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Beinecke Rare Book and Manuscript Library

# Guide to the Collection of Advertisements that Depict American History

WA MSS S-2622



by Matthew Daniel Mason and Sarah Lerner

October 2009, updated December 2020

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## Collection Overview

**REPOSITORY:** Beinecke Rare Book and Manuscript Library  
P. O. Box 208330  
New Haven, CT 06520-8330  
(203) 432-2977  
beinecke.library@yale.edu  
<http://beinecke.library.yale.edu/>

**CALL NUMBER:** WA MSS S-2622

**TITLE:** Collection of advertisements that depict American history

**DATES:** 1870–2004, 1870–2004

**BULK DATES:** 1887–1970, 1887–1970

**PHYSICAL DESCRIPTION:** 19.5 linear feet (30 boxes)

**PHYSICAL DESCRIPTION:** 19.5 linear feet (30 boxes)

**LANGUAGE:** In English, Italian, German, French, Dutch, and Spanish.

**SUMMARY:** This collection consists of collecting cards, advertising cards, sticker books, sheet music, and printed ephemera that document popular culture images of the United States and North America, as viewed chiefly by countries throughout Europe, including France, Great Britain, Belgium, Germany, Italy, and Spain. The collection provides depictions of American subjects and themes from primarily European viewpoints used by companies to advertise their products or as premiums accompanying products. Subjects particularly well represented include Indigenous peoples of North America and the American West, as well as natural landscapes and historical events, such as national parks and the American Civil War. Prominent individuals represented in the collection include United States presidents, particularly George Washington and Abraham Lincoln, and historical figures including Daniel Boone, Sitting Bull, Kit Carson, and Wyatt Earp.

**ONLINE FINDING AID:** To cite or bookmark this finding aid, please use the following link: <http://hdl.handle.net/10079/fa/beinecke.advertisements>

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## Requesting Instructions

To request items from this collection for use in the Beinecke Library reading room, please use the request links in the HTML version of this finding aid, available at <http://hdl.handle.net/10079/fa/beinecke.advertisements>.

To order reproductions from this collection, please send an email with the call number, box number(s), and folder number(s) to [beinecke.images@yale.edu](mailto:beinecke.images@yale.edu).

Key to the container abbreviations used in the PDF finding aid:

b. box  
f. folder

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## Administrative Information

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### Immediate Source of Acquisition

Purchased from Kevin Jackson on the Frederick W. and Carrie S. Beinecke Fund for Western Americana, William Robertson Coe Fund No. 3, Thomas W. Streeter Fund, Arthur Corbitt Hoskins Memorial Fund, and Edwin J. Beinecke Book Fund, 2009-2019. Some materials gifted by Kevin Jackson, 2009-2015. For more information consult the appropriate curator.

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### Conditions Governing Access

The materials are open for research.

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### Conditions Governing Use

The Collection of Advertisements that Depict American History is the physical property of the Beinecke Rare Book and Manuscript Library, Yale University. Literary rights, including copyright, belong to the authors or their legal heirs and assigns. For further information, consult the appropriate curator.

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### Preferred Citation

Collection of Advertisements that Depict American History. Yale Collection of Western Americana, Beinecke Rare Book and Manuscript Library.

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### Processing Information

This is an open collection to which additions are expected. Consequently, it is organized by accession, with the contents of each accession arranged in parallel fashion.

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## Scope and Contents

This collection consists of collecting cards, advertising cards, sticker books, sheet music, and printed ephemera that document popular culture images of the United States and North America, as viewed chiefly by countries throughout Europe, including France, Great Britain, Belgium, Germany, Italy, and Spain. The collection provides depictions of American subjects and themes from primarily European viewpoints used by companies to advertise their products or as premiums accompanying products. Subjects particularly well represented include Indigenous peoples of North America and the American West, as well as natural landscapes and historical events, such as national parks and the American Civil War. Prominent individuals represented in the collection include United States presidents, particularly George Washington and Abraham Lincoln, and historical figures including Daniel Boone, Sitting Bull, Kit Carson, and Wyatt Earp.

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## Arrangement

Organized into ten series: I. 2009 Acquisition, circa 1870-1992. II. 2010 Acquisition, 1870-1994. III. 2011 Acquisitions, 1876-1992. IV. 2012 Acquisitions, circa 1930s-circa 1980s. V. 2013 Acquisition, 1892-1995. VI. 2014 Acquisition, circa 1890s-circa 1951. VII. 2015 Acquisition, 2004. VIII. 2016 Acquisition, 1956. IX. 2018 Acquisitions, circa 1910s-1993. X. 2020 Acquisition, 1899-circa 1960s.

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## Collection Contents

### Series I: 2009 Acquisition, circa 1870-1992

158 Folders

This series consists of collecting cards, advertising cards, sticker books, sheet music, and printed ephemera that document popular culture images of the United States and North America, acquired by the Beinecke Rare Book and Manuscript Library in 2009.

Arranged in five subseries: Collecting Cards, Advertising Cards, Sticker Books, Sheet Music, and Printed Ephemera.

#### Collecting Cards

Collecting cards issued singly or in sets. Some cards include advertising or accompanied a product as a premium.

Arranged alphabetically by company and then chronologically.

|            |  |            |
|------------|--|------------|
|            | A. & B.C. Gum  |            |
| b. 1, f. 1 | Flags of the World<br><i>1 card</i>                    | 1959       |
|            | American Tobacco Company                               |            |
| b. 1, f. 2 | Types of Nations<br><i>2 cards</i>                     | 1911       |
|            | Astra Margarine  |            |
| b. 1, f. 3 | Les Indiens (Indians)<br><i>1 card</i>                 | circa 1930 |
|            | Axa Margarine  |            |
| b. 1, f. 4 | Amérique Occidentale/West Amerika (Western America)    | circa 1895 |
|            | Barratt & Co.  |            |
| b. 1, f. 5 | Animals in the Service of Man<br><i>1 card</i>         | 1964       |
|            | Biesolt & Locke Sewing Machines                        |            |
| b. 1, f. 6 | Religiöse Gebräuche (Religious Rites)<br><i>1 card</i> | circa 1900 |
|            | Carreras Ltd.  |            |
| b. 1, f. 7 | Figures of Fiction<br><i>1 card</i>                    | 1924       |
|            | Cavanders Ltd.   |            |
| b. 1, f. 8 | Peeps Into Many Lands<br><i>2 cards</i>                | 1928       |
|            | Chocolat de Guyenne                                    |            |

## Collecting Cards &gt; Chocolat de Guyenne (continued)

|                           |   |            |
|---------------------------|---|------------|
| b. 1, f. 9                | Les Costumes: Renaissance a Nos Jours (Costumes: Renaissance to Today)<br><i>1 card</i>       | circa 1920 |
| Chocolat Félix Potin      |   |            |
| b. 1, f. 10               | Les Grands Explorateurs (The Great Explorers)<br><i>2 cards</i>                               | circa 1900 |
| Chocolat Guérin-Boutron   |   |            |
| b. 1, f. 11               | Auteurs Célèbres, Principales Oevres (Celebrated Authors, Principal Scenes)<br><i>3 cards</i> | circa 1895 |
| b. 1, f. 12               | Chasses et Pêches (Fishing and Hunting)<br><i>2 cards</i>                                     | circa 1895 |
| b. 1, f. 13               | Les Costumes, Antiquité a Moyen Âge (Costumes, Antiquity to Middle Ages)<br><i>1 card</i>     | circa 1895 |
| b. 1, f. 14               | Les Grands Explorateurs (The Great Explorers)<br><i>2 cards</i>                               | circa 1895 |
| b. 1, f. 15               | Les Bienfaiteurs de l'Humanite (The Benefactors of Humanity)<br><i>3 cards</i>                | circa 1905 |
| b. 1, f. 16               | Fleurs-Pays (Flowers by Country)<br><i>2 cards</i>  | circa 1905 |
| b. 1, f. 17               | Les Mammiferes (The Mammals)<br><i>3 cards</i>  | circa 1950 |
| b. 1, f. 18               | Le Tour Du Monde en 84 Étapes (Around the World in 84 Steps)<br><i>3 cards</i>                | circa 1905 |
| Chocolat Meurisse         |   |            |
| b. 1, f. 19               | Costumes Nationaux/Nationale Klederdrachten (National Costumes)<br><i>1 card</i>              | circa 1945 |
| Chocolat Poulain          |   |            |
| b. 1, f. 20               | La Nature et Ses Merveilles (Nature and Its Wonders)<br><i>1 card</i>                         | circa 1900 |
| b. 1, f. 21               | Tour du Monde d'un Naturaliste (World Tour of a Naturalist)<br><i>1 card</i>                  | circa 1900 |
| Chocolat Unicol           |   |            |
| b. 1, f. 22               | Collection la Poste/Verzameling de Post<br><i>2 cards</i>                                     | circa 1935 |
| Chocolaterie d'Aiguebelle |   |            |
| b. 1, f. 23               | Le Monde des Plantes (The World of Plants)<br><i>2 cards</i>                                  | circa 1900 |

## Collecting Cards (continued)

|   |   |                 |
|---|---|-----------------|
| Club Member Cigarettes                                |   |                 |
| b. 1, f. 24   | Indian Blanket Weaver<br><i>1 card</i>  | circa 1925      |
| De-lish-us Potato Chips                               |   |                 |
| b. 15, f. 443   | Civil War Scenes<br><i>36 cards</i>   | 1986            |
| Franklin, Davey & Co.                                 |   |                 |
| b. 1, f. 25   | Children of all Nations<br><i>1 card</i>  | 1939            |
| Gartmann-Chocolade                                    |   |                 |
| b. 1, f. 26   | Amerikan Völkertypen (Types of American People)<br><i>3 cards</i>                                       | circa 1900-1910 |
| b. 1, f. 27   | Tragen der Kinder Bei Verschiedenen Völkern (Children's Clothing of Different Nations)<br><i>1 card</i> | circa 1900-1910 |
| H. Laas & Cie   |   |                 |
| b. 1, f. 28   | Amérique du Nord (North America)<br><i>1 card</i>   | circa 1890      |
| b. 1, f. 29   | Les Races Humaines (Human Races)<br><i>1 card</i>   | circa 1890      |
| Hassan Cigarettes                                     |   |                 |
| b. 1, f. 30   | The World's Greatest Explorers<br><i>1 card</i>   | 1910            |
| Helmar Turkish Cigarettes/Turkish Trophies Cigarettes |   |                 |
| b. 1, f. 31   | Costumes and Scenery for All the Countries of the World<br><i>2 cards</i>                               | circa 1900      |
| Historical Images Inc.                                |   |                 |
| b. 15, f. 444   | Civil War Naval Battles<br><i>36 cards</i>  | 1992            |
| Hoadley's Chocolates                                  |   |                 |
| b. 1, f. 32   | Wild West Series<br><i>50 cards</i>   | 1938            |
| I. Masclet  |   |                 |
| b. 1, f. 33   | Le Capitole de Washington<br><i>1 card</i>  | circa 1890      |
| John Player & Sons                                    |   |                 |



## Collecting Cards &gt; John Player &amp; Sons (continued)

|                                |  |            |
|--------------------------------|--|------------|
| b. 1, f. 34                    | British Empire Series<br><i>1 card</i>   | 1904       |
| b. 1, f. 35                    | Riders of the World<br><i>2 cards</i>  | 1905       |
| b. 1, f. 36                    | Famous Beauties<br><i>1 card</i>   | 1937       |
| Lavazza                        |  |            |
| b. 1, f. 37                    | Vecchio Far West (Old Wild West)<br><i>6 cards</i>   | 1951       |
| b. 1, f. 38                    | Le Razze Umane (The Human Race)<br><i>1 card</i>   | 1956       |
| b. 1, f. 39                    | Usi Strani di Strana Gente: I Diavoli Rossi Della Terre Rosse (Strange Uses of Strange People: The Red Devils of the Red Land)<br><i>6 cards</i> | 1959       |
| Liebig Extract of Meat Company |  |            |
| b. 1, f. 40                    | Christophe Colomb (Christopher Columbus)<br><i>6 cards</i>   | 1887       |
| b. 1, f. 41                    | Scènes des Oevres de Fenimore Cooper (Scenes of James Fenimore Cooper )<br><i>6 cards</i>  | 1897       |
| b. 1, f. 42                    | Berühmte Felsen (Famous Rocks)<br><i>1 card</i>  | 1902       |
| b. 1, f. 43                    | La Case de l'Oncle Tom (Uncle Tom's Cabin)<br><i>6 cards</i>   | 1904       |
| b. 1, f. 44                    | Au Mexique (Mexico)<br><i>6 cards</i>  | 1908       |
| b. 1, f. 45                    | La Coltivazione del Contone (Cultivation of Cotton)<br><i>6 cards</i>  | 1909       |
| b. 1, f. 46                    | Kinderspel en Poppen in Verscheidene Landen (Children and Dolls in Several Countries)<br><i>1 card</i>   | 1911       |
| b. 1, f. 47                    | Peaux Rouges - Faiseur de Pluie (Redskins - Rainmaker)<br><i>1 card</i>  | circa 1911 |
| b. 1, f. 48                    | Histoire des Etats-Unis (History of the United States )<br><i>6 cards</i>  | 1938       |
| b. 1, f. 49                    | La Vallée de la Morte (Death Valley)<br><i>6 cards</i>   | 1940       |
| b. 1, f. 50                    | Il Fuoco Presso I Selvaggi (Fire Among the Natives)<br><i>2 cards</i>  | 1940       |

## Collecting Cards &gt; Liebig Extract of Meat Company (continued)

|                               |  |      |
|-------------------------------|--|------|
| b. 1, f. 51                   | Coutumes de Mariages Exotiques (Exotic Wedding Customs)<br><i>1 card</i>   | 1941 |
| b. 1, f. 52                   | Le Chant de Hiawatha (The Song of Hiawatha)<br><i>6 cards</i>  | 1948 |
| b. 1, f. 53                   | Geschiedenis der Verenigde Staten (History of the United States)<br><i>6 cards</i>   | 1956 |
| b. 1, f. 54                   | Indiens des Plaines et Des Bois de l'Amerique du Nord (Indians of the Plains and Woods of North America)<br><i>6 cards</i> | 1956 |
| b. 1, f. 55                   | Indiens Pueblos et Totémistes de l'Amerique du Nord (Pueblo and Totem Indians of North America)<br><i>6 cards</i>          | 1956 |
| b. 1, f. 56                   | Historie de Mexique (History of Mexico)<br><i>6 cards</i>  | 1958 |
| b. 1, f. 57                   | Comment Elles Portent Leur Enfant (How Children are Carried,)<br><i>1 card</i>   | 1959 |
| b. 1, f. 58                   | Corps Expéditionnaires Belges (Belgian Expeditionary Forces)<br><i>1 card</i>  | 1962 |
| b. 1, f. 59                   | Le Culle nel Mondo (Beds in the World)<br><i>1 card</i>  | 1967 |
| b. 1, f. 60                   | Le Grandi Sfide (The Grand Battles)<br><i>1 card</i>   | 1972 |
| Major Drapkin & Co.           |  |      |
| b. 1, f. 61                   | Puzzle Pictures  | 1926 |
| b. 1, f. 62                   | Girls of Many Lands<br><i>1 card</i>   | 1929 |
| Nostalgia Reprints            |  |      |
| b. 1, f. 63                   | Celebrated American Indian Chiefs<br><i>47 cards</i><br>Reprints of cards distributed by Allen & Ginter in 1888.           | 1988 |
| Ogden's Cigarettes            |  |      |
| b. 1, f. 64                   | Picturesque People of the Empire<br><i>4 cards</i>   | 1927 |
| Peter Jackson (Overseas) Ltd. |  |      |
| b. 1, f. 65                   | Speed - Through the Ages<br><i>1 card</i>  | 1937 |
| Ringtons Limited              |  |      |
| b. 1, f. 66                   | Head-Dresses of the World<br><i>3 cards</i>  | 1973 |

## Collecting Cards (continued)

|   |  |                 |
|---|--|-----------------|
| Royal Bengals Little Cigars                   |  |                 |
| b. 1, f. 67                                   | Men of History, 2nd Series<br><i>15 cards</i>  | circa 1910-1912 |
| Rosan Printing Corporation                    |  |                 |
| b. 1, f. 68                                   | U.S. Army in Action<br><i>64 cards</i>   | 1953            |
| Sidam   |  |                 |
| b. 1, f. 69                                   | World Locations<br><i>3 cards</i>  | circa 1960      |
| Thés Sarah - Poivres Sarah                    |  |                 |
| b. 1, f. 70                                   | Les Grands Explorateurs (The Great Explorers)<br><i>2 cards</i>  | circa 1895      |
| Topps   |  |                 |
| b. 1, f. 71                                   | Roundup<br><i>80 cards</i>   | 1956            |
| b. 1, f. 72                                   | Civil War News<br><i>88 cards</i><br>Includes fifteen reproductions of Confederate States of America<br>Currency | 1961            |
| Tuff Stuff, Inc.                              |  |                 |
| b. 15, f. 445                                 | Famous Battles of the Civil War<br><i>100 cards</i>  | 1991            |
| Typhoo Tea Ltd.                               |  |                 |
| b. 1, f. 73                                   | British Empire at Work<br><i>3 cards</i>   | 1925            |
| b. 1, f. 74                                   | Paper Models<br><i>2 cards</i>   | 1927            |
| b. 1, f. 75                                   | Important Industries of the British Empire<br><i>1 card</i>  | 1939            |
| b. 1, f. 76                                   | Travel Through the Ages<br><i>1 card</i>   | 1962            |
| United Services Manufacturing Company Limited |  |                 |
| b. 1, f. 77                                   | Ancient Warriors<br><i>1 card</i>  | 1938            |
| Victoria Gallery                              |  |                 |
| b. 15, f. 446                                 | American Civil War Leaders<br><i>20 cards</i>  | 1991            |

## Collecting Cards (continued)

## Virginia Hobby Supply, Inc.

|               |   |      |
|---------------|---|------|
| b. 15, f. 447 | Civil War: The Heritage Collection (Set One)<br><i>20 cards</i> | 1991 |
|---------------|---|------|

|               |  |      |
|---------------|--|------|
| b. 15, f. 448 | On Guard: The Heritage Collection<br><i>62 cards</i> | 1992 |
|---------------|--|------|

## W.A. &amp; A.C. Churchman Cigarettes

|             |                                     |      |
|-------------|-------------------------------------|------|
| b. 1, f. 78 | Pipes of the World<br><i>1 card</i> | 1912 |
|-------------|-------------------------------------|------|

|             |                                     |      |
|-------------|-------------------------------------|------|
| b. 1, f. 79 | Curious Dwellings<br><i>2 cards</i> | 1926 |
|-------------|-------------------------------------|------|

|             |  |      |
|-------------|--|------|
| b. 1, f. 80 | Warriors of All Nations<br><i>1 card</i> | 1929 |
|-------------|--|------|

## W.D. &amp; H.O. Wills

|             |   |      |
|-------------|---|------|
| b. 1, f. 81 | Time & Money in Different Countries<br><i>2 cards</i> | 1908 |
|-------------|---|------|

|             |                                      |      |
|-------------|--------------------------------------|------|
| b. 1, f. 82 | Riders of the World<br><i>1 card</i> | 1926 |
|-------------|--------------------------------------|------|

## W. Duke &amp; Sons

|             |   |      |
|-------------|---|------|
| b. 1, f. 83 | Battle Scenes (American Civil War)<br><i>25 cards</i> | 1887 |
|-------------|---|------|

## Wagner &amp; Co.

|             |   |      |
|-------------|---|------|
| b. 1, f. 84 | Menschenrassen (Races)<br><i>1 card</i> | 1928 |
|-------------|---|------|

## Advertising Cards

Cards distributed chiefly in France by merchants or manufacturers to advertise or promote their business or product.

Each folder contains a single advertising card, except where noted.

Arranged alphabetically by merchant, manufacturer, or product.

|             |                                   |            |
|-------------|-----------------------------------|------------|
| b. 1, f. 85 | Archambault Jeune, Angers, France | circa 1885 |
|-------------|-----------------------------------|------------|

|             |   |            |
|-------------|---|------------|
| b. 1, f. 86 | Arlatte & Cie. - Chiorée Bleu Argent, Cambrai, France | circa 1890 |
|-------------|---|------------|

|             |                              |            |
|-------------|------------------------------|------------|
| b. 1, f. 87 | Au Bon Marche, Paris, France | circa 1885 |
|-------------|------------------------------|------------|

|             |                               |            |
|-------------|-------------------------------|------------|
| b. 1, f. 88 | Badoit, Saint-Galmier, France | circa 1895 |
|-------------|-------------------------------|------------|

|             |                                |            |
|-------------|--------------------------------|------------|
| b. 1, f. 89 | Biscuits Pernot, Dijon, France | circa 1899 |
|-------------|--------------------------------|------------|

|             |                                  |            |
|-------------|----------------------------------|------------|
| b. 1, f. 90 | Boucherie Sedaine, Paris, France | circa 1890 |
|-------------|----------------------------------|------------|

|             |  |                 |
|-------------|--|-----------------|
| b. 1, f. 91 | Café Instantané Robertet, Grasse, France | circa 1875-1887 |
|-------------|--|-----------------|

|             |                                    |            |
|-------------|------------------------------------|------------|
| b. 1, f. 92 | Chaussures Bourdais, Tours, France | circa 1890 |
|-------------|------------------------------------|------------|

## Advertising Cards (continued)

|              |   |                 |
|--------------|---|-----------------|
| b. 1, f. 93  | Chocolat Félix Potin, Paris, France   | circa 1890      |
| b. 1, f. 94  | Chocolat d'Aiguebelle, France   | circa 1890      |
| b. 1, f. 95  | Chocolat Guérin-Boutron, Paris, France<br><i>2 cards</i>                        | circa 1890      |
| b. 1, f. 96  | Chocolat Ibled, Paris, France   | circa 1890      |
| b. 1, f. 97  | Chocolat Klaus, Paris, France   | circa 1890      |
| b. 1, f. 98  | Chocolat Louit, Bordeaux, France  | circa 1900      |
| b. 1, f. 99  | Chocolat Moreuil, Paris, France   | circa 1885      |
| b. 1, f. 100 | Clark & Co., Paris, France  | circa 1885      |
| b. 1, f. 101 | Désiré Ikelmer, Paris, France   | circa 1900      |
| b. 1, f. 102 | A l'Époque, Paris, France   | circa 1880      |
| b. 1, f. 103 | Huntley & Palmers Biscuits, Reading and London, Great Britain<br><i>2 cards</i> | circa 1880      |
| b. 1, f. 104 | La Kabiline Dye, France   | circa 1895      |
| b. 1, f. 105 | Lefèvre-Utile Biscuit Co., Nantes, France<br><i>2 cards</i>                     | circa 1890      |
| b. 1, f. 106 | Maison de la Belle Jardinière, Paris, France                                    | circa 1870      |
| b. 1, f. 107 | Maison de la Pointe, Saint-Eustache, Paris, France<br><i>2 cards</i>            | circa 1878      |
| b. 1, f. 108 | Maison Leconte-Collette, Lille, France  | circa 1880      |
| b. 1, f. 109 | Mon Meyer, Tonnerre, France   | circa 1880      |
| b. 1, f. 110 | Noviant, Nancy, France  | circa 1885      |
| b. 1, f. 111 | P. Lebeault & Cie., Paris, France   | circa 1890      |
| b. 1, f. 112 | Paillettes Maire, Paris, France   | circa 1885      |
| b. 1, f. 113 | Poitel, Le Mans, France   | circa 1880      |
| b. 1, f. 114 | Van Leckwyck & Co., Rotterdam, Holland  | circa 1885      |
| b. 1, f. 115 | Vincent Fils Ainè, Saint-Étienne, France  | circa 1878      |
| b. 1, f. 116 | Unidentified<br><i>14 cards</i>   | circa 1880-1900 |

## Sticker Books

Books, generally intended for children, with pages that feature illustrations of stickers affixed in formerly blank spaces.

Each folder contains a single sticker book, except where single or multiple stickers without a sticker book are noted.

Arranged alphabetically by publisher and then chronologically.

## Agência Portuguesa de Revistas

|                          |   |            |
|--------------------------|---|------------|
| b. 2, f. 117             | <i>West</i>   | 1979       |
| Artis - Brussels         |   |            |
| b. 2, f. 118             | Harriet Beecher-Stowe, <i>La Case de l'Oncle Tom</i> (Uncle Tom's Cabin)<br>French translation by Jean Voellmy, with illustrations by Hugo Laubi.   | 1958       |
| Belgian Chewing Gum      |   |            |
| b. 2, f. 119             | <i>Far West Album</i>   | 1937       |
| Casino                   |   |            |
| b. 4, f. 120             | <i>Jojo et Louisette Voyage Autour du Monde: Amérique</i> (Travel Around the World: America)  | 1958       |
| Chocolade Martougin      |   |            |
| b. 2, f. 121             | <i>Buffalo-Bill</i>   | 1930       |
| b. 2, f. 122             | <i>Sitting Bull, de Indiaanse Napoleon</i> (Sitting Bull, the Indian Napoleon)  | 1950       |
| Chocolat Pupier          |   |            |
| b. 2, f. 123             | <i>l'Amérique du Nord</i> (North America)<br>1 sticker  | circa 1968 |
| Cocorico                 |   |            |
| b. 2, f. 124             | Willis Lindquist, John Alan Maxwell, and Charles Bellows,<br><i>l'Encyclopédie par le Timbre - Kit Carson</i><br>French edition of Willis Lindquist, <i>The Golden Stamp Book of Kit Carson</i> (New York: Simon & Schuster, 1956). | 1956       |
| Golden Press             |   |            |
| b. 2, f. 125             | Thomas K. Ford and Mel Crawford. <i>The Golden Stamp Book of Presidents of the United States.</i>   | 1954       |
| Gordon Bread Company     |   |            |
| b. 2, f. 126             | <i>Nature's Splendor</i><br>2 stickers  | circa 1950 |
| International Edugraphic |   |            |
| b. 4, f. 127             | American History: Discovery Through the American Revolution   | 1932       |

## Sticker Books (continued)

|   |  |            |
|---|--|------------|
| John Player & Sons  |  |            |
| b. 2, f. 128  | <i>Military Uniforms of the British Empire Overseas</i><br>1 sticker                                       | 1937       |
| Meurisse Chocolate  |  |            |
| b. 2, f. 129  | <i>De Wonderlyjke gebarentaal der Indianen</i> (The Marvelous Indian Sign Language)                        | circa 1955 |
| Nestlé  |  |            |
| b. 2, f. 130  | Series 59. Scènes de la Vie Indienne (Scenes from Indian Life), by K. F. Berg<br>12 stamps on 1 sheet      | 1956       |
| Nestlé, Peter, Cailler, Kohler  |  |            |
| b. 2, f. 131  | <i>Album Chocola's</i><br>1 sticker  | circa 1953 |
| Simon & Schuster  |  |            |
| b. 2, f. 132  | Jeanette Eaton and Harper Johnson, <i>The Golden Stamp Book of George Washington</i>                       | 1954       |
| b. 2, f. 133  | Willis Lindquist and Edwin Schmidt, <i>The Golden Play Book of Pirate Stamps</i>                           | 1954       |
| b. 2, f. 134  | Irwin Shapiro and Nino Cabre, <i>The Golden Stamp Book of Westward Ho</i>                                  | 1954       |
| b. 2, f. 135  | Irwin Shapiro and Douglas Gorsline, <i>The Golden Stamp Book of Abraham Lincoln</i>                        | 1954       |
| b. 2, f. 136  | Willis Lindquist and Peter Bruchard, <i>The Golden Stamp Book of Discoveries and Explorers</i>             | 1955       |
| b. 2, f. 137  | Louis Ramón and Al Schmidt, <i>The Golden Stamp Book of Daniel Boone</i>                                   | 1955       |
| b. 2, f. 138  | Monica Hill and Mel Crawford, <i>The Golden Stamp Book: The Life and Legend of Wyatt Earp</i>              | 1958       |
| Sheet Music   |  |            |
| Music printed on unbound sheets of paper with illustrations and content that reflect American themes. |  |            |
| Arranged chronologically,   |  |            |
| b. 3, f. 139  | Theodore Bonheur, <i>Across the Plains: Indian Ride</i> (London: W. Paxton & Co.)                          | 1915       |
| b. 3, f. 140  | Neil Moret (pseudonym of Charles N. Daniels), <i>Silverheels</i> (London: Francis Day & Hunter)            | 1915       |
| b. 3, f. 141  | Harry H. Williams and Egbert Van Alstyne, <i>In the Land of the Buffalo</i> (London: Francis Day & Hunter) | 1907       |

## Printed Ephemera

Printed ephemera consisting of cigar bands, composition books, a counter card advertisement, and chromolithograph cutouts of American Indians.

Arranged alphabetically by format and then chronologically.

## Cigar Bands

Narrow paper bands that originally encircled a cigar with illustrations, chiefly depicting Indians of North America.

|                  |   |                 |
|------------------|---|-----------------|
| b. 4, f. 142-150 | Cogétama, Ghent, Belgium<br><i>216 cigar bands</i>    | circa 1955-1970 |
| b. 4, f. 151     | Havana Karakter, Netherlands<br><i>24 cigar bands</i> | circa 1970      |

## Coloring Sheets

|              |   |      |
|--------------|---|------|
| b. 4, f. 152 | Nestlé chez les Peaux-Rouges<br><i>1 sheet</i><br>An outline drawing that depicts an American Indian holding a container of powdered chocolate. | 1930 |
|--------------|---|------|

## Composition Books

Stock-bound notebooks manufactured in Italy with cover illustrations that depict subjects from the American West.

Each folder contains a book, except where noted.

|              |   |            |
|--------------|---|------------|
| b. 4, f. 153 | A. Pizzi, Milan, Italy  | circa 1955 |
| b. 4, f. 154 | C.B.D., Milan, Italy<br><i>2 books</i>  | circa 1955 |
| b. 4, f. 155 | Cartiere Paolo Pigna, Alzano Lombardo, Italy  | circa 1955 |
| b. 4, f. 156 | Sterziana, Milan, Italy<br>Includes school of an Italian student and marks by a teacher in March-April 1957 | circa 1955 |

## Counter Card Advertisements

|              |  |                 |
|--------------|--|-----------------|
| b. 3, f. 157 | Crüwell-Tabak<br>A cardboard point of purchase sign that depicts an American Indian smoking a calumet. | circa 1920      |
| b. 4, f. 158 | Chromolithograph Cutouts of American Indians<br><i>7 cutouts</i>                                       | circa 1880-1890 |



**Series II: 2010 Acquisition, 1870-1994**

284 Folders

This series consists of collecting cards, advertising cards, sticker books, sheet music, and printed ephemera that document popular culture images of the United States and North America, acquired by the Beinecke Rare Book and Manuscript Library in 2010.

Arranged in five subseries: Collecting Cards, Advertising Cards, Sticker Books, Sheet Music, and Printed Ephemera.

## Collecting Cards

Collecting cards issued singly or in sets. Some cards include advertising or accompanied a product as a premium.

Arranged alphabetically by company and then chronologically.

## A. &amp; B. C. Gum

|                  |                    |      |
|------------------|--------------------|------|
| b. 5, f. 159-160 | Battle<br>73 cards | 1966 |
|------------------|--------------------|------|

|                  |                                  |      |
|------------------|----------------------------------|------|
| b. 5, f. 161-162 | The Legend of Custer<br>54 cards | 1968 |
|------------------|----------------------------------|------|

## American Tobacco Company

|              |   |      |
|--------------|---|------|
| b. 5, f. 163 | Cowboy Series<br>49 cards<br>Cards accompanied Hassan Cigarettes. | 1909 |
|--------------|---|------|

Lacks unpublished card of a poker shooting scene, which the manufacturer deemed too violent.

|              |   |      |
|--------------|---|------|
| b. 5, f. 164 | Indian life in the 60's<br>50 cards<br>Cards accompanied Hassan Cigarettes. | 1910 |
|--------------|---|------|

## Anglo Confectionery Ltd.

|              |                       |      |
|--------------|-----------------------|------|
| b. 5, f. 165 | Wild West<br>66 cards | 1970 |
|--------------|-----------------------|------|

## Arlatte &amp; Cie.

|              |                            |            |
|--------------|----------------------------|------------|
| b. 5, f. 166 | Untitled Series<br>6 cards | circa 1900 |
|--------------|----------------------------|------------|

## Aviatik-Zigarettenfabrik

|              |   |      |
|--------------|---|------|
| b. 5, f. 167 | Die Indianer, Wie Sie Wirklich Waren (The Indians, As They Really Were)<br>1 card | 1936 |
|--------------|---|------|

## Barratt &amp; Co. Ltd.

|              |                       |      |
|--------------|-----------------------|------|
| b. 5, f. 168 | Wild West<br>36 cards | 1959 |
|--------------|-----------------------|------|

## Collecting Cards &gt; Barratt &amp; Co. Ltd. (continued)

|  |  |            |
|--|--|------------|
| b. 5, f. 169                           | The Wild West<br><i>24 cards</i>   | 1961       |
| Bon-Point                              |  |            |
| b. 5, f. 170                           | Unititled series<br><i>1 card</i><br>Cards accompanied Sirop de Deschiens à l'Hémoglobine                              | circa 1930 |
| b. 5, f. 171                           | Indiens Peaux-Rouges (Indian Redskins)<br><i>6 cards</i>   | circa 1950 |
| Bowman Gum Haelan Laboratories Inc.    |  |            |
| b. 5, f. 172                           | U.S. Navy Victories<br><i>48 cards</i>   | 1954       |
| British-American Tobacco Company Ltd.  |  |            |
| b. 5, f. 173                           | Indian Chiefs<br><i>50 cards</i>   | 1930       |
| b. 6, f. 174                           | Wild West<br><i>100 cards</i><br>Cards accompanied packs of Gold Dollar Zigaretten.                                    | 1932       |
| b. 6, f. 175                           | In Prärie und Urwald (In Prairie and Forest)<br><i>100 cards</i><br>Cards accompanied packs of Gold Dollar Zigaretten. | 1934       |
| Brooke Bond Oxo Ltd.                   |  |            |
| b. 6, f. 176                           | Adventurers & Explorers<br><i>2 cards</i>  | 1973       |
| Brooke Bond Tea Ltd.                   |  |            |
| b. 6, f. 177                           | Transport through the Ages<br><i>1 card</i>  | 1966       |
| Carreras Ltd.                          |  |            |
| b. 6, f. 178                           | Highwaymen<br><i>1 card</i>  | 1924       |
| Cavanders Ltd.                         |  |            |
| b. 6, f. 179                           | Peeps Into Many Lands<br><i>6 cards</i>  | 1928       |
| Chocolat Guérin-Boutron, Paris, France |  |            |
| b. 6, f. 180                           | Fleurs Avec Pays d'Origine (Flowers With Country of Origin)<br><i>2 cards</i>  | circa 1900 |
| b. 6, f. 181                           | Les Bienfaiteurs de l'humanité (Benefactors of Mankind)<br><i>1 card</i>   | circa 1900 |

## Collecting Cards (continued)

## Chocolat Poulain

|               |   |            |
|---------------|---|------------|
| b. 6, f. 182  | Les Ponts Pittoresques (Scenic Bridges)<br><i>1 card</i>                  | circa 1900 |
| b. 6, f. 183  | Unidentified series<br><i>1 card</i>                                      | circa 1900 |
| b. 6, f. 184  | Unidentified series<br><i>1 card</i>                                      | circa 1900 |
| b. 14, f. 185 | l'Amérique du Nord (North America)<br><i>214 cards</i><br>Includes album. | circa 1968 |

## Chocolates Amatller

|              |   |            |
|--------------|---|------------|
| b. 6, f. 186 | Banderas del Universo (Flags of the Universe)<br><i>1 card</i>  | circa 1920 |
| b. 6, f. 187 | La Guerra Europea - 1917 (The European War - 1917)<br><i>1 card</i>   | circa 1920 |
| b. 6, f. 188 | Juanito Valiente: Aventura del Niño que No Creció Jamás (Juanito Valiente: Adventure of the Boy who Would Never Grow Up)<br><i>25 cards</i> | circa 1928 |
| b. 6, f. 189 | Grandes Cacerías por Segrelles (Big Hunt for Segrelles)<br><i>5 cards</i>   | circa 1930 |
| b. 6, f. 190 | Hombres Eminentes (Eminent Men)<br><i>1 card</i>  | circa 1935 |

## Chocolates de Bernardo Alcover

|              |  |            |
|--------------|--|------------|
| b. 6, f. 191 | Colección Zoológica (Zoo)<br><i>1 card</i> | circa 1900 |
|--------------|--|------------|

## Chocolates Riucord

|              |  |            |
|--------------|--|------------|
| b. 6, f. 192 | Exploradores (Explorers)<br><i>3 cards</i> | circa 1935 |
|--------------|--|------------|

## Cichorien-Caffee-Fabrik Daniel Voelcker

|              |   |            |
|--------------|---|------------|
| b. 6, f. 193 | Lastesel Belm Trunke aus Mamillarien (Donkeys Last Drink from Watermelons)<br><i>1 card</i> | circa 1910 |
|--------------|---|------------|

## Como Confectionery Products (London) Ltd.

|              |  |      |
|--------------|--|------|
| b. 6, f. 194 | Como's History of the Wild West<br><i>50 cards</i> | 1963 |
|--------------|--|------|

## Compañía Colonial de África

## Collecting Cards &gt; Compañía Colonial de África (continued)

|   |  |              |
|---|--|--------------|
| b. 6, f. 195                                  | Historia del Cacao y del Chocolate<br><i>6 cards</i><br>Cards accompanied products from the Fábrica de Chocolates Bubi.<br>Incomplete set. | circa 1930   |
| Co-operative Wholesale Society (England)      |  |              |
| b. 6, f. 196                                  | Western Stars<br><i>25 cards</i><br>Cards accompanied Jaycee Tipped Cigarettes.  | 1957         |
| Cope's (Firm)                                 |  |              |
| b. 6, f. 197                                  | Boats of the World<br><i>1 card</i><br>Cards accompanied packs of Cope's cigarettes.   | 1912         |
| D. Buchner & Co.                              |  |              |
| b. 6, f. 198                                  | Police Inspectors & Captains & Chiefs of the Fire Departments<br><i>1 card</i><br>Cards accompanied One of the Finest tobacco.             | 1888         |
| D. C. Thomson & Co.                           |  |              |
| b. 6, f. 199                                  | Adventure Picture Series<br><i>3 cards</i>   | 1929         |
| b. 6, f. 200                                  | Punishment Cards<br><i>1 card</i>  | 1936         |
| b. 6, f. 201                                  | Warrior Cards<br><i>1 card</i>   | 1937         |
| b. 6, f. 202                                  | Badges of the Fighting Flyers<br><i>1 card</i>   | 1937 March 6 |
| Den Danske Margarinefabrik A/S                |  |              |
| b. 6, f. 203                                  | Samfærdselsmidler før og nu (Means of Transportation, Then and Now)<br><i>2 cards</i>  | 1936         |
| Ed-U-Cards                                    |  |              |
| b. 6, f. 204                                  | Cowboys & Indians<br><i>35 cards</i>   | 1949         |
| Eilebrecht Zigaretten und Rauchtabak-Fabriken |  |              |
| b. 6, f. 205                                  | Series 1. Karl Friedrich May, Winnetou<br><i>6 cards</i>   | 1950         |
| b. 6, f. 206                                  | Series 4. Karl Friedrich May, Old Surehand<br><i>6 cards</i>   | 1950         |

## Collecting Cards &gt; Eilebrecht Zigaretten und Rauchtabak-Fabriken (continued)

|              |   |            |
|--------------|---|------------|
| b. 6, f. 207 | Series 6. Karl Friedrich May, Der Schatz im Silbersee (The Treasure of Silver Lake)<br><i>6 cards</i>           | 1950       |
| b. 6, f. 208 | Series 9. Karl Friedrich May, Der Ölprinz (The Oil Prince)<br><i>6 cards</i>                                    | 1950       |
| b. 6, f. 209 | Series 14. Karl Friedrich May, Schloß Rodriganda (Castle Rodriganda)<br><i>6 cards</i>                          | 1950       |
| b. 6, f. 210 | Series 18. Karl Friedrich May, Winnetou III<br><i>6 cards</i>   | 1950       |
| b. 6, f. 211 | Series 20. Karl Friedrich May, Am Rio de la Plata (On the Rio de la Plata)<br><i>6 cards</i>                    | 1950       |
| b. 6, f. 212 | Series 21. Karl Friedrich May, In den Kordilleren (In the Cordilleras)<br><i>6 cards</i>                        | 1950       |
| b. 6, f. 213 | Series 22. Karl Friedrich May, Halbblut (Half-Blood)<br><i>6 cards</i>  | 1950       |
| b. 6, f. 214 | Series 24. Karl Friedrich May, Der Geist des Llano Estakado (The Ghost of the Llano Estakado)<br><i>6 cards</i> | 1950       |
| b. 6, f. 215 | Series 35. Karl Friedrich May, Der Flucher (The Curse)<br><i>6 cards</i>  | 1950       |
| b. 6, f. 216 | Series 36. Karl Friedrich May, Der Blizzard (The Blizzard)<br><i>6 cards</i>                                    | 1950       |
| b. 6, f. 217 | Series 42. Karl Friedrich May, Santer<br><i>6 cards</i>   | 1950       |
| b. 6, f. 218 | Series 43. Karl Friedrich May, Sam Greenhornstreiche (Sam Greenhorn Pranks)<br><i>6 cards</i>                   | 1950       |
| b. 6, f. 219 | Series 44. Karl Friedrich May, Unter Komantschen (Among the Commanche)<br><i>6 cards</i>                        | 1950       |
| b. 6, f. 220 | Series 46. Karl Friedrich May, Der Pedlar (The Peddler)<br><i>6 cards</i>                                       | 1950       |
| b. 6, f. 221 | Series 49. Karl Friedrich May, Das Kleeblatt (The Cloverleaf)<br><i>6 cards</i>                                 | 1950       |
| b. 6, f. 222 | Series 50. Karl Friedrich May, Die Taube des Urwalds (The Dove of the Jungle)<br><i>6 cards</i>                 | 1950       |
|              | Evaristo Juncosa Pañella  |            |
| b. 6, f. 223 | Las Razas Humanas (The Human Races)<br><i>1 card</i>  | circa 1930 |

Express Weekly

## Collecting Cards &gt; Express Weekly (continued)

|   |   |            |
|---|---|------------|
| b. 6, f. 224  | The Wild West<br><i>25 cards</i>  | 1958       |
| Fernández y Canivell                                  |   |            |
| b. 6, f. 225  | Naciones del Mundo (Nations of the World)<br><i>2 cards</i><br>Card series accompanied Ceregumil Tonic. | circa 1935 |
| Fleer   |   |            |
| b. 6, f. 226-227                                      | Indian Trading Cards<br><i>79 cards</i><br>Lacks No. 56.  | 1959       |
| Frank Garo  |   |            |
| b. 6, f. 228  | Legends of the West<br><i>25 cards</i>  | 1979       |
| Gallina Blanca  |   |            |
| b. 6, f. 229  | Independencia EE. UU.<br><i>6 cards</i>   | circa 1955 |
| Gaycon Products Ltd.                                  |   |            |
| b. 7, f. 230  | Red Indians<br><i>50 cards</i>  | 1960       |
| George Payne & Co. Ltd.                               |   |            |
| b. 7, f. 231  | American Indian Tribes<br><i>25 cards</i><br>Cards accompanied G. P. Tea.                               | 1962       |
| Godfrey Phillips Ltd.                                 |   |            |
| b. 7, f. 232  | Red Indians<br><i>25 cards</i>  | 1927       |
| Goodies Ltd.  |   |            |
| b. 7, f. 233  | Indian Tribes<br><i>25 cards</i>  | 1975       |
| H. Ellis & Co.  |   |            |
| b. 7, f. 234  | Untitled Series<br><i>1 card</i>  | circa 1910 |
| Hartwig & Vogel A.G.                                  |   |            |
| b. 7, f. 235  | Kasper u. d. Leuwutschen (Punch in the Leuwutschen)<br><i>1 card</i>                                    | 1910       |
| Helmar Turkish Cigarettes/Turkish Trophies Cigarettes |   |            |

## Collecting Cards &gt; Helmar Turkish Cigarettes/Turkish Trophies Cigarettes (continued)

|   |   |            |
|---|---|------------|
| b. 7, f. 236  | Costumes and Scenery for All the Countries of the World<br><i>1 card</i>  | circa 1900 |
| Imperial Tobacco<br>Cards accompanied Ogden Cigarettes. |   |            |
| b. 7, f. 237  | Leaders of Men<br><i>6 cards</i><br>Subset that includes Abraham Lincoln, Christopher Columbus, George Washington, Sebastian Cabot, Thomas Alva Edison, and William Penn.   | 1924       |
| b. 7, f. 238  | The Story of Sand<br><i>1 card</i>  | 1934       |
| J. Berthier, Grenoble, France                           |   |            |
| b. 7, f. 239  | Untitled Series<br><i>1 card</i>  | circa 1930 |
| John H. Dockman & Son                                   |   |            |
| b. 7, f. 240  | Western Characters<br><i>3 cards</i><br>Accompanied Wild West Gum.  | 1910       |
| Kane Products   |   |            |
| b. 7, f. 241  | Historical Characters<br><i>10 cards</i><br>Subset that includes Abraham Lincoln, Billy the Kid, Daniel Boone, Davy Crockett, Edward Teach, James Wolfe, Sitting Bull, Thomas Alva Edison, Wild Bill Hickock, and William Cody. | 1957       |
| Kavalier-Schuhcreme                                     |   |            |
| b. 7, f. 242  | Reitertypen (Types of Riders)<br><i>2 cards</i>   | circa 1910 |
| Kentucky Tobaccos (Pty.) Ltd.                           |   |            |
| b. 7, f. 243  | The March of Mankind<br><i>1 card</i>   | 1940       |
| L. Schaal & Cie   |   |            |
| b. 7, f. 244  | Reise um die Welt in 84 Bildern (Travel Around the World in 84 Pictures)<br><i>3 cards</i>  | circa 1920 |
| Laboratoire Marie                                       |   |            |
| b. 7, f. 245  | Histoire Anecdotique de L'alimentation (Anecdotal History of Food)<br><i>1 card</i>   | circa 1910 |
| Leaf Brands   |   |            |
| b. 7, f. 246  | Totem Pole: Talking Signs<br><i>50 cards</i>  | 1962       |

## Collecting Cards &gt; Leaf Brands (continued)

|                                |   |            |
|--------------------------------|---|------------|
| b. 7, f. 247-248               | Good Guys and Bad Guys<br><i>72 cards</i><br>Lacks No. 40, which was never issued.                      | 1966       |
| Liebig Extract of Meat Company |   |            |
| b. 7, f. 249                   | États-Unis d'Amérique (United States of America)<br><i>6 cards</i>                                      | 1893       |
| b. 7, f. 250                   | La Terre et ses Habitants (The Earth and Its Inhabitants)<br><i>1 card</i>                              | 1900       |
| b. 7, f. 251                   | Au Far-West (In the Wild West)<br><i>6 cards</i>  | 1908       |
| b. 7, f. 252                   | Grandi Navigatori e Viaggiatori Italiani (Great Italian Navigators and Travelers)<br><i>1 card</i>      | 1949       |
| b. 7, f. 253                   | Il Mondo Non è Tutto Uguale (II) (The World Is Not the Same (II))<br><i>6 cards</i>                     | 1956       |
| b. 7, f. 254                   | Berceaux Exotiques (Exotic Cribs)<br><i>1 card</i>  | 1957       |
| b. 7, f. 255                   | Le Grandi Dighe (Large Dams)<br><i>1 card</i>   | 1962       |
| M. Glott Tobaksfabrik          |   |            |
| b. 7, f. 256                   | Untitled Series<br><i>1 card</i><br>Cards accompanied Akaba cigarettes.                                 | circa 1920 |
| Mars Confections Ltd.          |   |            |
| b. 7, f. 257                   | Famous Escapes from Prisons, Dungeons, Etc.<br><i>1 card</i><br>Cards accompanied Milky Way candy bars. | 1937       |
| Post Cereals                   |   |            |
| b. 7, f. 258                   | Hopalong Cassidy Wild West Trading Cards<br><i>36 cards</i>   | 1951       |
| Primrose Confectionery Co.     |   |            |
| b. 7, f. 259                   | Cowboy<br><i>50 cards</i>   | 1960       |
| b. 7, f. 260                   | Laramie<br><i>50 cards</i>  | 1964       |
| Quaker Oats Company            |   |            |
| b. 7, f. 261                   | Braves of Indian Nations<br><i>18 cards</i><br>Cards accompanied Quaker Pack Of Ten Cereal.             | 1956       |



## Collecting Cards (continued)

|                             |  |                 |
|-----------------------------|--|-----------------|
| R & J Hill Ltd.             |  |                 |
| b. 7, f. 262                | Views of Interest: British Empire Series, Canada<br><i>40 cards</i><br>Cards accompanied Sunripe and Spinet Oval Cigarettes.     | 1940            |
| Reddings Tea Co., Ltd.      |  |                 |
| b. 9, f. 263                | Warriors of the World<br><i>1 album and 1 card</i>   | 1962            |
| b. 8, f. 264                | Strange Customs of the World<br><i>2 cards</i>   | 1969            |
| Ritchie and Co.             |  |                 |
| b. 8, f. 265                | American Indians<br><i>25 cards</i>  | 1994            |
| Rodríguez Hermanos          |  |                 |
| b. 8, f. 266                | Untitled series<br><i>1 card</i>   | circa 1960      |
| Rowntree Mackintosh Ltd.    |  |                 |
| b. 8, f. 267                | Texan Tall Tales of the West<br><i>10 cards</i>  | 1977            |
| Royal Bengals Little Cigars |  |                 |
| b. 8, f. 268                | Men of History, 2nd Series<br><i>1 card</i>  | circa 1910-1912 |
| b. 8, f. 269                | Heroes of History<br><i>4 cards</i>  | 1911            |
| Sweetule Products Ltd.      |  |                 |
| b. 8, f. 270                | The Wild West<br><i>25 cards</i><br>Cards accompanied Sweetule Tea.  | 1960            |
| b. 8, f. 271                | National Flags & Costumes<br><i>2 cards</i>  | 1962            |
| T. G. Rovira                |  |                 |
| b. 8, f. 272                | El Coyote<br><i>64 cards</i>   | circa 1960      |
| b. 8, f. 273                | El Coyote Acorralado (The Coyote Cornered)<br><i>64 cards</i><br>Complete set, but probably consists of two different printings. | circa 1960      |
| b. 8, f. 274                | Huracán Sobre Monterrey (Hurricane Over Monterrey)<br><i>64 cards</i>  | circa 1960      |

## Collecting Cards &gt; T. G. Rovira (continued)

|                                  |   |            |
|----------------------------------|---|------------|
| b. 8, f. 275                     | Billy el Niño (Billy the Kid)<br><i>79 cards</i><br>Lacks album and stamp nos. 2, 11, and 42.   | circa 1960 |
| b. 8, f. 276                     | La Vuelta del Coyote (Around the Coyote)<br><i>64 cards</i><br>Accompanied by the original box.   | circa 1960 |
| T. Wall & Sons Ltd.              |   |            |
| b. 8, f. 277                     | Do You Know<br><i>1 card</i>  | 1965       |
| Tobacco Service Holland B. V.    |   |            |
| b. 8, f. 278                     | Mensen Uit de Wereld Van Vroeger (People from the World of the Past), circa 1867<br><i>6 cards</i>  | 1978       |
| Topps Chewing Gum, Inc.          |   |            |
| b. 8, f. 279                     | Rails and Sails<br><i>6 cards</i>   | 1955       |
| b. 9, f. 280                     | U. S. Presidents<br><i>39 cards and 4 sheets</i><br>Lacks No. 23. Benjamin Harrison, No. 29 Calvin Coolidge, and No. 35 Lyndon B. Johnson, as well as 1972 presidential candidate, No. 41 Edmund Muskie.<br>Includes four fictional campaign posters. | 1972       |
| Typhoo Tea Ltd.                  |   |            |
| b. 8, f. 281                     | Animal Offence & Defence<br><i>1 card</i>   | 1928       |
| b. 8, f. 282                     | Horses<br><i>2 cards</i>  | 1935       |
| United Dairies (Great Britain)   |   |            |
| b. 8, f. 283                     | The West<br><i>25 cards</i>   | 1963       |
| Van Geetruyen & Cie              |   |            |
| b. 8, f. 284                     | Indiens d'Amérique du Nord (Indians of North America)<br><i>6 cards</i><br>Cards accompanied Bouillon Cibils.   | circa 1910 |
| W. Shipton Ltd.                  |   |            |
| b. 8, f. 285                     | Series 1. Wild West (Group 14)<br><i>3 cards</i>  | 1959       |
| W.A. & A.C. Churchman Cigarettes |   |            |

## Collecting Cards &gt; W.A. &amp; A.C. Churchman Cigarettes (continued)

|  |   |            |
|--|---|------------|
| b. 8, f. 286   | Curious Dwellings<br><i>6 cards</i>   | 1926       |
| W.D. & H.O. Wills  |   |            |
| b. 8, f. 287   | Mining<br><i>3 cards</i>  | 1916       |
| Wagner & Co.   |   |            |
| b. 8, f. 288   | Series 3. Lederstrumpf (Leatherstocking)<br><i>6 cards</i><br>Cards accompanied Echte Wagner Margarine. | circa 1970 |
| Webcosa & Co., Ltd.  |   |            |
| b. 8, f. 289   | Trail Town<br><i>7 cards</i>  | 1963       |
| Weetabix (Firm)  |   |            |
| b. 8, f. 290   | The Western Story<br><i>25 cards</i>  | 1959       |
| Yacht Cigarettes   |   |            |
| b. 8, f. 291   | Heliografering hos Indianerne (Heliographing with Indians)<br><i>1 card</i>                             | circa 1930 |
| Unidentified   |   |            |
| b. 8, f. 292   | Caballeria y Banderas Nacionales (Cavalry and National Flags)<br><i>1 card</i>                          | circa 1920 |
| b. 8, f. 293   | Serie 384. Aus dem Indianerleben (From the Indian Life)<br><i>10 cards</i>                              | circa 1930 |
| Advertising Cards  |   |            |
| Cards distributed chiefly in France by merchants or manufacturers to advertise or promote their business or product. |   |            |
| Each folder contains a single advertising card, except where noted.  |   |            |
| Arranged alphabetically by merchant, manufacturer, or product.   |   |            |
| b. 8, f. 294   | Arbuckle Bros., New York, New York<br><i>5 cards</i>  | circa 1889 |
| b. 8, f. 295   | Arlatte & Cie., Cambrai, France<br><i>2 cards</i>   | circa 1890 |
| b. 9, f. 296   | Au Bon Marché, Paris, France  | circa 1900 |
| b. 8, f. 297   | C. Beriot, Lille, France<br><i>3 cards</i>  | circa 1890 |
| b. 8, f. 298   | C. Trampler, Lahr, Germany<br><i>2 cards</i>  | circa 1900 |

## Advertising Cards (continued)

|              |  |                 |
|--------------|--|-----------------|
| b. 8, f. 299 | Chicorée Boulangère Croissant, France<br><i>2 cards</i>  | circa 1910      |
| b. 8, f. 300 | Chocolat Poulain, Blois, France                          | circa 1900      |
| b. 8, f. 301 | Chocolates Figueras, Barcelona, Spain                    | circa 1900      |
| b. 8, f. 302 | Dr. J. C. Ayer & Co., Lowell, Massachusetts              | circa 1900      |
| b. 8, f. 303 | Duroyon & Ramette, Cambrai, France                       | circa 1910      |
| b. 8, f. 304 | Emile Bonzel, Haubourdin, France                         | circa 1910      |
| b. 8, f. 305 | F. A. Sarg's Sohn & Co., Vienna, Austria                 | 1902            |
| b. 8, f. 306 | F. Ad. Richter & Cie., Rudolstadt, Germany               | circa 1905      |
| b. 8, f. 307 | Hill, Moynan & Co., New York, New York<br><i>5 cards</i> | circa 1880      |
| b. 8, f. 308 | Joseph Lervilles, Bouchain, France                       | circa 1900      |
| b. 8, f. 309 | Julius Braunlich, San Francisco, California              | circa 1890      |
| b. 8, f. 310 | Laboratories Rocher & Cie., Paris, France                | circa 1900      |
| b. 8, f. 311 | Maison des 100,000 Paletots, Bordeaux, France            | circa 1900      |
| b. 8, f. 312 | Paul Mairesse, Cambrai, France                           | circa 1900      |
| b. 8, f. 313 | Publications Alcide Picard, Paris, France                | circa 1910      |
| b. 8, f. 314 | Saalestern Margarine, Germany                            | circa 1910      |
| b. 8, f. 315 | The Daily Pioneer Press, Saint Paul, Minnesota           | 1881            |
| b. 8, f. 316 | Unidentified<br><i>17 cards</i>                          | circa 1880-1900 |

## Sticker Books

Books, generally intended for children, with pages that feature stickers affixed in formerly blank spaces as illustrations.

Each folder contains a single sticker book, except where single or multiple stickers without a sticker book are noted.

Arranged alphabetically by publisher and then chronologically.

## Agência Portuguesa de Revistas

|              |  |      |
|--------------|--|------|
| b. 9, f. 317 | Raças Humanas (Human Race)<br><i>1 sticker</i> | 1956 |
|--------------|--|------|

## Archivo de Arte

|              |   |      |
|--------------|---|------|
| b. 9, f. 318 | El Legendario Far West (The Legendary Far West) | 1966 |
|--------------|---|------|

## Associated British Foods

## Sticker Books &gt; Associated British Foods (continued)

|  |   |               |
|--|---|---------------|
| b. 9, f. 319   | Indian Chiefs<br><i>6 stickers</i><br>Labels that accompanied jars of Ovaltine.                         | 1972          |
| Baur's Bread   |   |               |
| b. 9, f. 320   | Portrait Trading Stamps<br><i>100 stamps</i><br>Incomplete set.   | circa 1949    |
| Breda Fabriek van Suikerwerken   |   |               |
| b. 9, f. 321   | J. Victor Jansen, <i>Volkeren-atlas, Amerika</i> (Atlas of People, America)                             | 1956          |
| Chocolat des Gourmets  |   |               |
| b. 9, f. 322   | Buffalo Bill  | 1955          |
| Chocolates Ollé  |   |               |
| b. 9, f. 323   | <i>Aventuras de Tom Sawyer</i> , Album I  | 1962          |
| b. 9, f. 324   | <i>Aventuras de Tom Sawyer</i> , Album II   | 1962          |
| b. 9, f. 325   | <i>Aventuras de Tom Sawyer</i> , Album III  | 1963          |
| b. 9, f. 326   | <i>Aventuras de Tom Sawyer</i> , Album IV   | 1963          |
| b. 9, f. 327   | <i>Aventuras de Tom Sawyer</i> , Album V  | 1963          |
| b. 9, f. 328   | <i>Aventuras de Tom Sawyer</i> , Album VI   | 1963          |
| D. C. Thomson & Co.<br>Premiums from <i>Hotspur</i> , a boy's magazine |   |               |
| b. 9, f. 329   | Danger Trail Picture Album No. 1: The Wildest Exploits of Buffalo Bill                                  | 1938 March 4  |
| b. 9, f. 330   | Danger Trail Picture Album No. 2: The Exploits of the Fighting Mounties<br><i>1 booklet</i>             | 1938 March 11 |
| Ediciones Cisne  |   |               |
| b. 9, f. 331   | Entre Pieles Rojas (Among Redskins)   | 1942          |
| Ediciones Generales  |   |               |
| b. 14, f. 332  | Album Lejano Oeste, No. 2 (Far West Album, No. 2)<br>Lacks fourteen stickers.                           | 1957          |
| Editions Hemma   |   |               |
| b. 14, f. 333  | Hommes Célèbres: Chef Indiens (Famous Men: Indian Chiefs)<br><i>1 sheet</i><br>Sheet of uncut stickers. | 1958          |
| Editorial Bruguera, S.A.   |   |               |

## Sticker Books &gt; Editorial Bruguera, S.A. (continued)

|               |  |            |
|---------------|--|------------|
| b. 9, f. 334  | La Conquista del Oeste (How the West Was Won)  | 1963       |
|               | Editorial Fher   |            |
| b. 9, f. 335  | Policia Montada del Canada (Canadian Mounted Police)   | 1940       |
| b. 9, f. 336  | Indios (Indians), No. 115  | 1959       |
| b. 14, f. 337 | Rin-Tin-Tin en Cromos  | 1962       |
|               | Editorial Novaro   |            |
| b. 9, f. 338  | Sonia Bleeker and Walter Kumme, <i>Pieles Rojas (Redskins)</i> , translated by Ramón Rivera Caso<br>Also published as <i>Indian Stamps</i> by Simon & Schuster | 1959       |
|               | Editorial Novaro-México  |            |
| b. 9, f. 339  | <i>Costumbres del Cowboys</i> (Customs of Cowboys)   | 1958       |
|               | Fritz Homann   |            |
| b. 9, f. 340  | Geschichte unserer Welt (Outline of History)<br>7 stickers   | 1951       |
|               | Gordon Bread   |            |
| b. 9, f. 341  | Good Neighbors of the Americas<br>1 sticker  | circa 1950 |
|               | Great Northern Railway Company (U.S.)  |            |
| b. 10, f. 342 | See America First, Series No. 1<br>10 stamps   | circa 1910 |
| b. 10, f. 343 | See America First, Series No. 2<br>10 stamps   | circa 1910 |
| b. 10, f. 344 | See America First, Series No. 3<br>10 stamps   | circa 1910 |
| b. 10, f. 345 | See America First, Series No. 5<br>12 stamps   | circa 1915 |
| b. 10, f. 346 | See America First, Series No. 6<br>10 stamps   | circa 1915 |
| b. 10, f. 347 | See America First, Series No. 8<br>12 stamps   | 1915-1916  |
|               | Nashua Gummed & Coated Paper Company   |            |
| b. 10, f. 348 | Nashua Indian Brand Gummed Paper Poster Stamps<br>6 stamps   | circa 1916 |
|               | Onno Behrends Tea  |            |
| b. 10, f. 349 | <i>Mit Karl Friedrich May im Wilden Westen</i> (Karl May Wild West)  | 1951       |

## Sticker Books (continued)

|               |   |              |
|---------------|---|--------------|
|               | The Modern Boy Magazine   |              |
| b. 10, f. 350 | The Modern Boy Picture Album  | circa 1930   |
|               | Tobler & Co.  |              |
| b. 10, f. 351 | Vivo ed Okupado dil Indiani (Lives and Occupations of Indians)<br><i>6 stamps</i>   | circa 1925   |
|               | Union Pacific Railroad Company  |              |
| b. 10, f. 352 | The Overland Route Series<br><i>10 stamps</i>   | circa 1912   |
| b. 10, f. 353 | Unidentified<br><i>3 stickers</i>   | circa 1940   |
|               | Sheet Music   |              |
|               | Printed music with illustrations and content that reflect American themes.  |              |
| b. 14, f. 354 | W. Lewis, <i>Deerfoot Galop</i> (London: Hopwood & Crew)  | 1870         |
|               | Printed Ephemera  |              |
|               | Printed ephemera consisting of advertisements, booklets, books, coloring books, comic books, cutouts, newspapers, postcards, and serials. |              |
|               | Arranged alphabetically by format and then alphabetically by publisher or company.  |              |
|               | Advertisements  |              |
|               | Ciclop  |              |
| b. 10, f. 355 | Counter Card Advertisement<br>A cardboard point of purchase sign that depicts a cowboy holding a flashlight.                              | circa 1930   |
|               | Régie Française des Tabacs  |              |
| b. 10, f. 356 | Card Advertisement for Cigarettes Balto and Gitanes   | 1934         |
|               | Valaldo   |              |
| b. 10, f. 357 | Cigar Box Label   | circa 1900   |
|               | Unidentified Italian Manufacturer   |              |
| b. 10, f. 358 | Illustrated Boxes for Color Pencils   | circa 1960   |
|               | Booklets  |              |
|               | Amalgamated Press, Ltd.   |              |
| b. 10, f. 359 | Half-a-million Redskins on the Warpath  | circa 1940   |
|               | D. C. Thomson & Co.   |              |
| b. 10, f. 360 | The King's Empire, The Boys' Coronation Library   | 1937 April 1 |

## Printed Ephemera &gt; Booklets (continued)

|   |  |            |
|---|--|------------|
| National Biscuit Company  |  |            |
| b. 10, f. 361   | Heroes of the Wild West  | 1970       |
| Books   |  |            |
| Editorial Molino, Obras de Karl Friedrich May (Works of Karl Friedrich May)                         |  |            |
| b. 10, f. 362   | Karl Friedrich May, <i>En La Boca del Lobo</i> (In the Mouth of the Wolf)  | 1937       |
| b. 10, f. 363   | Karl Friedrich May, <i>La Casa de la Muerte</i> (House of Death)   | 1937       |
| b. 11, f. 364   | Karl Friedrich May, <i>La Montaña De Oro</i> (The Mountain of Gold)  | 1937       |
| b. 11, f. 365   | Karl Friedrich May, <i>La Venganza Del Caudillo</i> (Revenge From Caudillo)  | 1937       |
| b. 14, f. 366   | <i>Gran Album Almanaque Coyote 1946</i> (Great Album Coyote Almanac 1946)<br>Facsimile of sticker books from 1946. | circa 1980 |
| Coloring Books  |  |            |
| Oxo Limited   |  |            |
| b. 11, f. 367   | Traditional Dress in Other Lands   | 1950       |
| Comic Books   |  |            |
| Argos   |  |            |
| b. 11, f. 368   | Los Pioneros de Kentucky (Kentucky Pioneers)   | 1968       |
| Editorial Bruguera, S.A.<br>Issues in the series Joyas Literarias Juveniles (Youth Literary Jewels) |  |            |
| b. 11, f. 369   | Jules Verne, <i>La Vuelta al Mundo en Ochenta Días</i> (Around the World in Eighty Days), Issue No. 17.            | 1971       |
| b. 11, f. 370   | Harriet Beecher Stowe, <i>La Cabaña de Tío Tom</i> (Uncle Tom's Cabin), Issue No. 18                               | 1971       |
| b. 11, f. 371   | William O'Connor, <i>Buffalo Bill</i> , Issue No. 29   | 1971       |
| b. 11, f. 372   | Karl Friedrich May, <i>Entre Apaches y Comanches</i> (Between Apaches and Comanches), Issue No. 36                 | 1971       |
| b. 11, f. 373   | Karl Friedrich May, <i>Entre Chacales</i> (Between Jackals), Issue No. 45  | 1972       |
| b. 11, f. 374   | Thomas Mayne Reid, <i>La Reina de los Lagos</i> (Queen of the Lakes), Issue No. 61                                 | 1972       |
| b. 11, f. 375   | Karl Friedrich May, <i>Botin de Saqueo</i> (Booty Plunder), Issue No. 87   | 1973       |
| b. 11, f. 376   | Karl Friedrich May, <i>Trampa de Cactus</i> (Cactus Trap), Issue No. 122   | 1975       |



## Printed Ephemera &gt; Comic Books &gt; Editorial Bruguera, S.A. (continued)

|  |   |            |
|--|---|------------|
| b. 11, f. 377  | Karl Friedrich May, <i>El Diablo de la Pradera</i> (The Devil on the Prairie), Issue No. 139  | 1975       |
| b. 11, f. 378  | Karl Friedrich May, <i>El Valle de los Osos</i> (Bear Valley), Issue No. 141  | 1975       |
| b. 11, f. 379  | Karl Friedrich May, <i>El Tesoro del Lago la Plata</i> (The Treasure of Silver Lake), Issue No. 55  | 1976       |
| b. 11, f. 380  | Emilio Salgari, <i>La Soberana del Campo de Oro</i> (The Sovereign of the Gold Field), Issue No. 153  | 1976       |
| b. 11, f. 381  | Thomas Mayne Reid, <i>Aventura en el Mississippi</i> (Mississippi Adventure), Issue No. 159   | 1976       |
| b. 11, f. 382  | Karl Friedrich May, <i>Prisionero de Los Ogallallas</i> (sic) (Prisoners of the Ogallallas), Issue No. 163  | 1976       |
| b. 11, f. 383  | Karl Friedrich May, <i>El Espiritu de Llano Estacado</i> (The Ghost of Llano Estacado), Issue No. 172   | 1977       |
| b. 11, f. 384  | Karl Friedrich May, <i>La Venganza de Winnetou</i> (Winnetou's Revenge), Issue No. 173  | 1977       |
| b. 11, f. 385  | Karl Friedrich May, <i>En La Boca del Lobo</i> (In the Mouth of the Wolf), No. 176  | 1977       |
| b. 11, f. 386  | Karl Friedrich May, <i>A Merced de un Pistolero</i> (A Mercy of a Gunman), No. 180  | 1977       |
| Editorial Valenciana                                       |   |            |
| b. 11, f. 387  | Manuel Gago García, <i>Los Tres Amigos de Morten con el Pequeño Luchador</i> (The Three Friends of Morten with the Little Fighter), Issue No. 203 | 1945       |
| Cutouts  |   |            |
| D.I.P.L.O.   |   |            |
| b. 14, f. 388  | Tribu e Genti d'America, I. Cheyennes (a Cavalio) (Tribes and People of America, I. Cheyennes (Cavalry))<br><i>1 sheet</i>                        | circa 1950 |
| Ediciones Toray  |   |            |
| b. 14, f. 389  | Recortables Toray, Grupo 11, Oeste (Cut Toray, Group 11, West)<br><i>1 volume</i>   | 1962       |
| Edizioni Marca Stella                                      |   |            |
| b. 14, f. 390  | Indiani Comanche, Foglio No. 23 (Comanche Indians, Sheet No. 23)  | circa 1950 |
| b. 14, f. 391  | Indiani Irochesi, Foglio No. 24 and 33 (Iroquois Indians, Sheet No. 24 and 33)  | circa 1950 |
| Kellogg Company<br>Cutouts from Sugar Stars or Sugar Pops. |   |            |

## Printed Ephemera &gt; Cutouts &gt; Kellogg Company (continued)

|  |  |             |
|--|--|-------------|
| b. 11, f. 392  | Famous Indian Chiefs<br><i>12 cutouts</i>  | 1962        |
| b. 11, f. 393  | Men of the Wild West<br><i>12 cutouts</i>  | 1963        |
| National Biscuit Company<br>Cutouts from Shredded Wheat boxes.                             |  |             |
| b. 12, f. 394  | Straight Arrow Injun-uities - Book One<br><i>36 cutouts</i>  | 1949        |
| b. 12, f. 395  | Straight Arrow Injun-uities - Book Two<br><i>36 cutouts</i>  | 1950        |
| b. 12, f. 396  | Straight Arrow Injun-uities - Book Three<br><i>36 cutouts</i>  | 1951        |
| b. 12, f. 397  | Straight Arrow Injun-uities - Book Four<br><i>36 cutouts</i>   | 1952        |
| Unidentified   |  |             |
| b. 12, f. 398  | The Wild West<br><i>12 cutouts</i>   | circa 1960  |
| Newspapers   |  |             |
| b. 14, f. 399  | Il Papagallo (Bologna, Italy)<br>Complete issue of an Italian humor newspaper that includes a color lithograph of a political cartoon depicting international pitfalls facing Great Britain. | 1879 May 18 |
| Postcards  |  |             |
| b. 12, f. 400  | Gale & Polden, Photographic Postcards Related to an Indian Village at Earl's Court   | circa 1907  |
| Serials  |  |             |
| Ediciones Marco, <i>Sitting-Bull, El Ultimo Piel Rosa</i> (Sitting Bull, The Last Redskin) |  |             |
| b. 13, f. 401  | No. 2, Combate Fantastico (Fantastic Fight)  | circa 1945  |
| b. 13, f. 402  | No. 6, El Valle Fantastico (The Fantastic Valley)  | circa 1945  |
| b. 13, f. 403  | No. 8, La Tumba de Las Luces Rojas (The Tomb of the Red Lights)  | circa 1945  |
| b. 13, f. 404  | No. 13, Un Combate a Muerte (A Death Match)  | circa 1945  |
| b. 13, f. 405  | No. 16, Una Audaz Aventura de Sitting-Bull (A Daring Adventure of Sitting-Bull)  | circa 1945  |
| b. 13, f. 406  | No. 20, La Avalancha de Los Arikaras (The Avalanche of the Arikara)  | circa 1945  |
| F. Granada y Ca., <i>Sitting Bull, el Último Sioux</i> (Sitting Bull, The Last Sioux)      |  |             |

Printed Ephemera > Serials > F. Granada y Ca., Sitting Bull, el Último Sioux (Sitting Bull, T [...])  
(continued)

|               |   |            |
|---------------|---|------------|
| b. 13, f. 407 | No. 1, A La Conquista del Valle de Oro (A Battle for the Golden Valley)                       | circa 1909 |
| b. 13, f. 408 | No. 2, El Bisonte Blanco de Sitting-Bull (The White Bison of Sitting-Bull)                    | circa 1909 |
| b. 13, f. 409 | No. 3, El Jinete Fantasma de Las Praderas (The Ghost Rider of the Plains)                     | circa 1909 |
| b. 13, f. 410 | No. 4, Los Squatters Misteriosos del Powder-River (The Mystery Squatters of Powder-River)     | circa 1909 |
| b. 13, f. 411 | No. 5, El Demonio del Alcohol (The Demon Alcohol)   | circa 1909 |
| b. 13, f. 412 | No. 6, La Marcha al Abismo (The March to the Abyss)   | circa 1909 |
| b. 13, f. 413 | No. 7, El Ataque del Fuerte Lincoln (Attack on Fort Lincoln)                                  | circa 1909 |
| b. 13, f. 414 | No. 8, La Cabaña Sospechosa (The Suspicious Cabin)  | circa 1909 |
| b. 13, f. 415 | No. 9, La Princesa de las Rocas Fantásticas (The Princess of the Fantastic Rocks)             | circa 1909 |
| b. 13, f. 416 | No. 10, El Tigre Negro (The Black Tiger)  | circa 1909 |
| b. 13, f. 417 | No. 11, El Secreto de la Colina del Templo (The Secret of Temple Hill)                        | circa 1909 |
| b. 13, f. 418 | No. 12, El Valle de Los Muertos (The Valley of the Dead)                                      | circa 1909 |
| b. 13, f. 419 | No. 13, Las Cazadores de Cabelleras (The Hunters of Scalps)                                   | circa 1909 |
| b. 13, f. 420 | No. 14, El Los Confines de la Frontera India (On the Border of the Indian Frontier)           | circa 1909 |
| b. 13, f. 421 | No. 15, Los Corsarios de la Pradera (The Corsairs of the Prairie)                             | circa 1909 |
| b. 13, f. 422 | No. 16, Los Espectros del Bosque de Los Muertos (The Ghosts of the Forest of the Dead)        | circa 1909 |
| b. 13, f. 423 | No. 17, La Bandera del Fuerte Devils-Hill (The Flag of Fort-Hill Devils)                      | circa 1909 |
| b. 13, f. 424 | No. 18, El Sacrificio Funerario de Los Indios Lipanes (The Sacrificial Tomb of Lipan Indians) | circa 1909 |
| b. 13, f. 425 | No. 19, El Salteador de Diligencias (The Brigand Proceedings)                                 | circa 1909 |
| b. 13, f. 426 | No. 20, La Traición de Flor de Púrpura (The Treason of Purple Flower)                         | circa 1909 |
| b. 13, f. 427 | No. 21, El Terror del Fuerte Black-Water (The Terror of Strong Black-Water)                   | circa 1909 |
| b. 13, f. 428 | No. 22, La Posada Sangrienta del Paso del Hechicero (The Bloody Inn and the Sorcerer's Pass)  | circa 1909 |
| b. 13, f. 429 | No. 23, Sitting-Bull, El Rey de Los Tiradores (Sitting-Bull, The King of Snipers)             | circa 1909 |

Printed Ephemera > Serials > F. Granada y Ca., Sitting Bull, el Último Sioux (Sitting Bull, T [...])  
(continued)

|               |  |            |
|---------------|--|------------|
| b. 13, f. 430 | No. 24, Los Tiranos del Fuerte Sagamore (The Tyrants of Fort Sagamore)                 | circa 1909 |
| b. 13, f. 431 | No. 25, La Carrera Mortal en la Pradera (Deadly Race on the Prairie)                   | circa 1909 |
| b. 13, f. 432 | No. 26, Los Raptores de Jóvenes de Balls Bluff (Raptors of Youth at Balls Bluff)       | circa 1909 |
| b. 13, f. 433 | No. 27, La Wolvern-Store del Missouri (The Wolvern-Store of Missouri)                  | circa 1909 |
| b. 13, f. 434 | No. 28, El Centro Perdido del Jefe (The Chief Lost Center)                             | circa 1909 |
| b. 13, f. 435 | No. 29, El Desperado del Valle de Yosémita (The Desperado of the Yosemite Valley)      | circa 1909 |
| b. 13, f. 436 | No. 30, El Estanque Sospechoso de Los Castores (The Suspicious Beaver Pond)            | circa 1909 |
| b. 13, f. 437 | No. 31, El Plan de Campaña Robado (The Plan of the Stolen Campaign)                    | circa 1909 |
| b. 13, f. 438 | No. 32, El Demonio de Hierro de Los Rostros Pálidos (The Iron Devil of the Pale Faces) | circa 1909 |
| b. 13, f. 439 | No. 33, El Puente del Diablo del Bighorn-River (Devil's Bridge at the Bighorn River)   | circa 1909 |
| b. 13, f. 440 | No. 34, En la Pradera Incendiada (In the Burning Prairie)                              | circa 1909 |
| b. 13, f. 441 | No. 35, El Tesoro de Guerra de Los Sioux (The War Treasure of the Sioux)               | circa 1909 |
| b. 13, f. 442 | No. 36, Sitting-Bull en el Lazo de la Muerte (Sitting-Bull in the Loop of Death)       | circa 1909 |

**Series III: 2011 Acquisitions, 1876-1992**

This series consists of collecting cards, advertising cards, sticker books, and printed ephemera that document popular culture images of the United States and North America, acquired by the Beinecke Rare Book and Manuscript Library in 2011.

Arranged in four subseries: Collecting Cards, Advertising Cards, Sticker Books, and Printed Ephemera.

## Collecting Cards

Collecting cards issued singly or in sets. Some cards include advertising or accompanied a product as a premium.

Arranged alphabetically by company and then chronologically.

## Bowman Gum Haelan Laboratories Inc.

|               |   |      |
|---------------|---|------|
| b. 16, f. 449 | America Salutes the FBI--Heroes of the Law<br><i>34 cards</i> | 1949 |
|---------------|---|------|

## Chocolat-Louit

|               |   |            |
|---------------|---|------------|
| b. 16, f. 450 | Les Minéraux (The Minerals)<br><i>2 cards</i> | circa 1900 |
|---------------|---|------------|

## Chocolat Poulain

|               |  |            |
|---------------|--|------------|
| b. 16, f. 451 | Chasseurs Et Giberas A Travers La Monde (Hunters and Game Around the World)<br><i>1 card</i> | circa 1890 |
|---------------|--|------------|

## Chocolat Senez-Sturbelle

|               |                                      |             |
|---------------|--------------------------------------|-------------|
| b. 16, f. 452 | Unidentified series<br><i>1 card</i> | circa 1890s |
|---------------|--------------------------------------|-------------|

## Chocolate Amatller

|               |   |            |
|---------------|---|------------|
| b. 16, f. 453 | Hombres Eminentes (Eminent Men)<br><i>2 cards</i> | circa 1950 |
|---------------|---|------------|

|               |                                      |            |
|---------------|--------------------------------------|------------|
| b. 16, f. 454 | Unidentified series<br><i>1 card</i> | circa 1950 |
|---------------|--------------------------------------|------------|

## Chocolates Solé

|               |   |      |
|---------------|---|------|
| b. 16, f. 455 | El Legendario Far-West (The Legendary Far-West)<br><i>137 cards</i> | 1966 |
|---------------|---|------|

## D.C. Thomson &amp; Co.

|               |   |      |
|---------------|---|------|
| b. 16, f. 456 | Adventure Picture Series<br><i>1 card</i> | 1929 |
|---------------|---|------|

|               |                                      |             |
|---------------|--------------------------------------|-------------|
| b. 16, f. 457 | Boys of All Nations<br><i>1 card</i> | circa 1930s |
|---------------|--------------------------------------|-------------|

## Dickson Orde &amp; Co.

## Collecting Cards &gt; Dickson Orde &amp; Co. (continued)

|  |  |            |
|--|--|------------|
| b. 16, f. 458                          | Sports of the Countries<br><i>1 card</i>   | 1962       |
| Editorial Bruguera, S.A.               |  |            |
| b. 16, f. 459                          | Bravo Oeste (Braves of the West)<br><i>1 card</i>  | 1972       |
| Eduardo Pi                             |  |            |
| b. 16, f. 460                          | Pim y su perro Pom en La Vuelta al Mundo (Pim and his dog Pom in Around the World)<br><i>2 cards</i> | circa 1922 |
| Fleer                                  |  |            |
| b. 16, f. 461                          | Indian Trading Card<br><i>1 card</i>   | 1959       |
| Gum, Inc. (Philadelphia, Pennsylvania) |  |            |
| b. 16, f. 462                          | The World in Arms<br><i>36 cards</i>   | 1939       |
| b. 16, f. 463                          | Uncle Sam<br><i>120 cards</i>  | 1941       |
| b. 16, f. 464                          | Uncle Sam's Home Defense<br><i>22 cards</i>  | 1941       |
| Hartwig & Vogel                        |  |            |
| b. 16, f. 465                          | Weberei bei verschiedenen Völkern (Weaving among different Peoples)<br><i>1 card</i>                 | circa 1910 |
| Keg's Thee                             |  |            |
| b. 16, f. 466                          | Internationaal (International)<br><i>2 cards</i>   | circa 1913 |
| Lavazza                                |  |            |
| b. 16, f. 467                          | Usi Strani di Strana Gente (Foreign Customs of Foreign People)<br><i>6 cards</i>                     | 1960       |
| b. 16, f. 468                          | Storia del Commercio (History of Commerce)<br><i>1 card</i>  | 1961       |
| b. 16, f. 469                          | Genti e Usi di Tutti i Tempi (Peoples and Ways of All Times)<br><i>6 cards</i>                       | 1968       |
| Liebig Extract of Meat Company         |  |            |
| b. 16, f. 470                          | Cards from multiple series<br><i>6 cards</i>   | circa 1900 |
| M.J. Holloway & Co.                    |  |            |

## Collecting Cards &gt; M.J. Holloway &amp; Co. (continued)

|                            |  |             |
|----------------------------|--|-------------|
| b. 16, f. 471              | Golden West<br><i>17 cards</i>                         | circa 1930s |
| Nestlé                     |  |             |
| b. 17, f. 472              | Costumes<br><i>2 cards</i>                             | circa 1910  |
| b. 17, f. 473              | Milkybar Collector Cards<br><i>17 cards</i>            | circa 1960s |
| Ruiz Romero                |  |             |
| b. 17, f. 474              | El Viejo Oeste (The Old West)<br><i>1 card</i>         | circa 1940s |
| T. Camps                   |  |             |
| b. 17, f. 475              | Estados Unidos (United States)<br><i>1 card</i>        | circa 1915  |
| Toffees Trefin             |  |             |
| b. 17, f. 476              | Races Humaines (Human Races)<br><i>3 cards</i>         | circa 1920  |
| Topps                      |  |             |
| b. 17, f. 477              | Scoops<br><i>156 cards</i>                             | 1954        |
| b. 17, f. 478              | Civil War News<br><i>80 cards</i>                      | 1962        |
| Victoria Gallery           |  |             |
| b. 17, f. 479              | Wild West Frontiersmen<br><i>12 cards</i>              | 1992        |
| b. 17, f. 480              | Wild West Indians<br><i>12 cards</i>                   | 1992        |
| b. 17, f. 481              | Wild West Lawmen<br><i>12 cards</i>                    | 1992        |
| b. 17, f. 482              | Wild West Outlaws<br><i>12 cards</i>                   | 1992        |
| Wills's Cigarettes         |  |             |
| b. 17, f. 483              | Time & Money in Different Countries<br><i>1 card</i>   | circa 1900  |
| Unidentified Manufacturers |  |             |
| b. 17, f. 484              | A Travers le Monde (Around the World)<br><i>1 card</i> | circa 1910  |

## Collecting Cards &gt; Unidentified Manufacturers (continued)

|   |  |             |
|---|--|-------------|
| b. 17, f. 485   | Indios y "Pioneros" (Indians and Pioneers)<br><i>1 card</i>  | undated     |
| <p>Advertising Cards</p> <p>Cards distributed chiefly in France by merchants or manufacturers to advertise or promote their business or product.</p> <p>Each folder contains a single advertising card, except where noted.</p> <p>Arranged alphabetically by merchant, manufacturer, or product.</p> |  |             |
| b. 17, f. 486   | Arbuckle Bros., New York, New York<br><i>2 cards</i>         | circa 1889  |
| b. 17, f. 487   | Au Bon Marché, Paris, France<br><i>5 cards</i>               | circa 1900  |
| b. 17, f. 488   | Amédée Charpentier, Paris, France                            | 1876        |
| b. 17, f. 489   | Bean & Brother, Philadelphia, Pennsylvania                   | circa 1880  |
| b. 17, f. 490   | Bradley Fertilizer Co., Boston, Massachusetts                | 1884        |
| b. 17, f. 491   | Chocolat Lombart, Paris, France                              | circa 1900  |
| b. 17, f. 492   | Diamond Clothing Store                                       | circa 1890  |
| b. 17, f. 493   | Duroyon & Ramette, Cambrai, France                           | circa 1900  |
| b. 17, f. 494   | E. Gamelin, Rouen, France                                    | circa 1890  |
| b. 17, f. 495   | Empire Wringer Co., Auburn, New York                         | circa 1890  |
| b. 17, f. 496   | L. Devic, Caen, France                                       | circa 1890  |
| b. 17, f. 497   | L. Vigneron, Amiens, France                                  | circa 1890  |
| b. 17, f. 498   | Liebig Extract of Meat Company, London, England              | circa 1900  |
| b. 17, f. 499   | M. Parain, Paris, France                                     | circa 1910  |
| b. 17, f. 500   | Méridionale Co., Marseilles, France                          | circa 1880  |
| b. 17, f. 501   | Ricardo Cuevas Saura, Berga, Spain                           | circa 1900  |
| b. 17, f. 502   | Romanet, France  | circa 1900  |
| b. 17, f. 503   | T.H. Nevin & Co., Pittsburgh, Pennsylvania                   | circa 1880  |
| b. 17, f. 504   | Tapioca Universel, Paris, France                             | circa 1890s |
| b. 17, f. 505   | Van Leckwyck & Co., Rotterdam, Netherlands<br><i>2 cards</i> | circa 1890s |
| b. 17, f. 506   | Van Rijn's Mosterd, Utrecht, Netherlands                     | circa 1890  |
| b. 17, f. 507   | Wilson & Co., Chicago, Illinois                              | circa 1890  |
| b. 17, f. 508   | Unidentified Café, Paris, France                             | circa 1900  |



## Advertising Cards (continued)

|               |  |            |
|---------------|--|------------|
| b. 17, f. 509 | Unidentified Department Store, Paris, France | circa 1900 |
|---------------|--|------------|

|               |                         |            |
|---------------|-------------------------|------------|
| b. 17, f. 510 | Unused Advertising Card | circa 1890 |
|---------------|-------------------------|------------|

## Sticker Books

Books, generally intended for children, with pages that feature illustrations of stickers affixed in formerly blank spaces.

Each folder contains a single sticker book, except where single or multiple stickers without a sticker book are noted.

Arranged alphabetically by publisher and then chronologically.

## Chocolat Casino

|               |  |             |
|---------------|--|-------------|
| b. 18, f. 517 | <i>Jojo et Louissette Voyage Autour du Monde</i> (Jojo and Louissette Travel Around the World) | circa 1950s |
|---------------|--|-------------|

## Chocolat COOP

|               |   |             |
|---------------|---|-------------|
| b. 18, f. 518 | <i>La Case de L'Oncle Tom</i> (Uncle Tom's Cabin) | circa 1950s |
|---------------|---|-------------|

## Cigarros Susini

|               |  |             |
|---------------|--|-------------|
| b. 21, f. 531 | <i>Estados Unidos</i> (United States)<br>10 cards on 1 sheet | circa 1920s |
|---------------|--|-------------|

## Classics Lektuur

|               |   |             |
|---------------|---|-------------|
| b. 18, f. 519 | <i>Het Wilde Westen</i> (The Wild West)<br>404 cards in 1 album | circa 1970s |
|---------------|---|-------------|

## Friedrich Steinfels

|               |   |      |
|---------------|---|------|
| b. 19, f. 520 | <i>Lederstrumpf</i> (The Leatherstocking Tales) | 1938 |
|---------------|---|------|

## Hijos de Marcos Lloret y Cia

|               |                                      |      |
|---------------|--------------------------------------|------|
| b. 19, f. 521 | <i>Tierras Salvajes</i> (Wild Lands) | 1966 |
|---------------|--------------------------------------|------|

## Niemeijer's Tabak

|               |                          |             |
|---------------|--------------------------|-------------|
| b. 19, f. 522 | <i>Amerika</i> (America) | circa 1940s |
|---------------|--------------------------|-------------|

## Publicaciones Fher

|               |  |             |
|---------------|--|-------------|
| b. 20, f. 523 | <i>El Rey de la Policia Montada</i> (The King of the Mounted Police) | circa 1950s |
|---------------|--|-------------|

## Reichelt

|               |  |             |
|---------------|--|-------------|
| b. 20, f. 524 | <i>Mit Reichelt um die Welt</i> (Around the World with Reichelt) | circa 1940s |
|---------------|--|-------------|

## Surpasa SA

|               |  |             |
|---------------|--|-------------|
| b. 20, f. 525 | <i>Libro de Figuritas Lejano Oeste</i> (Book of Wild West Figures) | circa 1960s |
|---------------|--|-------------|

## Unidentified

## Sticker Books &gt; Unidentified (continued)

|  |  |             |
|--|--|-------------|
| b. 20, f. 526  | <i>Enciclopedia dei Costumi Albo Primo Figerine dei Costumi Contemporanei delle Due Americhe</i> (Encyclopedia of Contemporary Costumes of the Two Americas) | 1951        |
| <p>Printed Ephemera</p> <p>Printed ephemera consisting of advertisements, clothing and food labels, postcards, and stamps.</p> <p>Arranged alphabetically by format and then chronologically.</p> <p>Advertisements</p> <p>A. Henneman</p> |  |             |
| b. 17, f. 511  | Label  | circa 1900  |
| Unidentified Belgian Manufacturer  |  |             |
| b. 21, f. 527  | Poster for "Indian Cocoa Drink"  | circa 1970s |
| Unidentified Manufacturer  |  |             |
| b. 17, f. 512  | Cigarette card   | undated     |
| Clothing and Food Labels   |  |             |
| The Ohio Salt Co.  |  |             |
| b. 17, f. 513  | Chippewa Salt  | circa 1930s |
| Sunkist  |  |             |
| b. 21, f. 528  | Kaweah Maid Brand, Lemon Cove Association  | circa 1930s |
| b. 21, f. 529  | Pala Brave Brand, Bradford Bros. Inc.  | circa 1930s |
| Washington Dehydrated Food Co.   |  |             |
| b. 21, f. 530  | Yakima Chief Extra Choice Evaporated Apples  | circa 1940s |
| Unidentified Spanish Manufacturer  |  |             |
| b. 17, f. 514  | Women's stockings  | circa 1910s |
| Postcards  |  |             |
| Edward P. Judd Co.   |  |             |
| b. 17, f. 515  | Yale University's Osborne Memorial Laboratories and Sloane Laboratory<br>2 postcards   | circa 1915  |
| Murad Turkish Cigarettes   |  |             |
| b. 17, f. 516  | America  | circa 1905  |
| Stamps   |  |             |
| Gordon Bread Company   |  |             |

Printed Ephemera > Stamps > Gordon Bread Company (continued)

b. 21, f. 532

Portrait Trading Stamps  
*50 stamps on 2 sheets*

circa 1950

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**Series IV: 2012 Acquisitions, circa 1930s-circa 1980s**

This series consists of collecting cards, sticker books, and puzzles that document popular culture images of the United States and North America, acquired by the Beinecke Rare Book and Manuscript Library in 2012.

Arranged in three subseries: Collecting Cards, Sticker Books, and Puzzles.

## Collecting Cards

Collecting cards issued singly or in sets. Some cards include advertising or accompanied a product as a premium.

Arranged alphabetically by company and then chronologically.

## Bowman Gum Haelan Laboratories Inc.

|                                    |  |                       |
|------------------------------------|--|-----------------------|
| b. 22, f. 533                      | Frontier Days<br><i>120 cards</i>  | 1953                  |
| Golden Maid                        |  |                       |
| b. 22, f. 534                      | Wyatt Earp Nuggets<br><i>17 cards</i>  | circa 1930s           |
| Goudey Gum Co.                     |  |                       |
| b. 23, f. 541-549                  | Cards of Indigenous individuals<br><i>184 cards</i>                          | circa 1933-circa 1947 |
| Hoadley's Chocolates               |  |                       |
| b. 22, f. 535                      | Wild West Series<br><i>50 cards</i>  | 1938                  |
| Lyon's Tea                         |  |                       |
| b. 22, f. 536                      | Frontiers of the West<br><i>30 cards in 2 booklets</i>                       | circa 1955            |
| Orientalische Cigaretten-Compagnie |  |                       |
| b. 22, f. 537                      | Aus dem Leben der Indianer (From the Life of the Indians)<br><i>60 cards</i> | circa 1930s           |
| Wells Lamont Gloves                |  |                       |
| b. 24, f. 550                      | Red Ryder Playmates<br><i>11 cards</i>                                       | 1952                  |
| Unidentified                       |  |                       |
| b. 22, f. 538                      | Strip cards of historical events<br><i>4 cards</i>                           | circa 1930s           |
| b. 22, f. 539                      | Strip cards of Indigenous chiefs<br><i>13 cards</i>                          | circa 1930s           |
| b. 22, f. 540                      | Strip cards of Indigenous individuals<br><i>8 cards</i>                      | circa 1930s           |

## Sticker Books

Books, generally intended for children, with pages that feature illustrations of stickers affixed in formerly blank spaces.

Each folder contains a single sticker book, except where single or multiple stickers without a sticker book are noted.

Arranged alphabetically by publisher and then chronologically.

## Chocolade Martougin

|               |   |             |
|---------------|---|-------------|
| b. 24, f. 551 | <i>Le Tueur de Daims Deerslayer/De Hertenjager</i> (The Deerslayer) and<br><i>De Laatste der Mohikanen/Le Dernier des Mohicans</i> (The Last of the Mohicans) | circa 1950s |
|---------------|---|-------------|

## Chocolaterie COOP

|               |   |             |
|---------------|---|-------------|
| b. 24, f. 552 | <i>Sur la Piste des Indiens</i> (On the Trail of the Indians) | circa 1980s |
|---------------|---|-------------|

## Gordon Bread

|               |  |             |
|---------------|--|-------------|
| b. 24, b. 553 | Frontiers of Freedom<br><i>24 cards in 1 album</i> | circa 1950s |
|---------------|--|-------------|

|               |                                       |             |
|---------------|---------------------------------------|-------------|
| b. 24, f. 554 | Indians<br><i>24 cards in 1 album</i> | circa 1950s |
|---------------|---------------------------------------|-------------|

## Humble Oil &amp; Refining Company

|               |   |      |
|---------------|---|------|
| b. 24, f. 555 | Great Moments in American History<br><i>24 cards in 1 album</i> | 1969 |
|---------------|---|------|

## Pestalozzi-Verlag

|               |  |             |
|---------------|--|-------------|
| b. 24, f. 556 | <i>Mit Karl May auf Reisen und Abenteuern</i> (Traveling and Adventures with Karl May) | circa 1970s |
|---------------|--|-------------|

## Puzzles

Puzzles issued as promotions.

Arranged chronologically.

## Cocomalt

|               |                              |      |
|---------------|------------------------------|------|
| b. 24, f. 557 | Flying Family jig-saw puzzle | 1932 |
|---------------|------------------------------|------|

|               |                             |      |
|---------------|-----------------------------|------|
| b. 24, f. 558 | Buffalo Bill jig-saw puzzle | 1933 |
|---------------|-----------------------------|------|

**Series V: 2013 Acquisition, 1892-1995**

This series consists of collecting cards, a sticker book, and printed ephemera that document popular culture images of the United States and North America, acquired by the Beinecke Rare Book and Manuscript Library in 2013.

Arranged in three subseries: Collecting Cards, Sticker Books, and Printed Ephemera.

## Collecting Cards

Collecting cards issued singly or in sets. Some cards include advertising or accompanied a product as a premium.

Arranged alphabetically by company and then chronologically.

## Arbuckle Bros.

|               |   |      |
|---------------|---|------|
| b. 25, f. 559 | A Pictorial History of the United States and Territories<br><i>51 cards</i> | 1892 |
|---------------|---|------|

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## Bon Air

|               |                                     |      |
|---------------|-------------------------------------|------|
| b. 25, f. 560 | Native Americans<br><i>90 cards</i> | 1995 |
|---------------|-------------------------------------|------|

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## Topps Chewing Gum, Inc.

|               |                                 |      |
|---------------|---------------------------------|------|
| b. 25, f. 561 | Look 'n See<br><i>135 cards</i> | 1952 |
|---------------|---------------------------------|------|

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## Unidentified

|               |   |             |
|---------------|---|-------------|
| b. 25, f. 562 | Strip cards of Indigenous chiefs<br><i>24 cards</i> | circa 1930s |
|---------------|---|-------------|

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## Sticker Books

Books, generally intended for children, with pages that feature illustrations of stickers affixed in formerly blank spaces.

Each folder contains a single sticker book, except where single or multiple stickers without a sticker book are noted.

Arranged alphabetically by publisher and then chronologically.

## Alberto Nutti

|               |                                 |            |
|---------------|---------------------------------|------------|
| b. 25, f. 563 | <i>The Victory of the Scout</i> | circa 1950 |
|---------------|---------------------------------|------------|

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## Printed Ephemera

Printed ephemera consisting of 24 comic books.

Arranged chronologically.

## Comic Books

## Ediciones Clíper

|                   |  |      |
|-------------------|--|------|
| b. 25, f. 564-575 | El Coyote<br><i>Complete run of Issue No. 1 through Issue No. 24</i> | 1983 |
|-------------------|--|------|

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**Series VI: 2014 Acquisition, circa 1890s-circa 1951**

This series consists of collecting cards, advertising cards, and printed ephemera that document popular culture images of the United States and North America, acquired by the Beinecke Rare Book and Manuscript Library in 2014.

Arranged in three subseries: Collecting Cards, Advertising Cards, and Printed Ephemera.

**Collecting Cards**

Collecting cards issued singly or in sets. Some cards include advertising or accompanied a product as a premium.

Arranged alphabetically by company and then chronologically.

**Bowman Gum**

|  |   |             |
|--|---|-------------|
| b. 26, f. 576  | Wild West Picture Card Gum<br><i>167 cards</i>                    | 1949        |
| <b>Comic Features Inc.</b>   |   |             |
| b. 26, f. 577  | Western Trading Cards, Series W-3<br><i>18 cards</i>              | circa 1950s |
| <b>Cushman Bread, McPhail Pianos, Bush &amp; Lane Pianos, and Well-Boettler Bakery</b> |   |             |
| b. 26, f. 578  | Cards of states in the American West<br><i>19 cards</i>           | circa 1930s |
| <b>Gum, Inc. (Philadelphia, Pennsylvania)</b>  |   |             |
| b. 26, f. 579  | Wild West Series<br><i>48 cards</i>                               | 1950        |
| <b>Helmar Turkish Cigarettes/Turkish Trophies Cigarettes</b>                           |   |             |
| b. 26, f. 580  | Seals of the Western United States<br><i>25 cards</i>             | circa 1900s |
| <b>Jodella</b>   |   |             |
| b. 26, f. 581  | Aus dem Indianerleben (From the Indian Life)<br><i>9 stickers</i> | circa 1910s |
| <b>Willard's Chocolate</b>   |   |             |
| b. 26, f. 582  | Indian Series<br><i>43 cards</i>                                  | circa 1920s |

**Advertising Cards**

Cards distributed chiefly in France by merchants or manufacturers to advertise or promote their business or product.

Each folder contains a single advertising card, except where noted.

Arranged alphabetically by merchant, manufacturer, or product.

## Advertising Cards (continued)

|  |  |                 |
|--|--|-----------------|
| b. 26, f. 583  | Arbuckle Bros., New York, New York<br><i>22 cards</i>    | circa 1889      |
| b. 26, f. 584  | Chocolat Guérin-Boutron, Paris, France<br><i>6 cards</i> | circa 1890      |
| <p>Printed Ephemera<br/> Printed ephemera consisting of cutouts.<br/> Arranged alphabetically by format and then alphabetically by publisher or company.</p> <p>Cutouts</p> <p>Kellogg Company</p> |  |                 |
| b. 26, f. 585  | Series of "Famous Indian" Drawings<br><i>4 panels</i>    | circa 1950s     |
| <p>National Biscuit Company</p>  |  |                 |
| b. 26, f. 586  | Straight Arrow Injun-uity Cards<br><i>2 panels</i>       | circa 1949-1951 |



## Series VII: 2015 Acquisition, 2004

This series consists of a single set of historical trading cards that documents popular culture images of the United States and North America, acquired by the Beinecke Rare Book and Manuscript Library in 2015.

Arranged in one subseries: Trading Cards.

Trading Cards

Trading cards issued in 1 set.

The Upper Deck Company

b. 27, f. 587

The History of the United States  
*300 cards*

2004

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## Series VIII: 2016 Acquisition, 1956

This series consists of collecting cards that document popular culture images of the United States and North America, acquired by the Beinecke Rare Book and Manuscript Library in 2016.

Arranged in one subseries: Collecting Cards.

### Collecting Cards

Collecting cards issued singly or in sets. Some cards include advertising or accompanied a product as a premium.

Arranged alphabetically by company and then chronologically.

Sergeant Preston of the Yukon, Inc.

b. 27, f. 588

Sergeant Preston of the Yukon  
*36 cards*

1956

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**Series IX: 2018 Acquisitions, circa 1910s-1993**

This series consists of collecting cards, a board game, and sticker books that document popular culture images of the United States and North America, acquired by the Beinecke Rare Book and Manuscript Library in 2018.

Arranged in three subseries: Collecting Cards, Games, and Sticker Books.

## Collecting Cards

Collecting cards issued singly or in sets. Some cards include advertising or accompanied a product as a premium.

Arranged alphabetically by company and then chronologically.

## Eclipse Enterprises

|               |  |      |
|---------------|--|------|
| b. 27, f. 589 | AIDS Awareness Trading Cards<br><i>115 cards</i> | 1993 |
|---------------|--|------|

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## Games

1 game.

## Unidentified

|               |   |             |
|---------------|---|-------------|
| b. 28, f. 590 | Board game with cowboys and Indigenous characters | circa 1910s |
|---------------|---|-------------|

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## Sticker Books

Books, generally intended for children, with pages that feature illustrations of stickers affixed in formerly blank spaces.

Each folder contains a single sticker book, except where single or multiple stickers without a sticker book are noted.

Arranged alphabetically by publisher and then chronologically.

## Casulleras

|               |  |      |
|---------------|--|------|
| b. 28, f. 591 | <i>Album de Sitting-Bull</i> (Album of Sitting Bull) | 1956 |
|---------------|--|------|

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## Edizioni Attualità

|               |   |             |
|---------------|---|-------------|
| b. 28, f. 592 | <i>La Battaglie dei Pellirosse</i> (The Battles of the Red Indians) | circa 1950s |
|---------------|---|-------------|

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## Kreter Zigaretten

|               |   |      |
|---------------|---|------|
| b. 28, f. 593 | <i>Indianer-Bilder: Nach Originalen des Staatlichen Völkerkunde Museums Berlin</i> (Indian Pictures Based on Originals from the National Ethnology Museum Berlin) | 1931 |
|---------------|---|------|

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## Orientalischen Cigaretten Compagnie

|               |  |      |
|---------------|--|------|
| b. 28, f. 594 | <i>Aus dem Leben der Indianer</i> (From the Life of the Indians) | 1934 |
|---------------|--|------|

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## Panini Comics (Firm)

|               |   |      |
|---------------|---|------|
| b. 28, f. 595 | <i>El Oeste</i> (The West)<br><i>Accompanied by assembly pieces for Fort Apache</i> | 1992 |
|---------------|---|------|

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**Series X: 2020 Acquisition, 1899-circa 1960s**

This series consists of collecting cards and sticker books that document popular culture images of the United States and North America, acquired by the Beinecke Rare Book and Manuscript Library in 2020.

Arranged in two subseries: Collecting Cards and Sticker Books.

## Collecting Cards

Collecting cards issued singly or in sets. Some cards include advertising or accompanied a product as a premium.

Arranged alphabetically by company and then chronologically.

## Chocolat Suchard

|               |                   |            |
|---------------|-------------------|------------|
| b. 29, f. 596 | Alaska<br>6 cards | circa 1899 |
|---------------|-------------------|------------|

## Franck Coffee

|               |  |            |
|---------------|--|------------|
| b. 29, f. 597 | Die Goldgewinnung in Alaska (Gold Mining in Alaska)<br>6 cards | circa 1900 |
|---------------|--|------------|

## Sticker Books

Books, generally intended for children, with pages that feature illustrations of stickers affixed in formerly blank spaces.

Each folder contains a single sticker book, except where single or multiple stickers without a sticker book are noted.

Arranged alphabetically by publisher and then chronologically.

## Aviatik

|               |   |      |
|---------------|---|------|
| b. 30, f. 600 | <i>Die Indianer, wie Sie Wirklich Waren</i> (The Indians as They Really Were) | 1936 |
|---------------|---|------|

## Chocolaterie COOP

|               |   |             |
|---------------|---|-------------|
| b. 29, f. 598 | <i>Sur la Piste des Indiens</i> (On the Trail of the Indians) | circa 1960s |
|---------------|---|-------------|

## Kauka-Verlag

|               |   |      |
|---------------|---|------|
| b. 29, f. 599 | <i>Der Wilde Westen</i> (The Wild West) | 1952 |
|---------------|---|------|

## Selected Search Terms

The following terms have been used to index the description of this collection in the Library's online catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically therein.

### Subjects

Advertising -- Europe  
Advertising -- United States  
Frontier and pioneer life -- West (U.S.) --  
Pictorial works  
Indians of North America -- Pictorial works  
Popular culture -- Pictorial works  
Presidents -- United States -- Pictorial works

### Geographic Names

United States -- History -- Civil War, 1861-1865  
-- Pictorial works  
United States -- Pictorial works  
West (U.S.) -- Pictorial works

### Genres / Formats

Advertising cards  
Chromolithographs  
Printed ephemera  
Sheet music  
Sticker books

### Names

Boone, Daniel, 1734-1820 -- Pictorial works  
Carson, Kit, 1809-1868 -- Pictorial works  
Earp, Wyatt, 1848-1929 -- Pictorial works  
Lincoln, Abraham, 1809-1865 -- Pictorial works  
Sitting Bull, 1831-1890 -- Portraits  
Washington, George, 1732-1799 -- Pictorial  
works