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written by hobby pioneer

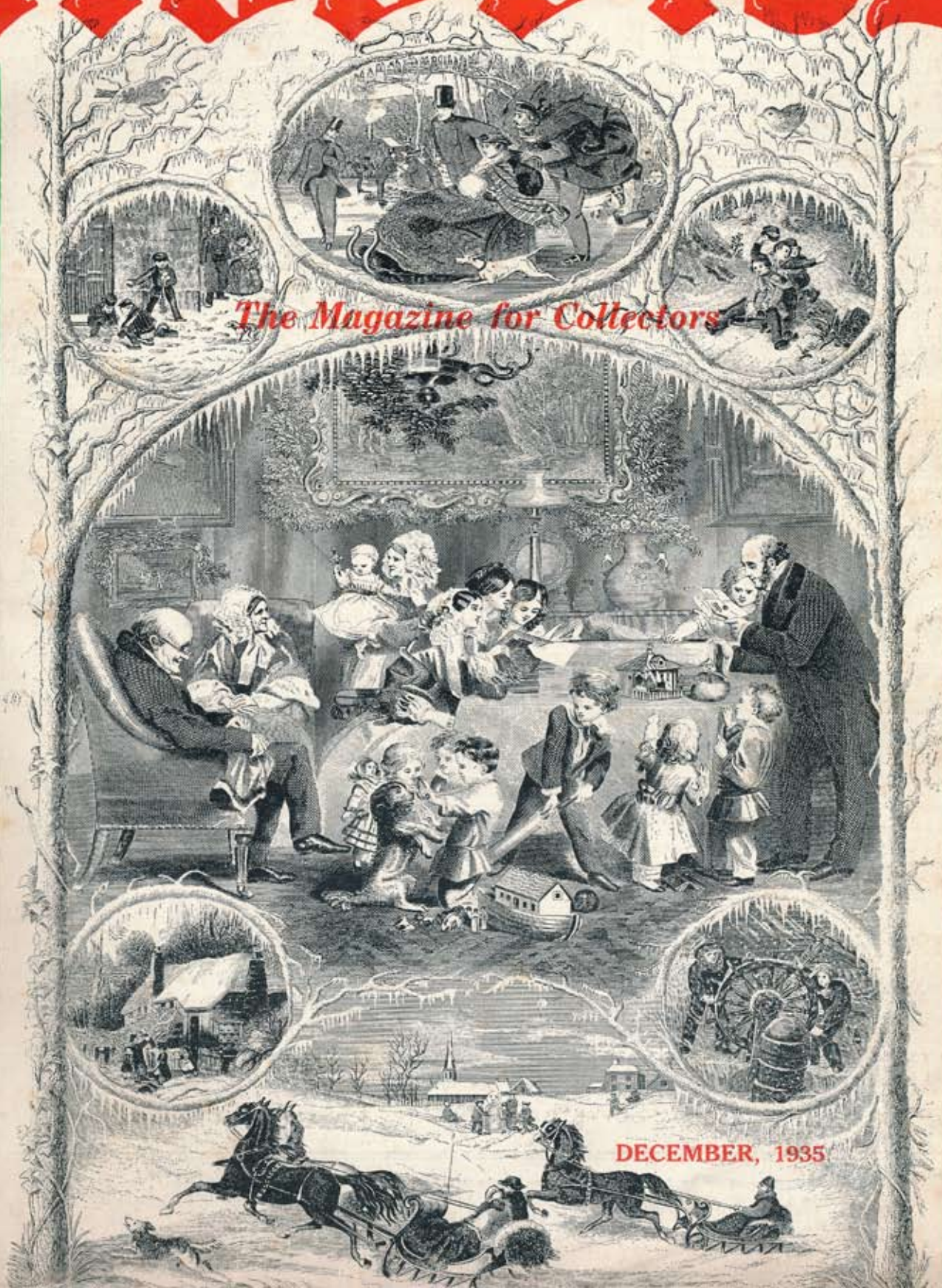
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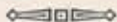


The Magazine for Collectors

DECEMBER, 1935

15c

CIGARETTE CARDS



By J. R. BURDICK

AT ONE time these interesting cards were quite extensively collected and attic searches would probably reveal many boxes laid away and forgotten. There are yet, too, some active collectors.

Cigarette cards may be classed under the general heading of Trade Cards. One was packed in each box of cigarettes as a souvenir and trade promoter. Although usually called cigarette cards, many were given with smoking and chewing tobacco and boxes of little cigars. Usually collected with them are the small picture cards at one time packed in some brands of baking soda, coffees, teas, candy and gum. These items, however, are a separate story of their own.

In attempting a brief outline, I must reply mostly on data gleaned from some of the cards themselves. No doubt much of it will be proved inaccurate and I'm sure most of it will be incomplete. But things have to start in some way and I trust readers will correct me promptly and furnish any other information possible. Then, with the further kindness of HOBBIES, I hope to be able to write a really thorough history of these neglected cards.

Just when the tobacco manufacturers began distributing them is unknown but it was probably between fifty and sixty years ago. There is strong evidence that it was not later than the early '80's. Cigarettes at that time weren't sold in the familiar "pack" of today. I have an empty box which once held a leading seller of the day. The style of the box was patented in 1881 and is about 1 1/4" x 3" in size (3/4" thick). Most of these early cards were slightly smaller, being slipped between the box and its cover. These boxes were something like the modern match box but of light cardboard and held ten cigarettes. Another size card was 3 x 3 1/2". This was for packages of 20 cigarettes and the design was the same with added decorative material to fill out the space. There were two or three other sizes used to some extent.

For convenience I have divided the cards into two classes which I call Old Style and New Style. It is a purely arbitrary division based mostly on the appearance of the cards themselves. The old style cards are mostly on a thick or medium cardboard stock. There is an old fashioned semblance about them just as there is to a Currier & Ives in comparison to a modern print. Some early sets are actual photographs of

the leading actresses and baseball players of the time. The gowns and uniforms worn by these celebrities will alone stamp their age. Most sets are in color and all sorts of subjects are shown.

The new style cards are of different sizes and printed on a thinner card. Both card and subject have a modern appearance, as if issued today, although many of the athletes and other current personages shown are long ago forgotten. But people are not the only things pictured. Many cards show historical scenes and other beautiful designs as interesting today as when they were introduced.

It doesn't do much good to ask the boy or girl of today about these cards. Few have ever heard of them, much less collected them. It has been about twenty years since they were last issued and not many people under twenty five or thirty remember back when they were used. One of the last sets I know of showed views taken during the early months of the World War—probably late in 1914—and this set probably was not used very long.

Along about that time, 1912-1915, another change in these trade souvenirs occurred. Manufacturers seem to have started a keen competition in putting out bigger and better gifts. They printed the pictures on beautiful pieces of silk and satin. They put out large flannel pieces showing flags, butterflies, etc., also designs on small leather pieces, celluloid buttons, and miniature Indian blankets and little fringed rugs of hundreds of beautiful designs. Some firms inserted coupons, exchangeable in quantity for larger and more expensive gift pieces. All this later material, while closely related to the cards, comes under a slightly different classification.

I understand that the end of cigarette cards was achieved by someone, probably a Society for the Suppression of Something or other, who succeeded in passing a law forbidding the packing of gifts of any sort in packages of tobacco. The idea, I presume, was that the collecting of the cards encouraged young boys to use tobacco and especially to smoke the "deadly" cigarettes. Maybe the Society was right, although the general opinion of cigarettes is much different today. Many cigar stores still issue profit sharing coupons but nobody seems to connect them with any harmful social tendency.

I strongly suspect that the tobacco manufacturers did not oppose the law too strongly. No doubt the practice

was becoming so costly that they were just a little glad to see it abolished entirely. Anyhow, it was the end of the cards and gifts in this country. I understand the cards were adopted by European tobacco firms at an early date and are still issued there. I believe I read somewhere about a year or two ago that British firms were planning to discontinue them and perhaps they already have done so. I have never collected the foreign cards but understand the hobby is quite flourishing in England. I have seen the catalog and price list put out by one firm of that country. It lists hundreds of beautiful sets. The American field, however, is large enough for one person and the cards have an added esteem which makes them, in my opinion, much more desirable than the foreign issues.

Getting back to the early old style cards of this country, I find that most of them seem to have been given out by five manufacturers, although the names of over a half dozen other firms can be found. Many of these old cards carry the name of the manufacturer and a list, on the reverse, of the subjects shown in the set. Few of the new cards give this but carry the name of the cigarette only. The two leaders of these pioneer issues were Allen & Ginter of Richmond, Va. (Established 1869); and W. Duke & Sons Co. of Durham, N. C. The trade mark on a "Sweet Caporal" box (Dukes) states that it was registered in 1873. Others include Kinney Bros., Wm. S. Kimball & Co., and Goodwin & Co. The well known name of P. Lorillard is also carried on a few sets.

Just when the old style card changed to new style I cannot say. Until more information is furnished we may assume that the turn of the century marked the change and so cut the issuing period approximately in two in the middle. Even the brands of the latter period have undergone changes in the past twenty years. Some, like Fatima and Helmar, are still enjoying good sales but we seldom hear of the big sellers of the day, Hassan and Mecca, and of those others, Ziras, Turkish Trophies, Perfection, Turkey Red, Mogul, Murad, Fez, and Tolstoi.

The two leaders of the old days, and perhaps others, put out another beautiful souvenir. It consisted of small albums averaging about 7 x 10 inches and with around 15 sheets. The designs of a complete set of cards together with other illustrative and decorative material and descriptive matter were printed on bright cardboard. I have seen these albums for a dozen sets, but probably many more exist. The workmanship is the finest and the booklets make highly desirable additions to a collection



Descriptive matter on the back of this card reads, "The buffalo, a dangerous antagonist of man on foot, could be hunted safely with a lance in the deep snow of winter by Indians on snow shoes. The picture shows a magnificent bull buffalo being killed in this manner." This is one of the many types of cigarette cards now being collected. This one Hassan cork tip cigarettes. Card copyright 1910.



even though one has the separate cards of the set shown. In one booklet, copyrighted in 1888 by Messrs Duke & Sons they state that: "Encouraged by the great success which has attended the issuing of our former albums—" etc. By which it may be deduced that several sets had been issued prior to 1888, possibly as much as ten years before. I have been unable to find out in just what manner these "albums" were distributed. Possibly in exchange for a full set of cards. They were too costly to hand out indiscriminately.

A listing of these cards should be made as an aid to collectors, or at least a listing of the more desirable sets. It would probably be proper to begin with the first set and list in chronological order but that would be impossible with present available information. Many of the early sets are difficult to list anyway, and most of them, as I have stated, are either numbered or include a list on the reverse. Such sets need little elaboration. The newer, and perhaps better known, sets have no such listings, but I am able to list several sets in full, and being highly beautiful and interesting sets, they are good ones to start with. If you have any of these cards or know of available accumulations of them I would be glad to have you write me at my address, 417 So. Crouse Ave., Syracuse, N. Y. to the end that other sets may be fully listed and their collection facilitated. Numbering each card and set will be a great aid to collectors and only when the complete set is known can the numbering be accurately completed. Perhaps the few cards you have include just the ones needed.

Here are two sets which are well known. Clip these lists and paste in a notebook. The Indian Life set is printed in rich colors and is a beautiful set. The Lighthouses are all located on U. S. coastlines.

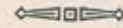
Set A. Indian Life in the '60's. 50 cards. $2\frac{1}{2}$ x $3\frac{1}{4}$ inches. Hassan cigarettes. Copyrighted 1910 by Amer. Tob. Co.

1. A dash to save scalp of fallen comrade.
2. A mean cayuse.
3. A split Indian.
4. Attacked by a lion.
5. Boys playing deer hunting.
6. Buffalo charging hunter.
7. Buffalo dance.
8. Buffalo in sight.
9. Buffalo wallow—Indian hiding.
10. Calling back the elk.
11. Calling back the moose.
12. Canoe racing.
13. Capturing wild horse.
14. Charged by a grizzly bear—Indian boys.
15. Dude of the village.
16. Elk hunting disguised as buffalo.
17. Flight of the arrow.
18. Gambling with bone.
19. Going to the happy hunting grounds.
20. Horse racing.
21. In a tight place.
22. Indian boy playing with pet crow.
23. Indian chief painting face.
24. Indian children crying.
25. Indian medicine man.
26. Indian war implements.
27. Killing buffalo in the river.
28. Killing buffalo on snowshoes.
29. Lassoing buffalo calf.
30. Love making.
31. Medicine man's mascot.
32. Offering deer to the setting sun.
33. On the scent of tobacco.
34. Peace offering to spirit of bear.
35. Puppy stew.
36. Race of young bucks.
37. Runaway lovers.
38. Salmon fishing on Columbia River.
39. Smoking to the setting sun.
40. Squaw feshing a robe.
41. Squaw gathering grapes.
42. Squaw offering food to dead babe.
43. Stalking deer.
44. Stalking the antelope.
45. Stringing vegetables by young squaws.
46. To the windward.
47. The bull boat.
48. The peace call.
49. The rainmaker.
50. Whiskey hunters.

Set B. Lighthouse Series. 50 cards. $2\frac{1}{2}$ x $3\frac{1}{4}$ inches. Hassan cigarettes.

1. Absecon Light.
2. American Shoal Light.
3. Annisquam Harbor Light.
4. Barnegat Light.
5. Beaver Tail Light.
6. Bloxi Light.
7. Blackwell's Island Light.
8. Block Island Light.
9. Boon Island Light.
10. Boston Auxiliary Light.
11. Boston Light.
12. Cape Cod Light.
13. Cape Flattery Light.
14. Cape Henry Light.
15. Cape May Light.
16. Cape San Juan Light.
17. Coney Island Light.
18. Deer Island Light.
19. Delaware Breakwater Light.
20. Early Methods of Coast Signaling.
21. Eastern Point Light.
22. Eaton's Neck Light.
23. Execution Rocks Light.
24. Fire Island Light.
25. Goat Island Light.
26. Great Captain Island Light.
27. Heceta Head Light.
28. Lincoln Rock Light.
29. Little Gull Island Light.
30. Matineus Rock Light.
31. Minot's Ledge Light.
32. Montauk Point Light.
33. Navesink Lights.
34. "The Nubble" Light.
35. Owl's Head Light.
36. Pidgeon Point Light.
37. Plum Island Light.
38. Point Hueneme Light.
39. Point Judith Light.
40. Point Loma Light.
41. Race Rock Light.
42. Robbin's Reef Light.
43. Sanibel Island Light.
44. Southwest Reef Light.
45. Spring Point Ledge Light.
46. Statue of Liberty.
47. Stepping Stones Light.
48. St. George Reef Light.
49. Tarrytown Light.
50. Tillamook Light.

"English Notebook"



Kept by WILLIAM G. GUMMER

THE highlight in London this month is the Sunday Times Book Exhibition, opened on the 4th by H. H. Princess Marie Louise. The third of its kind, it is described as "bigger and better than ever". That it justifies this description is seen by the fact that, in addition to the usual features—new book displays, addresses, notes on authors—are special features, such as the Classified Library of Living Books. This comprises a modern library of books, specially selected by distinguished men and women with a particular knowledge of the subjects. The following items, among others, will indicate its wide scope:

Books on Food, chosen by M. Marcel Boulestin

Books on Natural History and Rural Life, chosen by J. Robertson Scott, Editor of "The Countryman"

Books on Architecture, chosen by Sir Edwin Lutyens, R. A.

Books on the Ballet, chosen by M. Leon Woizikowsky

Books on Sport, chosen by a distinguished committee

and Books about Books, by A. J. A. Symons.

::

Other interesting exhibits for the book-lover are the handwriting specimens, including manuscript of such famous authors of today as Bernard Shaw, A. J. Cronin, etc., placed side by side with a selection of illuminated manuscripts of the fifteenth century.

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JANUARY, 1936

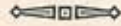
Hobbies

The Magazine for Collectors



*"Happy New Year"
from an N. Currier Lithograph*

CIGARETTE CARDS



By J. R. BURDICK

IF ANYONE has the idea that a complete collection of cigarette cards is a small affair easily gotten together, he is in for a big surprise. No one, probably, has ever had a complete collection or even a nearly complete one. I know of no records or data regarding the number of sets issued and even the number of cards in some sets is unknown. The following lists are a start toward such a catalogue.

In December HOBBIES I mentioned "Old Style" cards — the sort issued in the earlier half of the card issuing period with the old-fashioned subjects and styles. In just these early cards alone I know of around 100 different sets, mostly of fifty cards each but some of much larger size. The total number of these old cards is probably between 6,000 and 7,000 and possibly more.

Fortunately, a check list of these old cards is not as formidable as it would seem. Most of the cards have a list of the full set printed on the reverse and a few sets have numbered cards. Interest in some of the remaining sets is probably insufficient to warrant much effort in the way of lists. However, a few sets should be catalogued for the convenience of collectors.

Where set lists are on reverse of cards I would suggest numbering one card of each set to use for reference purposes. Try numbering just the 5-10-15 and so on to avoid crowding the available space. This gives a distinctive number to each card, albeit perhaps a rather cumbersome one. I have listed these early sets to allow for additions wherever necessary. It is unfortunate that two large collections of these early cards are not available to me at the present time. Their owners are wintering in Florida. When they return I expect to find several additions to list.

Allen & Ginter, of Richmond, Va., (established 1869), was probably the most prolific issuer of cards of their time. Their Richmond Straight Cut No. 1 was the old and original brand and was brought out in 1875. Other brands of cigarettes this firm sold were Virginia Brights, Opera Puffs, Richmond Gem, Dubec, Right Bower, Dixie Dainties, and the Pet.

W. Duke Sons & Company, like most other firms, were tobacco manufacturers long before they made cigarettes. Their Durham, N. C., plant, first sold cigarettes in 1882, selling nearly seven and a half million cigarettes. By 1887 this had risen to over 466 million which they state was nearly double that of any other fac-

tory. Their brands were Dukes, Cameo, Cross Cut, Turkish Cross Cut, and Preferred Stock.

Kinney Tobacco Company, successors to Kinney Brothers, were makers of the famous "Sweet Caporal" cigarettes and many of their cards are inscribed with the brand name only.

Goodwin & Company were makers of the Old Judge and Dog's Head brands. Lorillard's made Mechanic's Delight, Tiger Fine Cut, 5c Ante, and possibly others.

Unless measurements are stated all of the following old cards are in the small size, about 1½ x 2¾ inches:

Allen & Ginter Sets

1. Natives in Costume (50).
2. Arms of All Nations (50).
3. The World's Racers (horses) (50).
4. Racing Colors of the World (jockeys), (50).
5. The World's Champions, first series (50).
6. The World's Champions, second series (50).
7. World's Smokers (50).
8. World's Beauties (50).
9. Parasol Drill (50).
10. World's Decorations (medals), (50).
11. Same, No. 10, in double size (50), 3 x 3¼.
12. American Indians (50).
13. Same, No. 12, in double size (50), 3 x 3¼.
14. U. S. Government Buildings (50).
15. Pirates of the Spanish Main (50).
16. Fruits (50).
17. Birds of America (50).
18. Same, No. 17, in double size (50), 3 x 3¼.
19. Song Birds of the World (50).
20. Same, No. 19, in double size (50), 3 x 3¼.
21. Birds of the Tropics (50).
22. Game Birds (50).
23. Prize and Game Chickens (50).
24. Wild Animals of the World (50).
25. Flags of All Nations, first series, (48).
26. Flags of All Nations, second series (48).
27. City of Flags (50).
28. Flags of States and Territories (47).
29. Naval Flags (50).

W. Duke & Sons Sets

51. Postage Stamp Cards (50).
52. Leading Actors and Actresses, first series (50).
53. Leading Actors and Actresses, second series (50).
54. Coins of All Nations (50).
55. Fancy Dress Ball Costumes (50).
56. Yacht Colors of the World (50).
57. Fishers and Fish (50).
58. Shadows (50).
58. Shadows (50).
59. Ruler, Arms, Flag (triple cards), 1½ x 4½ (50).
60. Holidays (50).
61. Histories of Generals, 20 page booklets (50).
62. Histories of Poor Boys Who Became Rich, 20 page booklets (50).
63. The Terrors of America (50).
64. Actresses, photos (Cross Cut, Dukes, Cameo).
65. Actresses, photos 2¼ in. square.

Goodwin & Co. Sets

85. Games and Sports (50).
86. Dogs of the World.
87. Champions (50).
88. Actresses, photos.
89. Baseball Players, photos.
90. Prize Fighters, photos.

Kinney & Co. Sets

101. Racehorses, 3 sets of 25 each (75).
102. Navy Vessels of the World (25).
103. National Dances (50).
104. Famous Gems of the World (25).
105. Reigning Beauties (50).
106. Coats of Arms.
107. State Arms.
108. Novelties.
109. Transparent Playing Cards (53).
110. Nationality Folding Cards (10).

111. 1½ x 2¾. Military Series, No. 1 to 7 inclusive (Sweet Caporal). (Data not available at present.)
 118. Military Series No. 8 (50).
 119. Military Series No. 9 (30).
 120. Actresses (colors).
 121. Actresses, photos.
 122. Actresses, photos, 3 in. square (275 or more).
- ### Lorillard's Sets
151. Prize Fighters (Mechanics Delight), 2½ x 2¾ (50, sepia).
 152. Types of the Stage, 1¾ x 3¼.
 153. Ancient Mythology Burlesqued, 1¾ x 3¼.
 154. Ladies' Pictures, 1¾ x 3¼ (5c Ante or Tiger).
 155. Similar to 154 with playing card symbol, 1¾ x 3¼.
 156. Actresses, 1¾ x 3¼ (Tiger), 3 border types.
- ### Miscellaneous Sets
175. Ancient Coins, Kimball & Co. (72).
 176. Language of Flowers, Lone Jack (50).
 177. National Costumes, Marburg (100).
 178. Foreign Types Women, Admiral.
 179. Presidents, Between the Acts.
 180. Actresses, Between the Acts and Bravo, 1¾ x 3¼.
 181. Old Classic Pictures, Newsboy Plug, 2¼ x 6.
 182. Ladies' Heads, Banner, 2½ x 4.
 183. Actresses, 2¼ x 4½, Honest, Conquerer, Sweet Lavender, Uncle Sam, photos.
 184. Actresses, Kimball, Lone Jack, Dixie, Admiral, photos.
 185. Playing Cards (actresses), Trumps Long Cut, 2¼ x 4.
 186. Actors, F. S. Hess, photos.
 187. Actresses, similar to 183 but colored, Finest, Bravest, 2¼ x 4½.
 188. Presidents, Yum-yum tobacco (size?), sepia.
 189. Statesmen, Lake Erie tobacco (size?).

Albums

Printed albums exist for many of the above sets. I have seen about fifteen different but can, at the present time, list them but for the following numbers. 10, 12, 17, 19, 51, and (52 and 53) combined in one album.

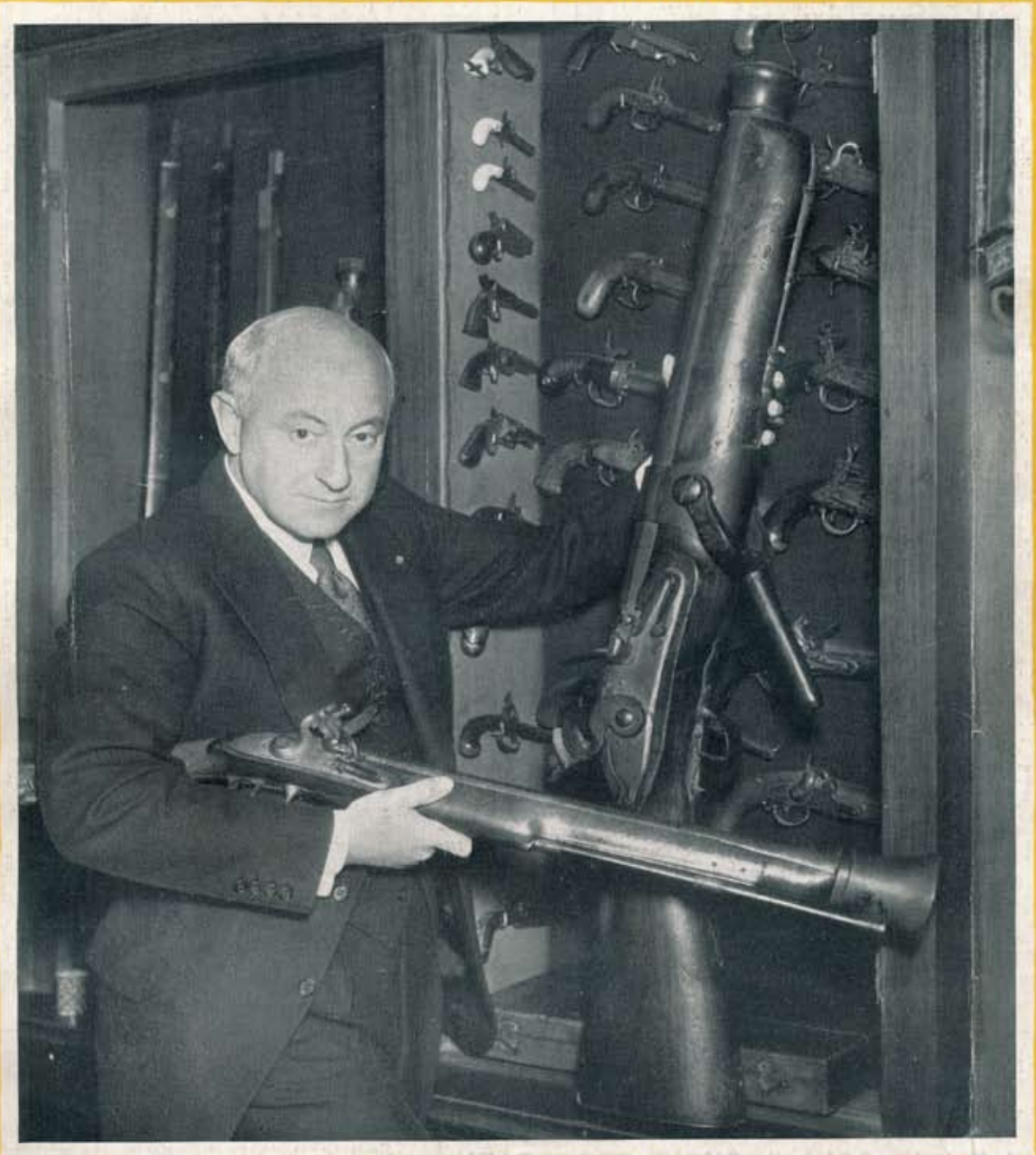
All the above cards are in colors except those marked photos and one or two others which are in sepia. The photos are on thick cards.

A few of the desirable sets for which complete check lists should be made are Nos. 12, 51, 60, 86, 101, 152 and 153. I would be glad to have a list of titles from collectors having any of those. Of course, I also want any possible additions of sets to the list and corrections of any kind. (Address, 417 So. Crouse Ave., Syracuse, N. Y.) Give size and other details or better, send a sample card. It will be returned promptly.

The bare listing of the sets gives but a faint idea of the beauty and interest of these old sets. They rank favorably with other illustrations and prints of the period which are so cherished. They represent a cross section of the art, styles, humor, sports, and other activities of the Gay Nineties and the preceding decade. Lillian Russell was in her glory, baseball players wore big mustaches, and prize fighters were tough guys who were going good at the end of thirty rounds. Some of our Western states were still Territories and a lot of the foreign nations of the day have passed out of existence. We wonder if another fifty years will show such great changes.

Hobbies

The Magazine for Collectors

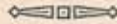


15c

Cecil B. DeMille with "Giant" and other guns from his collection.

MARCH, 1936

Cigarette Cards



By J. R. BURDICK

I WANT to thank the many readers of HOBBIES who have written me about cigarette card collecting. Many old collectors have revived their interest in the cards and various others are seeing in tobacco cards a field of collecting which satisfies their especial hobby requirements—one full of variety and interest but requiring considerable search and effort before a collection can be well rounded out. Age and obsolescence have given the cards a dignity not usually accorded an advertising medium, but then, I feel that the cards were originally more than advertising; especially the later sets where the name of the issuing firm was usually relegated to a small space on the back and emphasis given to the historical and other informative features.

It would be proper at this time to comment on some of the helpful advice and information written me but I think that this month's available space should be given over to a continuation of the list of sets which started in the January issue. Nothing was said at that time about the "New Style" cards of which there is a number almost equal to the older cards. My estimate of 15,000 as the approximate total number of U. S. cards is too low. There are probably 20,000 of them although half that number would be an unusually big collection for one person to assemble.

The New Style cards include the two sets listed in full in December and 65 others. These could, and perhaps should, be subdivided into fifteen or twenty additional classifications. I am listing according to the size of the card although some sets seem to fall on a middle ground difficult to classify.

The first size are comprised of extra large cards about 6 x 8 inches. These were obtained in exchange for a certain number of coupons or gift slips which came with the cigarettes. I have heard of the following sets:

- Hamilton King girls (25)
- Turkish Trophies and Helmars Kink Series (20)
- Tales of the Turkish Trophies Actresses
- Turkish Trophies

Will holders of box numbers
X and Z
please communicate with
HOBBIES
relative to their mail. Thanks.

College Series (25) (possibly 50) Murad

Baseball Players (100)
Turkey Red, Fez, Old Mill
Prizefighters (26)
Turkey Red, Fez, Old Mill

In the Murad Colleges there seem to be two printings. Some, and possibly all, of the designs are redrawn with considerable change making a possible total of 50 for the set. I do not know the number of Actress cards. For the Colleges (1911) fifteen coupons were necessary to obtain one card while in the Turkish Trophies series of 1913 five cards were obtained for twenty gift slips or 25 for 75 slips. For the Ballplayers and Fighters of 1911 it was necessary to present 10 Turkey Red coupons or 25 from Fez or Old Mill for each card.

The second, or large size cards, approximately 2½ x 3¼, may be listed as follows:

- Set A. Indian Life in the "60's" (50) Hassan
- Set B. Lighthouses (50) Hassan
- Set C. World Sights and Scenes (50) Royal Bengals and Pan Handle
- Set D. Arctic Scenes and Explorers (50) 25 being Arctic paintings by A. Opertl and 25 portraits of Explorers
- Set E. Animals (80) The first 40 are without descriptive matter on the back
- Set F. Cowboy Series (50) Hassan
- Set G. Heroes of History (100) Royal Bengals and Pan Handle. The second 50 are inscribed Men of History
- Set H. Historical Events. Bl. Best Suits and Hoffman House. There are two sizes of cards
- Set J. Theatres Old and New. Between the Acts
- Set K. Jig Saw Puzzle Pictures. Turkish Trophies
- Set L. Standard Bearers of Different countries (50) Honest
- Set M. Fable Series (100) Turkish Trophies
- Set N. Fortune Series. Turkish Trophies
- Set O. Riddles. Perfection
- Set P. Actors (50) Between the Acts
- Set Q. Prize fighters (50) Mecca, Tolstol. Issued later with silver borders. Designs also used in smaller size by Dixie Queen. Full length portraits. Cards 2¼ x 3¼.
- Set R. Prize fighters. Mecca, Hassan. Tolstol. Designs also used in smaller size by Honest long cut. Mostly ¾ views.
- Set S. Athletes (track and field) Mecca, Hassan, Tolstol. Sets R and S are separated by subject. They may also be collected by brand with mixed subjects and considerable duplication of designs.
- Set T. Aviators, Golfers, Bowlers, Pool and Billiard Players. Mecca. These may be separated into 4 sets as described.
- Set U. Aviators (25) United Cigars
- Set V. Athletes (50) 1913 Olympics. Pan Handle
- Set W. Women Swimmers (100) Pan Handle
- Set X. Baseball folders, triple, Hassan
- Set Y. Baseball folders, double (50) Fatima
- Set Z. Baseball teams (photos) 2¼ x 4¼. Fatima
- Set AA. Champions. Honest Long Cut. 2¼ x 3¼
- Set BB. Views and portraits. Allenette cigars

Set CC. National Types (25) song on back. Hoffman House Magnums
Set DD. College seal stamps (150) Fatima

Medium sized cards, approximately 2 x 2½, using the letter m to distinguish the size, are as follows:

- Set Am. Historic Homes (50) Helmar
- Set Bm. Hudson-Fulton Series. Turkey Red
- Set Cm. Automobiles (50) Turkey Red
- Set Dm. Auto Racers (25) Hassan
- Set Em. State Seals of the U. S. and coats of arms of all countries of the world (150) Helmar
- Set Fm. Costumes and Scenery (50) Helmar. Turkish Trophies
- Set Gm. Emblem series (50) Hassan
- Set Hm. College Seals (150) Murad
- Set Jm. Toast Series (over 550) Moguls
- Set Km. Birthday Horoscopes. Moguls
- Set Lm. State girls. Perfection, Fatima, Richmond
- Set Mm. Art Pictures (15) Lorillard. Miniatures of larger premiums
- Set Nm. Cross Stitch. Egyptienne Straights
- Set Om. Butterflies (50) Turkey Red
- Set Pm. Baseball players. Ramly, TTT
- Set Qm. Prize fighters (50) No. 101 and 102. Oxford, Duke of York
- Set Rm. Philately (envelopes with stamps) Helmar

Small cards, approximately 1½ x 3¼, using the letter s for small, are as follows:

- Set As. Actresses (3 border styles) Fatima
- Set Bs. Types of Nations (50) Scrap Iron
- Set Cs. Prize Dogs (10) Milo, Duke of York
- Set Ds. Aeroplanes (10) Oxford, Duke of York
- Set Es. World War Scenes (over 250) Sweet Caporal
- Set Fs. Mutt & Jeff Comics (over 250) Sweet Caporal
- Set Gs. Flags (200) Sweet Caporal, Jack Rose, Sub Rosa, Recruit. Same design also used on a series of candy and gum cards, slightly smaller.
- Set Hs. Birds (3 border styles) Mecca, Sweet Caporal, Cycle, Emblem
- Set Js. Fish (100) Sweet Caporal, Piedmont, Sovereign
- Set Ks. Battleships. Burly Cub, Sweet Briar
- Set Ls. Indian portraits. Burly Cub, Sweet Briar
- Set Ms. Military Series (100) Fez, Tolstol
- Set Ns. Military Series (fancy frames) Tolstol
- Set Os. Soldier and Sailor cutouts. Recruit
- Set Ps. Baseball players (400) gold framed cards. Hassan, Sweet Caporal, Cycle, Polar Bear
- Set Qs. Baseball Champions 1910. Fire-side
- Set Rs. Baseball players (brown background) Napoleon, Broadleaf
- Set Ss. Baseball Players (white framed cards) Sweet Caporal, Cycle, Sovereign, Polar Bear, Old Mill, and several candy and gum sets of similar designs
- Set Ts. Domino baseball discs. Sweet Caporal

Most collectors seem to consider these new cards more attractive and interesting than the older ones although many are intrigued by the quaintness of the old designs and perhaps by the somewhat revealing "tag shows" of the old actress cards. While the above list is much more complete than the previous listing of old cards, there are probably omissions of which I would be glad to hear (address: 417 S. Crouse Ave., Syracuse, N. Y.). If possible send a sample card, which will be returned promptly.

Several corrections to the January list of old cards have been found. I note as follows:

- 26. Number in set 50
- 27. Delete "of"
- 58. Delete one listing
- 108. Number in set 75
- 110. Number in set 25. Size 1¼ x 5¼
- 156. Change to 5 border types
- 180. Includes actors. 3 border types
- 183. Change Uncle Sam to "Bob Link"
- 187. Add Congress and Honest
- 188. Size 1¼ x 3
- 189. Size 2¼ x 3, sepia

In addition to the foregoing I am changing the listing of the double size Allen & Ginter sets to "A" numbers. Thus No. 11 becomes 10A; No. 13 becomes 12A, etc. This affects four numbers: 11, 13, 18, and 20 to which other sets will be given. Additions to the January list follow:

- Allen & Ginter Sets**
- 6A. Double size cards
 - 11. Quadrapeds (50)
 - 13. World's Beauties, 2nd Series (50)
 - 18. World's Dudes (50)
 - 20. World's Sorcerings (50)
 - 21A. Double size cards
 - 22A. Double size cards
 - 30. American fish (50)
 - 30A. Double size
 - 31. American Editors (50)
 - 31A. Double size cards
 - 32. Types of all nations (50)
 - 33. Our Navy (have seen album only)
 - 34. Napoleon (have seen album only)
- W. Duke & Son Sets**
- 66. Talk of the Diamond (25)
 - 67. Cowboy Life (25)
 - 68. State Governors, arms, map. Triple folders (48) 2½ x 4¼
 - 69. Stars of the Stage (50) 2½ x 4¼
 - 70. Floral Beauties (50)
 - 71. Musical Instruments (50)
 - 72. Great Americans (50)
 - 73. Ocean and River Steamers (36)
- Kinney & Co. Sets**
- 123. Butterflies (50)
 - 124. Foreign Military Orders
 - 125. Ruler, flag, order (50) 2¼ x 3¼

- 126. Ancient war ships
- 127. Harlequin cards (52)
- 128. Harlequin 2nd series (53)
- 129. Leaders (25)
- 130. Battleships, sepia
- 131. New Years Cards 1890 (probably Kinney)

- Miscellaneous Sets**
- 190. Actresses, photos, Old Fashion, 2x3¼
 - 191. Actresses, photos, Uncle Sam, 1¼x3
 - 192. Sports, Finest or Bravest, 2¼ x 4
 - 193. Baseball Comics, Mayo (25) 2 x 3¼
 - 194. Battle Scenes (25) Navy
 - 195. Head dresses of Nations (25) Mayo
 - 196. Actresses, Mayo, sepia, 2 x 3¼
 - 197. Five senses, All Around, 2¼ x 3
 - 198. French Novelties (25) Navy 2½ x 4¼
 - 199. Baseball player cutouts (28) Mayo
 - 200. Dancing women (50) Kimball
 - 201. Fancy bathers (50) Kimball
 - 202. Savage and semi-barbarian chiefs and rulers (50) Kimball
 - 203. Butterflies and bugs, Finest, Bravest (girls) 2¼ x 4
 - 205. Great Inventors, Lone Jack
 - 206. Athletes, Between the Acts, 1¼x3¼
 - 207. Defenders and Offenders, Buchner 2¼ x 3¼
 - 208. Views of America, Finest or Bravest 2¼ x 3¼
 - 209. Yacht Club girls, Finest or Bravest 2¼ x 3¼
 - 210. Musical Instruments (girls) Finest Bravest 2¼ x 3¼
 - 211. Costumes of the Months (girls), Finest Bravest 2¼ x 3¼
 - 212. Pres. and V.P. candidates, Between the Acts 1¼ x 3¼

order to handle the large number of entries and in anticipation of the increased attendance the show is being moved to the large gymnasium in that city. In addition to collection material there will be an exhibit of crafts work also.

The Tenth Annual Kiwanis Y. M. C. A. Hobby Show of Mason City, Ia., is scheduled for April 1-4, writes chairman, Edgar S. Gage. Any boy living in the county is eligible to enter his hobby. Awards will be given in various classes for items adjudged the best.

On March 26-29 the Gertz Department Store of Jamaica, N. Y., will conduct a Hobby Show for all the girls of Long Island. Although the collection of stamps and dolls predominates in the applications, hundreds of original ones have been submitted for approval. An entire floor of this store will be used to house the exhibits.

Hobby Shows

THE Chautauqua Coin, Stamp and Curio Club of Jamestown, N. Y., has recently released an eight page brochure listing a complete program for each of the meetings in 1936. Here's a sample:

- April 22—Public Meeting
- Regional Meeting at Forestville, N. Y.
- My Experiences in Hunting for Old Newspapers
- Paper and Display by Harry B. Thompson.
- Displays of Coins and Stamps
- Roscoe B. Martin and Harry B. Thompson in charge.
- Sales and Auction

- May 23 Meeting
- Joint Meeting of our Club with Chautauqua County Historical Society at Murray Hill Hotel, Westfield, N. Y.
- Dinner at 12:30 P. M.
- Everybody display stamps and coins
- Arthur S. Tennant in charge.

The New York Society of Model Engineers, Inc., held their eighth Annual Exhibition from February 7 to 22 at the Knickerbocker Building from February 7 to 22.

Talks about hobbies have proven an interesting subject for many club speakers lately. At a recent meeting of the Woman's Club of Beardstown, Ill., some members gave interesting

talks on hobbies and displayed from their collections.

The Rotary Club of Xenia, Ohio, is making plans to hold their Fifth Boys' Hobby Fair from May 27 to 28. Entries will be divided into eleven departments with each department divided into a number of classes. Each department will have a sponsor.

At Sewickley, Pa., recently when the young folks of the St. Paul's Lutheran Church held their hobby show, as usual the public was surprised at the great amount of interesting things shown. A newspaper commenting on the hobby assembly wrote: "It's surprising what a lot of interesting hobbies the boys and men, girls and women, of this valley pursue in their leisure time, what unique or beautiful articles and collections result from their patient loving labors."

"Buried Treasure," was played by a cast of children at a hobby show held at the Ridge Park fieldhouse in Chicago recently.

Passaic, N. J., held its second annual hobby and collection show last month under the sponsorship of Mayor Benjamin F. Turner.

White Salmon, Wash., will hold its Second Hobby Show, March 5. In

A newly organized group whose program is designed to appeal to antiques in general, and those interested particularly in early American glass held its first meeting at the home of Mrs. William A. Norris in St. Paul, Minn., recently.

The P.T.A. of number 13 school, Rochester, New York, scheduled a hobby show for their regular club meeting on March 10. The local clubs and museums cooperated in the display.

- Hobby Shows have been held recently at:
- Kalamazoo, Mich.
 - Green Bay, Wis.
 - Blue Island, Ill.
 - Waltham, Mass.
 - Mt. Vernon, Ohio
 - Buffalo, N. Y.
 - Sewickley, Pa.
 - Aurora, Ill.
 - Milwaukee, Wis.
 - Columbus, Wis.

State Hobby Club Formed

Recognizing hobbies as an enriching factor in family and personal living, the South Dakota State College extension service is sponsoring the organization of a state hobby club. Mary A. Covert, home management specialist, has charge. Anyone in the state who has a hobby may enroll. Each county will form a division of the hobby club according to Miss Covert.

In line with the interest in hobbies a hobby show was scheduled for last month.

Hobbies

The Magazine for Collectors

**MAY
1937**

**25
cents**



Hobbies for Health and Happiness

By RILEY D. MOORE, LL. B., D. O.

*I've collected old brass
I've collected old glass
I've collected old paintings
and rugs
And in pottery, porcelain and
crochery ware,
Everything—from wash-boards to
old jugs.*

*I've mahogany rare
Old Delft sticks by the pair
And a grandfather's clock made
of pine,
Indian blankets galore, about two
score or more,
Old textiles and laces so fine.*

*I've traded used stamps
With my fellow stamp-scamps
I have delved into witch-craft
and crimes
I have old Chinese charms and
Philippine arms
And a series of old U. S. dimes.*

*When the Amerind strange
Roved the prairies and range
Made his baskets, his beadwork,
chipped stone—
It was all done for me in his
painted tepee,
Done to decorate my modern home.*

A HOBBY is the steed which carries you to the Home of the Carefree. On it one retreats from the worries, the struggles of the day. It takes you to other times and other climes, usually the realest of the real, occasionally to the land of make believe, yet how close together these two often are—and the real, if far away, is most unreal.

And what does Time mean to the collector of crinoids and brachiopods as he lovingly pecks his dainty fossils from the ageless rocks? What does space mean to the amateur astronomer who studies his charts by lantern light, then views these greater worlds than ours while he lies on the grass gazing through an opera glass?

The wide world is teeming with nervous, unhappy, discontented people—multitudes of them, small and narrow people, because the world in which they live is far too small. Many are ingrown souls who never see beyond the walls of self.

A hobby carries one far outside. It develops new interests and enthusiasms, those things, which make life a dynamic thing and not a mere existence. The educational byways into which one's hobbies may carry him oftentimes equal a course at college, or as twice occurred in the case of the

writer, cause one to take a college course.

Just as in one's travels, what is brought home is determined largely by what is taken away. So you get from a hobby what you put into it.

And do not forget the charming and interesting people you meet. There is no democracy like that of fellow junk-snoopers or questers of the quaint. The ambassador and the clerk exchange the magnifying glass as they weigh the pros and cons of a Japanese netsuke; the doctor and the porter thrill together over an old embroidery, while the little old lady who looks like the rag-picker's spouse, turns out to be an F.F.V. and invites you to her mansion where you see grandma by Sully and antique jewelry by the pint.

Card Collecting

By J. R. BURDICK

BACK in the '80's about every business man had an occasional trade card for his customers. Flowers and little girls or comic subjects—all helped create a favorable impression for the issuer.

The manufacturer of a leading tobacco called "Gold Coin" hit upon the idea of inserting a \$5 gold coin in a very small percentage of his packages. Smokers began to look for something extra. Perhaps it was the spark that set off the flood of tobacco cards for soon every package of tobacco had its card insert.

There is evidence that the practice started as early as 1880 but general opinion places 1885 as the probable date. In any event the peak was reached about 1890. Thereafter there was a decline, probably an almost total extinction of card issues in the early years of the twentieth century.

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, Dukes, Goodwin, Kinney, and Kimball. All were big card issuers. Mayo, Drummond, and smaller concerns were later acquired. The firm of Lorillard had strong connections although this firm has retained much of its identity throughout its long career, since 1760.

The corporation finally controlled

about 90 per cent of the tobacco business. With the stifling of competition the advertising requirements became smaller. Cards were gradually discontinued. Cigarette sales were increasing rapidly and premiums were not needed.

Thousands of collections of these beautiful and interesting cards were formed. They are a unique type of Americana, touching on almost every conceivable subject. More than 200 different sets of these old cards have been found and the total number of cards may be safely estimated at more than 10,000. Printed albums were issued for many of them but these will be described later.

Next installment: "Tobacco cards 1900 to 1915."

— o —

Coronation

No doubt, many readers of HOBBIES will come back from the coronation of England's new king with coronation souvenirs in their bags. Among collectors' groups that have been especially favored are the card collectors (cartophilists, they call themselves in England). We learn from our contemporary, The Bazaar, London, that some fine coronation cards have been issued.

— o —

Architecture

During the last three years the Historic American Buildings Survey has been studying, measuring, and otherwise recording early American architecture. They have found that geography had much to do with determining styles of dwellings. Houses clinging to hillsides are quite different from those which sprawl across the plain. Navigable rivers and travel routes through mountain notches were important in locating early communities. Climate also played its part in influencing character, location and quantity of structures. Through the various adaptations of English, French, Dutch, Spanish, German and other foreign people who emigrated here, the architecture shows how these styles were changed to suit this country and the changing tastes of the colonists. The religious beliefs of the early settlers also colored the architecture of their places of worship. In the days when transportation facilities were limited, the most easily obtained building material was the most commonly used, which accounts for one section using wood almost exclusively, another adobe, another natural stone. When this survey is completed it will give the present day architect a picture of what the early homes were like, and why they were built in such a fashion.

Hobbies

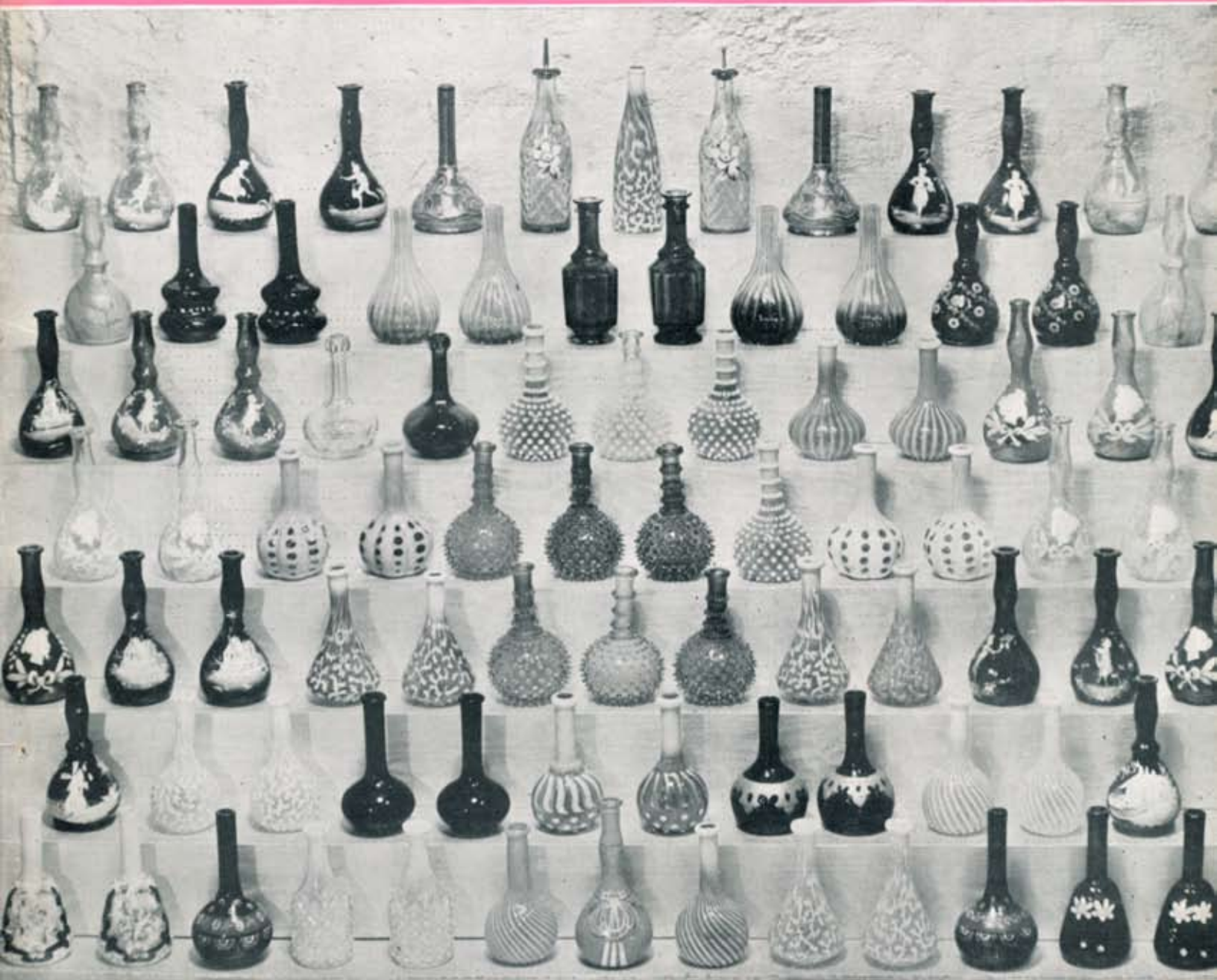
25 cents

The Magazine for Collectors

JULY



1937



Old Barber Bottles — See Glass Department

Jenkins Sale, 1927, A.L.S.	110.00
Hollingsworth, 1928, A.L.S.	290.00
GEORGE TAYLOR	
Danforth Sale, 1912, A.L.S.	170.00
Thomas Sale, 1924, A.L.S.	225.00
Manning Sale, 1926, A.L.S.	475.00
Williams Sale, 1926, D.S.	190.00
Jenkins Sale, 1927, D.S.	270.00
Hollingsworth, 1928, D.S.	550.00
MATTHEW THORTON	
Cist Sale, 1886, D.S.	3.00
Danforth Sale, 1912, A.L.S.	310.00
Thomas Sale, 1924, A.L.S.	450.00
Manning Sale, 1926, L.S.	550.00
Williams Sale, 1926, D.S.	50.00
Jenkins Sale, 1927, D.S.	15.00
Hollingsworth, 1928, D.S.	200.00
GEORGE WALTON	
Danforth Sale, 1912, A.L.S.	60.00
Thomas Sale, 1924, A.L.S.	40.00
Manning Sale, 1926, A.L.S.	30.00
Williams Sale, 1926, A.L.S.	145.00
Jenkins Sale, 1927, A.L.S.	130.00
Hollingsworth, 1928, A.L.S.	250.00
Cohen Sale, 1929, A.L.S.	35.00
Madigan List, 1931, D.S.	35.00
Various, 1935-37, A.L.S.	50.00
WILLIAM WHIPPLE	
Cist Sale, 1886, A.L.S.	9.00
Danforth Sale, 1912, A.L.S.	250.00
Thomas Sale, 1924, A.L.S.	350.00
Manning Sale, 1926, A.L.S.	400.00
Williams Sale, 1926, A.L.S.	235.00
Jenkins Sale, 1927, A.L.S.	150.00
Hollingsworth, 1928, A.L.S.	500.00
Madigan List, 1931, A.L.S.	65.00
WILLIAM WILLIAMS	
Cist Sale, 1886, A.L.S.	6.00
Danforth Sale, 1912, A.L.S.	165.00
Thomas Sale, 1924, A.L.S.	75.00
Manning Sale, 1926, MSS., 1 p.	40.00
Williams Sale, 1926, A.L.S.	315.00
Jenkins Sale, 1927, D.S.	390.00
Hollingsworth, 1928, A.L.S.	40.00
Madigan List, 1931, D.S.	100.00
JAMES WILSON	
Cist Sale, 1886, A.L.S.	4.50
Danforth Sale, 1912, A.L.S.	110.00
Thomas Sale, 1924, A.L.S.	25.00
Manning Sale, 1926, A.L.S.	530.00
Williams Sale, 1926, D.S.	22.50
Jenkins Sale, 1927, A.L.S.	110.00
Hollingsworth, 1928, A.L.S.	950.00
JOHN WITHERSPOON	
Cist Sale, 1886, A.L.S.	4.75
Danforth Sale, 1912, A.L.S.	125.00
Thomas Sale, 1924, A.L.S.	90.00
Manning Sale, 1926, A.L.S.	700.00
Williams Sale, 1926, D.S.	110.00
Jenkins Sale, 1927, A.L.S.	160.00
Hollingsworth, 1928, A.L.S.	4,000.00
Madigan List, 1931, L.S., 2 p.	375.00
OLIVER WOLCOTT	
Cist Sale, 1886, A.L.S.	15.00
Danforth Sale, 1912, A.L.S.	240.00
Thomas Sale, 1924, A.L.S.	90.00
Manning Sale, 1926, A.L.S.	290.00
Williams Sale, 1926, D.S.	21.00
Jenkins Sale, 1927, A.L.S.	210.00
Hollingsworth, 1928, A.L.S.	200.00
Madigan List, 1931, A.L.S.	75.00
Various, 1935-37, A.L.S., @	50.00
GEORGE WYTHE	
Cist Sale, 1886, D.S.	26.00
Danforth Sale, 1912, A.L.S.	680.00
Thomas Sale, 1924, A.L.S.	130.00
Manning Sale, 1926, A.L.S.	300.00
Williams Sale, 1926, D.S.	210.00
Jenkins Sale, 1927, D.S.	270.00
Hollingsworth, 1928, A.L.S.	400.00
Madigan List, 1931, A.L.S.	225.00

Abbreviations employed: A.L.S.—Autograph Letter Signed; A.N.S.—Autographed Note Signed; D.S.—Document Signed; SIG.—Signature; L.S.—Letter Signed; SIG.M.—Signature on Mortgage.

The compiler makes acknowledgement to Mr. Walter R. Benjamin, and to the late Thomas A. Marigan for data supplied.

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Card Collecting

By J. R. BURDICK

THE 1937 baseball season is now in full swing and the nation's fans are daily cheering their favorite diamond stars. Baseball's heroes come and go, but few people have a better record of the game's great ones than has the card collector.

Baseball's Hall of Fame, to date, contains eight names: Babe Ruth, Tris Speaker, Ty Cobb, Walter Johnson, Cy Young, Christy Mathewson, Napoleon Lajoie, and Honus Wagner. Except Ruth, all were of the "good old days" of Tinker to Evers to Chance and so are shown on many of the baseball cards of the period. For Ruth and Gehrig and other present day celebrities we must turn to the various candy and gum cards issued during the past few years. While intended primarily for the younger fans they are of equal interest to all who love our national game.

Going back to 1889 we find that big time baseball consisted of the National League; (Boston, Chicago, Cleveland, Indianapolis, New York, Philadelphia, Pittsburg and Washington); the American Association; (Athletics, Brooklyn, Baltimore, Cincinnati, Columbus, Kansas City, Des Moines, Milwaukee, Minneapolis, Omaha, St. Paul, St. Joe, and Sioux City). The teams have shifted about a bit since then and the players themselves

have changed some too. The early cards of 1887 show them with their mustaches and striped caps all posed up in front of appropriate screens.

One feature of the game, apparently, has not developed. We refer to the women's baseball teams. Two or three card sets show these fair players in action, but if such teams exist today they have not come to my attention. Maybe some of them married and are now the grandmothers of Schoolboy Rowe, Dizzy Dean, and other youngsters who have made good.

In a recent listing of card sets I was inclined to minimize the value of some of these sports cards. The error was quickly made plain to me by fellow collectors. Never before did I realize the tremendous appeal which baseball has on the vast sports loving American public. Among card collectors, at least, the game's heroes of the past will not be forgotten. Where else, I wonder, can these stars of the past be brought to life so vividly as on these cards?

In addition to the Big Leagues there are cards and sets showing leading players of the International and other minor circuits, the Blue Grass league, various Southern and Texas leagues, and the Pacific Coast league. The whole nation is covered.

SO THEY SAY

FROM a prominent metropolitan newspaper we glean the following item:

"The campaign for a world center for women's archives has been started in New York City. Women back of the movement hope to enlist the cooperation of women's groups and men and women who have in their possession letters, diaries and other documents revealing the part women have played in recent history."

Science Service says:

"The cave of the nymphs, described by the poet Homer, may have been discovered, so archaeologists suggest, from finding a shrine with cauldrons and an offering to Odysseus in a fallen-in cave on the Island of Ithaca."

A Chicago museum expedition has revealed a bird that moos like a cow. But what the farmers are interested in is a cow that eats like a bird.

—Portland Press

Modern artists make that kind of paintings because of bad eyesight,

reported Dr. Lloyd Mills of Los Angeles recently in the "Archives of Ophthalmology." Short-sightedness, he thinks, accounts for the work of Cezanne, Renoir, Gordon Craig and George Grosz, the cubist. Pissaro had abscesses of the eye; Van Gogh and Gauguin suffered from mental disease.

—Literary Digest

A thief who broke into the Louisa Alcott house at Concord reported "nothing worth stealing." It brings to mind another who ransacked an Indiana author's quarters and, after looking over some manuscripts, took a suit of clothes.

—Detroit News

Most notables now scrutinize closely the paper offered for an autograph. True, it might be an innocuous peace treaty, but it could be a 90-day note.

—Portland Oregonian

In ancient Egypt and Babylonia, learned books were not valued so much for new ideas or knowledge they contained as for the old, time-tried lore they preserved.

Compiled by Wilson Straley

HOBBIES

THE MAGAZINE FOR COLLECTORS

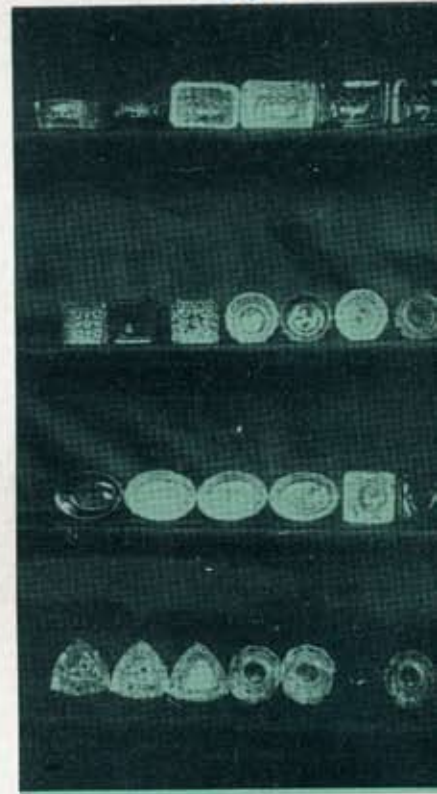
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No. 3



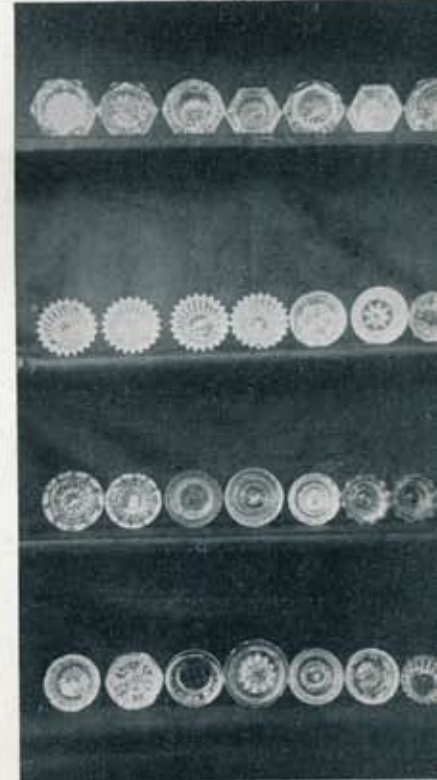
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No. 5



No. 6



AUGUST
1937

25
c

Salt
Dishes
from
the
Collection
of
C. W.
Brown
(See
Glass
Department)

a grocer, was born at Dublin in 1779, died in 1852, and was an Irish poet of renown who wrote *Lolla Rookh*, a writing which acquired European reputation, also *Love of the Angels* published in 1823 and excited much reprobation, and that he became the national lyricist of Ireland—he was a musician as well as a poet—the match cover immediately has a new interest, and one might say that it adds a romantic touch to the cigar.

Here is one still different. It has a picture of the comedian Jimmy "Schnozzola" Durante on it, who is famous on the stage, screen and radio. You remember him in M.G.M.'s picture *Get Rich Quick Wallingford*, *Speak Easily* and *Hell Below*.

This one with the picture of a way-side restaurant on it, called The Brown Derby, is named after the politician Al Smith, a favorite Democratic presidential nominee who always wears a brown derby. You will find The Brown Derby restaurants in Los Angeles, Hollywood, and Beverly Hills, California.

The last match cover I will tell you about is that of The Palmer House in Chicago. It existed before the days of the Civil War, and the delegates of the Lincoln presidential convention, as well as that of Grant, held their exciting sessions there. Chicago, an Indian name of uncertain meaning, but possibly from Ojibwa She-kag-ong, "wild onion place," is much more than that today. For one thing it is the greatest railroad center in the United States. Chicago has known tragedy along with its magnificent growth for in 1871 the first impish twinkle of flame in the hay of the O'Leary barn was seen by Daniel Sullivan, and like an awakened volcano it devoured all in its gluttonous madness. The *Tribune* building, McVicker's new theater, Grand Pacific Hotel, Federal Building which has two million in coin and paper in its perishable vaults, and the nine story Palmer House, along with many other buildings and property were destroyed by the angry roaring fire. Between 1787-1872, one thousand two hundred and fifty building permits were issued and the Palmer House was rebuilt, along with other buildings, and was made larger and more splendid than ever before.

So you see, I have something more than just a collection of match covers. Every one has a story to tell and an interesting story behind its name. If we were to discuss each and every one I have in my collection we would consume enough knowledge to be equivalent to that of a college education.

"Thar's gold in them thar hills!"

1. Sandburg, Carl. *Abraham Lincoln The Prairie Years*, Blue Ribbon Books, New York, 1926, p. 326.

Books Received

C. S. Ironclad Virginia. By S. B. Besse. Published by The Mariners' Museum, Newport News, Va.

This is as the name implies a history and description of the C. S. Ironclad Virginia. Full details are given the model maker so that he may reconstruct a model if he desires.

* * *

Manual of Lathe Operation and Machinists Tables. Published by the Atlas Press Company, Kalamazoo, Mich. Price \$1.

This edition is designed to aid the lathe user in all walks of industry. Fundamental and concrete theory, and operating procedure is given in its 250 pages. It is bound with spiral binding. Certainly lathe workers will find this compilation a bargain at \$1.

* * *

Gothic and Renaissance Book-Illustration. L. 'Art Acien S. A., Zurich, 1, Switzerland. Franc 4.

While this is a trade catalog it shows to what high art catalog pro-

duction can attain. This 135 page edition is beautifully illustrated with wood cuts and line drawings.

The First North Carolina Flag

The Secession Convention of North Carolina in session at Raleigh, N. C., on May 20, 1861, adopted a state flag, which was designed by a Mr. Brown.

The motion that the state adopt a flag was made by Colonel John D. Whitford of Jones County. It is said that ten of these flags were made and given to ten North Carolina regiments then preparing to go to war. Shortly afterwards, the Confederate flag, designed by Major Orrin R. Smith, was adopted by the Confederate authorities at Birmingham, Ala., the first capital of the Confederacy. Of these ten original North Carolina flags, only one is known to be in existence, which is the prized possession of Samuel Wheeler Worthington, a North Carolina collector, who is the compiler of "Historical Glimpses of North Carolina," which is devoted to the traditions and history of the "Old North State."

Tobacco Cards Since 1900

By J. R. BURDICK

THE early years of the present century found but few sets of tobacco cards being issued. But a change was coming. American smokers took a fancy to the flavor of tobacco grown on foreign shores. Tobacco, an original American product, went Turkish.

The common American brand names disappeared and in their place as best sellers came Hassans, Mecca, Helmar, Fez, Turkish Trophies, Turkey Red, Murad, Fatima, Moguls, Egyptienne Straights, Ziras, etc.

Eventually, nearly all manufacturers brought out Turkish brands but the important thing to us is that the early importers of Turkish tobaccos were small independent concerns. To increase popularity of their new brands they turned to card inserts. The increased competition again caused a rapid spread and by 1910 another peak in card issues was reached.

The second decline of cards about 1915 was brought about by several causes. In 1911 the Sherman Act dissolved the original American Tobacco Co. The independent successor companies (including the present American Tobacco Co.) brought out new brands, mostly of a less Turkish nomenclature. With them came new managements and new ideas. In 1913 the four successor tobacco companies manufactured 90% of all American cigarettes. One firm advertised "no

prizes or premiums—all the expense goes for better quality tobaccos." It was a bad body blow to cards.

The old "shell and slide" box was largely abandoned for this new "cup" container. This presented a difficulty in inserting a card which has only recently been partly overcome by the use of the cellophane wrapper. The change from cards to miniature rugs and other more expensive inserts probably so increased the cost that the firms were glad of any excuse for dropping them all. The fact that a World War was on and sales rapidly growing were contributing factors.

There was no law passed prohibiting inserts on the grounds of juvenile harmfulness although there was probably some sentiment in certain circles for such action.

At the present time, cards are definitely "in the air" in tobacco circles and several manufacturers have given them tryouts or are considering a trial use. At least one set is now current.

For this period since 1900 over 100 sets have been found and the total number of cards may be estimated as easily over 7000. Oddly, perhaps, these cards have a popularity, on the whole, exceeding the older issues. They are most desirable collective material and a well mounted collection is interesting and instructive to a high degree.

HOBBIES

September 1937

THE MAGAZINE FOR COLLECTORS

Price 25c



GLASS



DOLLS



CHINA AND PORCELAINS



ANTIQUE FIREARMS



NATURAL HISTORY



STAMPS

E. W. Weyhe
Hudson River
 AUTOGRAPHS



INDIAN RELICS



MEDALS



COINS



BOOKPLATES

Quartet. The acoustic records of the Flonzaley Quartet are likewise stepping stones to the present day recordings of instrumental music. While they leave something to be desired compared with the fine string quartet record of today, they do have a quality and smoothness of ensemble that is not to be found in certain of the earlier electric records made by the group before disbandment. They made recording history.

Records of the type mentioned add luster to any collection of historical recordings. The listings are suggestive and could be extended greatly. Possibly some enthusiast will list the early issues of instrumental music with helpful notes as to the most characteristic of their recordings and their present value from the viewpoint of interpretation and historical interest.

Only brief mention has been made of the historical association records and in addition to those already mentioned, attention should be directed to Saint-Saens playing his own music on the piano; Siegfried Wagner con-

ducting the "Siegfried Idyll" (composed in celebration of his birth).

Damrosch discoursing on the "Eroica"; Strauss conducting his own tone poems; Gretchaninoff accompanying Mme. Koshetz in his songs. Such association recordings serve to give promise of what the future may hold in this field.

A brief grouping of selections of recorded examples of great actors, statesmen, etc., could also be included in a cosmopolitan collection to real advantage. In particular, Sothorn, Marlow, Joe Jefferson, Ben Greet, Moissé, Bernhardt and Terry, have all left recordings. In some instances, quite good.

Statesmen and men of literature are not to be forgotten with special mention of a rare, though still available, disc of one of the greatest writers of modern times—Leo Tolstoi—speaking a few words in English.

Music and art embrace many forms of expression, and the wider the appreciation of different forms the greater the joy and inspiration.

A West Virginia Collector

"Few people today realize how many exceedingly interesting characters there are in every part of our country," says an article in the Roanoke County (W. Va.) Reporter. The article further adds that often such persons are hidden by their work. Often times they are merely unnoticed because they do not clamour for attention.

Outstanding among such personalities is Miss Elah Chapman, a West Virginian, who has perhaps, more hobbies than any other woman of her age. Hers is one of the most interesting homes in her community.

The Chapman home, was built more than fifty years ago. It has seven gables, as the New England one Nathaniel Hawthorne made famous in his novel. Petunias bloom in window boxes under the gables. A grove of ancient oak trees lend to the proper atmosphere.

The exposed beams and wood work of dark oak, antique furniture, china, books and pictures, and many odd corners give it an unusual charm. In such a background, it is natural that Miss Chapman chose for hobbies the collection of antiques, china, pictures and clippings, and the study of bird lore.

Having studied birds continually since 1917, she is well informed on the local species. Her note book lists the various kinds of birds seen here each year. She saw 54 different kinds of birds in 1929. Only 37 have been observed this year, but she expects to see more during the migratory period.

Data on rocks, the nobility, and John D. Rockefeller hold an honored position in Miss Chapman's scrap books. The scrap books also contain many interesting clippings on various other subjects. Many valuable pieces of furniture are among her collection of antiques.

Among Miss Chapman's collection of 200 pitchers, one finds many kinds, sizes and values. There are pitchers from Germany, France, England, Japan, Mexico, Canada, Panama, Rome, Czechoslovakia and many other countries. She has one carved from a peach seed, and one made from native clay from her own county. The heavily decorated, rare Sandwich glass, Majolica, Dresden and Wedgwood are also found in the collection.

There are bird and animal likenesses on one shelf and toby jugs on another. They represent such characters as John Bull and Mr. Bumble, a Dickens character.

Miss Chapman has a store of interesting and valuable information which she enthusiastically imparts to her friends—especially if they come with pitchers under their arms.

*Contributed by
Mrs. Fred Young*

CARD COLLECTING

By J. R. BURDICK

NOTHING seems to intrigue a collector so much as a mistake. In the field of cards Dame Fortune has favored us with several of them, and doubtless there are many others yet unfound.

Perhaps the best known is the Hassan "Indian Life" card on which the name "Stalking Deer" should be "Stalking the Antelope." There are cards of each name. The Lighthouse Series by the same firm has Annisquam Harbor Light with no name at all.

Then in the small baseball cards with team symbol in top left corner we find Dougherty of the Chicago White Sox—but the sox are red, like the rest of the background, and not white. In the extra large cards we find Doolan of the Phillies with the name spelled Doolin. Both these errors were corrected.

Then we find a funny thing in the picture of Joe Coburn of the prize ring. He is posed in an outdoor ring with a single onlooker leaning against the ropes. Evidently Joe didn't like the bystander because he was removed and only a few slight traces of his presence show in the revamped card. In the extra large fighters we think Jack Johnson was forgotten. Originally 25 rings champs were selected for the series but Jack was added for the 26th. Maybe Jack knocked out a few aspirants and so gained recognition.

In a set showing aviators, by United Cigars, the printer got his fronts and backs scrambled so badly that at least 28 cards are needed to show the set of 25—both front and back. Several other errors by the printer or cutter are known.

It has been claimed that some firms deliberately withheld one or two cards to make completion of the set difficult or impossible. I doubt this as usually the seemingly non-existent items turn up in due course. In one or two cases it may be possible. Hassans "Cowboy Series" is plainly labeled 1-50 but nobody, as yet, has seen more than 49 cards. Another case is Murad's "Seals and Arms" in which the state seal of Maryland is a holdout. It's hard to see why Maryland, an original colony, should be discriminated against.

For the extreme specialist, and there are such, every minute difference such as color of ink, and factory number, make a new variety. In some sets there is seemingly no end for such a collection. Canadian cards have a mammoth set in the playing card series of British Consuls. There must be a couple thousand of them in all.

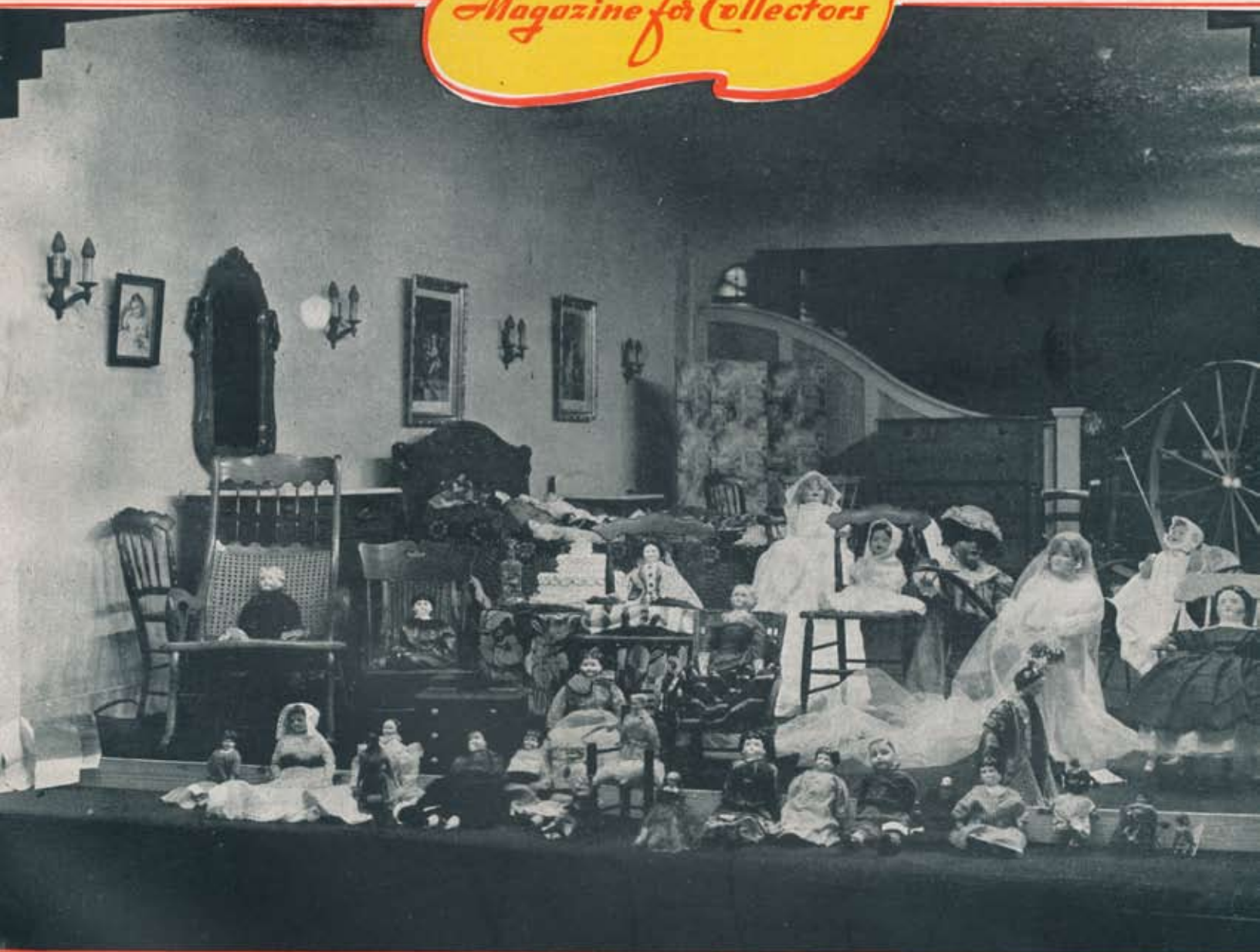
Collectors who love to search for mistakes and varieties will be well pleased with card collecting. There is plenty of proof that we all make mistakes or at least change our minds.

HOBBIES

JUNE, 1938

25c

The Magazine for Collectors



DOLLS FROM THE COLLECTION OF MRS. BLANCHE WATSON, AURORA, ILL.

BASEBALLIANA HISTORY
 IN
OLD TIME CIGARETTE CARDS
 By J. R. BURDICK

ABOUT the first disappointment of those who become interested in old cigarette cards is that they are unable to find a sufficient quantity to collect. It is true that there are no large floating stocks available. As to the tobacco issues, these are practically a closed collection. So far as known there are no current issues and only a few sets have appeared since 1915. Many of the old collections have changed hands or are stored away and forgotten. In consequence, collecting them today presents a much different problem than collecting a

line which has a continual flow of new issues and has specialized dealers to distribute them.

There are one or two dealers who carry a stock of cards but collectors should consider every dealer in curios, prints, and old books as a card dealer. I believe the vast majority of hobby dealers carry more than one line—just as most collectors have two or more interests. A stamp dealer, within the past couple of years, has branched out into Currier & Ives, old books, and cards, among other things. A book dealer in South Carolina and another in Salt Lake City have found several of the old printed card albums, and a dealer in old prints up in Maine dug up some of the fine old cards.

Every month HOBBIES contains descriptions of the collections of various sorts for which there are no specific dealers. Going after such things means a long search, national and local advertising, contacts with other collectors and sources of supply, a study, and some little patience. It also involves some expense, as does everything at all worth while, al-

though cards are not costly when compared with many hobbies.

Such a card collecting program should result in a well rounded collection within a few years. But not a complete collection for completeness is too much to hope for with many of the older series. After a time additions become fewer and farther between, but all the more enjoyed, and that is real collecting.

Cards are a sideline to most collectors but many admit a stronger fondness for them than for the main hobby which probably takes the bulk of the spare cash. The feeling is strengthened by the difficulties of their accumulation and by the contacts and studies of them among collectors. They are a type of Americana and share in the love which all Americans have for the relics and remains of years gone by.

There is no more interesting series in card classifications than the baseball series of which the accompanying illustration is representative. Baseball fans, here is history via the old cigarette cards.

Old time cigarette cards (baseball series) from the collection of J. R. Burdick.



(End of Compilation)