING CARDS

The best way to keep cards is to mount them in albums. This makes them more attractive and easier to display and keeps them cleaner and less subject to damage. Never stick them down with glue. Many of the old collections are stuck down and so decreased in value. They can sometimes be soaked off without damage but some of the old thick cards are best left as found.

If an album or scrap book with extra heavy or card pages is used the cards can be mounted with art corners. Nu-ace Junior size is good for this, using harmonizing colors.

The cheapest mounting, and a good one, is to use an ordinary small cloth covered Office Record book. Good ones with imitation leather corners can be obtained in most 5 & 10 Stores for twenty cents. Remove about half of the pages to reduce bulk. Lay out a pattern for a set, marking small slits for either two or all four corners of the cards. Then with a razor blade about five pages may be cut at once. Such an album will hold from 200 to 600 cards, depending on size of card and arrangement, and is light and easy to handle.

FOREIGN CARDS - Inquiry is frequently made as to value of these cards, especially British issues. I do not have any information as to prices being obtained for these abroad. Few here collect them and general price seems to be not over 1¢ for the common size with perhaps a little more for the larger ones. Less in quantity.

APPRECIATION - Many collectors have helped in some manner in the making of these lists. I appreciate all such assistance and thank them all.

CHECKLIST OF SILKS

Silks were issued over a comparatively short period, mostly between 1910 and 1915. Quantities in most sets are unknown but a good estimate of the total number in sets listed below is about 3000. Over twenty different brands of cigarettes have been noted but they are not mentioned in this brief listing.

Silks are probably more beautiful than cards as the silky sheen accentuates the bright printing inks. But they are more difficult to mount. While pasting them down is undesirable, it is about the best method of handling them. An album with heavy weight paper or light (tag) card is best, using a good liquid paste (Cico). This will not stain and a little pressure will overcome most of the curling. Do not sew into pillows or spreads. The material reveals and soils easily, and is almost impossible to repair or clean without great damage.

Sizes given are only approximate as Lg., Med., and Sm; being on the average about $4\frac{1}{2} \times 7$ for large, $3\frac{1}{4} \times 5$ for medium, and $2 \times 3\frac{1}{4}$ for small. A few of the smaller sizes are listed as wove, having the design woven into the silk instead of printed on it. Grouping under ten classifications we may list as follows:

ANIMALS AND BIRDS

- 1 - Domestic animals, Lg. (numbered LI-L6); Sm. (Numbered 1-25)
- 2 - Animal with flag, Sm.
- 3 - Animals, Sm. as card set No. 506 (80)
- 4 - Breeds of Dogs, Sm.
- 5 - Breeds of Fowls, Sm.
- 6 - Birds, Sm. as card set No. 529 (100)
- 7 - Birds, Sm. slightly larger and different from No. 6
- 8 - Butterflies, Lg. (numbered LI-L6); Sm. (3 similar sets)

ARMS AND MEDALS

- 14 - National Arms, Sm. - also in Sm. wove (colored backgrounds)
- 15 - U. S. and Foreign Military Medals and Orders, Sm. and Sm. wove
- 16 - U. S. Lodge Medals, Sm. and Sm. wove

COLLEGES AND SPORTS

- 22 - Athlete and College Seal, Lg. and Med.
- 23 - College flag, seal, song, yell, Med.
- 24 - College pennant on cane, $1\frac{3}{4} \times 4\frac{1}{2}$, wove
- 25 - College pennant, pennant shaped, 2×4
- 26 - College seal, Sm. wove (150)
- 27 - Yacht Club pennant, $1\frac{3}{4} \times 4\frac{1}{2}$, wove
- 28 - Yacht pennant and view, 3×3

FLAGS

- 35 - National flags, Extra Lg. (7×9); Lg.; Sm. (150); Sm. wove (black background)
- 36 - National flag and arms, Med. (3 similar sets); Sm.
- 37 - National flag, song and flowers, Med. (2 similar sets)

FLOWERS AND FRUITS

- 44 - Flowers, Sm. (3 sets varying slightly in shape)
- 45 - Fruits, Sm.

GIRLS

- 50 - Bathing Girls, Lg. (numbered LI-L6); Sm. (numbered 1-25)
- 51 - Bathing Girls, Lg. Hamiltan King Paintings, similar to 548b
- 52 - Girl in National costume with flag, Ex. Lg. (7×9); Lg. Med. as 548d
- 53 - State Girl and Flower, Sm. (25) as card set No. 583
- 54 - Feminine types, Sm. (Zira)

INDIANS

- 60 - Portraits, Lg. (numbered LI-L6); Sm. (50) as card set No. 3
- 61 - Portraits and Scenes, Med.; Sm.

PERSONAGES

- 66 - Presidents of the U. S., Sm. (black on tinted silk)
- 67 - Rulers with National Arms, Med.
- 68 - Famous Queens, Sm.
- 69 - Women of Ancient Egypt, Sm.
- 70 - Actresses, Sm. (2 sets, one in colors, one on tinted silk)
- 71 - Baseball players, Sm. (blue or brown, on white or tinted), as card set 520

STATES AND CITIES

- 78 - State seals, Sm.
- 79 - State maps, Sm.
- 80 - State flags, Sm.
- 81 - State flowers, Sm. wove
- 82 - City seals, Sm. wove

MISCELLANEOUS

- 90 - Signs of Zodiac, Sm. wove
- 91 - Comic (children, etc.) Sm.
- 92 - Zira girls comics, Sm.
- 93 - Famous Quotations, Sm. (with flowers)
- 94 - Regimental Uniforms, Sm. (probably Canadian)

Additions and corrections to this listing will be appreciated.

In some cases sets of same description but in two or more sizes are of same design but in most cases the designs are different.

Types showing name of country with flag, arms, or animal; or showing an object such as aeroplane, anchor, etc. are probably of Candy or Foreign origin. (No brand name indicated. Some wove.)

Values - Silks sell at about the same rate as the corresponding card sizes. A general approximate price may be given as: Small - .02; Medium - .05; Large - .10 Extra large - .25

CHECKLIST OF BUTTONS AND PINS

- Celluloid buttons - small (13/16 in.) size:
- 1 - Actresses, sepia photos (named) Sweet Caporal
 - 2 - " (girls heads) in colors (no names) Perfection
 - 3 - Baseball players, sepia photos, Sw. Cap.
 - 4 - Comics, Mutt & Jeff and other cartoons (in colors and black and white) Hassan, Tokio
 - 5 - Comic sayings (no picture) white on blue bkgd, Clix, Perfection
 - 6 - " " " " colored letters on white, Sw. Cap. High Ad.
 - 7 - Flags (National, city, etc.) 2 or 3 series, Sw. Cap.
 - 8 - Jockeys, High Admiral, Little Jockey
 - 9 - Presidents and politicians (Washington, McKinley, Bryan) Sw. Cap.
 - 10 - State Arms, Sw. Cap.
- large (1 1/4 in.) size:
- 20 - Actresses, black on white (no names, semicom) High Admiral
 - 21 - Actresses (girls heads) similar to No. 2.
 - 22 - Comic, similar to No. 4 but on tin (no celluloid)
 - 23 - Yellow Kid designs, High Admiral or Yellow Kid cigarettes

Celluloid buttons in small size similar to cigarette issues but put out by American Pepsin Gum Co. (about 1896) show many interesting designs including: National Flags, National Arms, State Arms, Animals and birds, Flowers and their meaning, State Maps, U. S. Warships, Indian Chiefs, Comic sketches, Fraternal emblems, Little Pinkies comics, famous people (Corbett), and famous scenes (Niagara Falls).

Recent tin buttons (no celluloid) issued with gum include: National flags, baseball players and breeds of dogs.

- 30 - Tin flags on wire pin (flag about 5/8x7/8) National flags, Sw. Cap.
- 31 - A larger tin flag on pin standard (7/8x1) no name of issuer
- 32 - National flag - rectangular tin frame and back (3/4x1) cell. front, bent wire easel or lapel holder at back. Sw. Cap.

Sets No. 2 - 3- 4-21-22 and part of No. 7 are of the 1910 era. The others are probably previous to 1900. Most of these buttons are open back but a few are closed. Values of buttons are not large - generally .02 or .03 each or less in quantity.