

Yale University Library
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
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<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>

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.

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

b. box
f. folder

Administrative Information

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.

Conditions Governing Access

The materials are open for research.

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.

Preferred Citation

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

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.

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.

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.

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 <i>1 card</i>	1959
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American Tobacco Company

b. 1, f. 2	Types of Nations <i>2 cards</i>	1911
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Astra Margarine

b. 1, f. 3	Les Indiens (Indians) <i>1 card</i>	circa 1930
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Axa Margarine

b. 1, f. 4	Amérique Occidentale/West Amerika (Western America)	circa 1895
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Barratt & Co.

b. 1, f. 5	Animals in the Service of Man <i>1 card</i>	1964
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Biesolt & Locke Sewing Machines

b. 1, f. 6	Religiöse Gebräuche (Religious Rites) <i>1 card</i>	circa 1900
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Carreras Ltd.

b. 1, f. 7	Figures of Fiction <i>1 card</i>	1924
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Cavanders Ltd.

b. 1, f. 8	Peeps Into Many Lands <i>2 cards</i>	1928
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Chocolat de Guyenne

Collecting Cards > Chocolat de Guyenne (continued)

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

Collecting Cards (continued)

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

Collecting Cards > John Player & Sons (continued)

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

Collecting Cards > Liebig Extract of Meat Company (continued)

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

Collecting Cards (continued)

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

Collecting Cards (continued)

Virginia Hobby Supply, Inc.

b. 15, f. 447	Civil War: The Heritage Collection (Set One) <i>20 cards</i>	1991
b. 15, f. 448	On Guard: The Heritage Collection <i>62 cards</i>	1992

W.A. & A.C. Churchman Cigarettes

b. 1, f. 78	Pipes of the World <i>1 card</i>	1912
b. 1, f. 79	Curious Dwellings <i>2 cards</i>	1926
b. 1, f. 80	Warriors of All Nations <i>1 card</i>	1929

W.D. & H.O. Wills

b. 1, f. 81	Time & Money in Different Countries <i>2 cards</i>	1908
b. 1, f. 82	Riders of the World <i>1 card</i>	1926

W. Duke & Sons

b. 1, f. 83	Battle Scenes (American Civil War) <i>25 cards</i>	1887
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Wagner & Co.

b. 1, f. 84	Menschenrassen (Races) <i>1 card</i>	1928
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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 <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 <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 <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 <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 <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) 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) 1 sticker	circa 1968
Cocorico		
b. 2, f. 124	Willis Lindquist, John Alan Maxwell, and Charles Bellows, <i>l'Encyclopédie par le Timbre - Kit Carson</i> 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> 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> 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 12 stamps on 1 sheet	1956
Nestlé, Peter, Cailler, Kohler		
b. 2, f. 131	<i>Album Chocola's</i> 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 <i>216 cigar bands</i>	circa 1955-1970
b. 4, f. 151	Havana Karakter, Netherlands <i>24 cigar bands</i>	circa 1970
Coloring Sheets		
b. 4, f. 152	Nestlé chez les Peaux-Rouges <i>1 sheet</i> 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 <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 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 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 <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. & B. C. Gum

b. 5, f. 159-160	Battle <i>73 cards</i>	1966
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b. 5, f. 161-162	The Legend of Custer <i>54 cards</i>	1968
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American Tobacco Company

b. 5, f. 163	Cowboy Series <i>49 cards</i>	1909
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Cards accompanied Hassan Cigarettes.

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

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

Anglo Confectionery Ltd.

b. 5, f. 165	Wild West <i>66 cards</i>	1970
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Arlatte & Cie.

b. 5, f. 166	Untitled Series <i>6 cards</i>	circa 1900
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Aviatik-Zigarettenfabrik

b. 5, f. 167	Die Indianer, Wie Sie Wirklich Waren (The Indians, As They Really Were) <i>1 card</i>	1936
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Barratt & Co. Ltd.

b. 5, f. 168	Wild West <i>36 cards</i>	1959
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Collecting Cards > Barratt & Co. Ltd. (continued)

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

Collecting Cards (continued)

Chocolat Poulain

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

Chocolates Amatller

b. 6, f. 186	Banderas del Universo (Flags of the Universe) <i>1 card</i>	circa 1920
b. 6, f. 187	La Guerra Europea - 1917 (The European War - 1917) <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) <i>25 cards</i>	circa 1928
b. 6, f. 189	Grandes Cacerías por Segrelles (Big Hunt for Segrelles) <i>5 cards</i>	circa 1930
b. 6, f. 190	Hombres Eminentes (Eminent Men) <i>1 card</i>	circa 1935

Chocolates de Bernardo Alcover

b. 6, f. 191	Colección Zoológica (Zoo) <i>1 card</i>	circa 1900
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Chocolates Riucord

b. 6, f. 192	Exploradores (Explorers) <i>3 cards</i>	circa 1935
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Cichorien-Caffee-Fabrik Daniel Voelcker

b. 6, f. 193	Lastesel Belm Trunke aus Mamillarien (Donkeys Last Drink from Watermelons) <i>1 card</i>	circa 1910
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Como Confectionery Products (London) Ltd.

b. 6, f. 194	Como's History of the Wild West <i>50 cards</i>	1963
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Compañía Colonial de África

Collecting Cards > Compañía Colonial de África (continued)

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

Collecting Cards > Eilebrecht Zigaretten und Rauchtabak-Fabriken (continued)

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

Express Weekly

Collecting Cards > Express Weekly (continued)

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

Collecting Cards > Helmar Turkish Cigarettes/Turkish Trophies Cigarettes (continued)

b. 7, f. 236	Costumes and Scenery for All the Countries of the World <i>1 card</i>	circa 1900
Imperial Tobacco Cards accompanied Ogden Cigarettes.		
b. 7, f. 237	Leaders of Men <i>6 cards</i> 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 <i>1 card</i>	1934
J. Berthier, Grenoble, France		
b. 7, f. 239	Untitled Series <i>1 card</i>	circa 1930
John H. Dockman & Son		
b. 7, f. 240	Western Characters <i>3 cards</i> Accompanied Wild West Gum.	1910
Kane Products		
b. 7, f. 241	Historical Characters <i>10 cards</i> 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) <i>2 cards</i>	circa 1910
Kentucky Tobaccos (Pty.) Ltd.		
b. 7, f. 243	The March of Mankind <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) <i>3 cards</i>	circa 1920
Laboratoire Marie		
b. 7, f. 245	Histoire Anecdotique de L'alimentation (Anecdotal History of Food) <i>1 card</i>	circa 1910
Leaf Brands		
b. 7, f. 246	Totem Pole: Talking Signs <i>50 cards</i>	1962

Collecting Cards > Leaf Brands (continued)

b. 7, f. 247-248	Good Guys and Bad Guys <i>72 cards</i> 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) <i>6 cards</i>	1893
b. 7, f. 250	La Terre et ses Habitants (The Earth and Its Inhabitants) <i>1 card</i>	1900
b. 7, f. 251	Au Far-West (In the Wild West) <i>6 cards</i>	1908
b. 7, f. 252	Grandi Navigatori e Viaggiatori Italiani (Great Italian Navigators and Travelers) <i>1 card</i>	1949
b. 7, f. 253	Il Mondo Non è Tutto Uguale (II) (The World Is Not the Same (II)) <i>6 cards</i>	1956
b. 7, f. 254	Berceaux Exotiques (Exotic Cribs) <i>1 card</i>	1957
b. 7, f. 255	Le Grandi Dighe (Large Dams) <i>1 card</i>	1962
M. Glott Tobaksfabrik		
b. 7, f. 256	Untitled Series <i>1 card</i> Cards accompanied Akaba cigarettes.	circa 1920
Mars Confections Ltd.		
b. 7, f. 257	Famous Escapes from Prisons, Dungeons, Etc. <i>1 card</i> Cards accompanied Milky Way candy bars.	1937
Post Cereals		
b. 7, f. 258	Hopalong Cassidy Wild West Trading Cards <i>36 cards</i>	1951
Primrose Confectionery Co.		
b. 7, f. 259	Cowboy <i>50 cards</i>	1960
b. 7, f. 260	Laramie <i>50 cards</i>	1964
Quaker Oats Company		
b. 7, f. 261	Braves of Indian Nations <i>18 cards</i> 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 <i>40 cards</i> Cards accompanied Sunripe and Spinet Oval Cigarettes.	1940
Reddings Tea Co., Ltd.		
b. 9, f. 263	Warriors of the World <i>1 album and 1 card</i>	1962
b. 8, f. 264	Strange Customs of the World <i>2 cards</i>	1969
Ritchie and Co.		
b. 8, f. 265	American Indians <i>25 cards</i>	1994
Rodríguez Hermanos		
b. 8, f. 266	Untitled series <i>1 card</i>	circa 1960
Rowntree Mackintosh Ltd.		
b. 8, f. 267	Texan Tall Tales of the West <i>10 cards</i>	1977
Royal Bengals Little Cigars		
b. 8, f. 268	Men of History, 2nd Series <i>1 card</i>	circa 1910-1912
b. 8, f. 269	Heroes of History <i>4 cards</i>	1911
Sweetule Products Ltd.		
b. 8, f. 270	The Wild West <i>25 cards</i> Cards accompanied Sweetule Tea.	1960
b. 8, f. 271	National Flags & Costumes <i>2 cards</i>	1962
T. G. Rovira		
b. 8, f. 272	El Coyote <i>64 cards</i>	circa 1960
b. 8, f. 273	El Coyote Acorralado (The Coyote Cornered) <i>64 cards</i> Complete set, but probably consists of two different printings.	circa 1960
b. 8, f. 274	Huracán Sobre Monterrey (Hurricane Over Monterrey) <i>64 cards</i>	circa 1960

Collecting Cards > T. G. Rovira (continued)

b. 8, f. 275	Billy el Niño (Billy the Kid) <i>79 cards</i> Lacks album and stamp nos. 2, 11, and 42.	circa 1960
b. 8, f. 276	La Vuelta del Coyote (Around the Coyote) <i>64 cards</i> Accompanied by the original box.	circa 1960
T. Wall & Sons Ltd.		
b. 8, f. 277	Do You Know <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 <i>6 cards</i>	1978
Topps Chewing Gum, Inc.		
b. 8, f. 279	Rails and Sails <i>6 cards</i>	1955
b. 9, f. 280	U. S. Presidents <i>39 cards and 4 sheets</i> 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. Includes four fictional campaign posters.	1972
Typhoo Tea Ltd.		
b. 8, f. 281	Animal Offence & Defence <i>1 card</i>	1928
b. 8, f. 282	Horses <i>2 cards</i>	1935
United Dairies (Great Britain)		
b. 8, f. 283	The West <i>25 cards</i>	1963
Van Geetruyen & Cie		
b. 8, f. 284	Indiens d'Amérique du Nord (Indians of North America) <i>6 cards</i> Cards accompanied Bouillon Cibils.	circa 1910
W. Shipton Ltd.		
b. 8, f. 285	Series 1. Wild West (Group 14) <i>3 cards</i>	1959
W.A. & A.C. Churchman Cigarettes		

Collecting Cards > W.A. & A.C. Churchman Cigarettes (continued)

b. 8, f. 286	Curious Dwellings <i>6 cards</i>	1926
W.D. & H.O. Wills		
b. 8, f. 287	Mining <i>3 cards</i>	1916
Wagner & Co.		
b. 8, f. 288	Series 3. Lederstrumpf (Leatherstocking) <i>6 cards</i> Cards accompanied Echte Wagner Margarine.	circa 1970
Webcosa & Co., Ltd.		
b. 8, f. 289	Trail Town <i>7 cards</i>	1963
Weetabix (Firm)		
b. 8, f. 290	The Western Story <i>25 cards</i>	1959
Yacht Cigarettes		
b. 8, f. 291	Heliografering hos Indianerne (Heliographing with Indians) <i>1 card</i>	circa 1930
Unidentified		
b. 8, f. 292	Caballeria y Banderas Nacionales (Cavalry and National Flags) <i>1 card</i>	circa 1920
b. 8, f. 293	Serie 384. Aus dem Indianerleben (From the Indian Life) <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 <i>5 cards</i>	circa 1889
b. 8, f. 295	Arlatte & Cie., Cambrai, France <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 <i>3 cards</i>	circa 1890
b. 8, f. 298	C. Trampler, Lahr, Germany <i>2 cards</i>	circa 1900

Advertising Cards (continued)

b. 8, f. 299	Chicorée Boulangère Croissant, France <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 <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 <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) <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 > Associated British Foods (continued)

b. 9, f. 319	Indian Chiefs <i>6 stickers</i> Labels that accompanied jars of Ovaltine.	1972
Baur's Bread		
b. 9, f. 320	Portrait Trading Stamps <i>100 stamps</i> 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. 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 <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) Lacks fourteen stickers.	1957
Editions Hemma		
b. 14, f. 333	Hommes Célèbres: Chef Indiens (Famous Men: Indian Chiefs) <i>1 sheet</i> Sheet of uncut stickers.	1958
Editorial Bruguera, S.A.		

Sticker Books > 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 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) 7 stickers	1951
	Gordon Bread	
b. 9, f. 341	Good Neighbors of the Americas 1 sticker	circa 1950
	Great Northern Railway Company (U.S.)	
b. 10, f. 342	See America First, Series No. 1 10 stamps	circa 1910
b. 10, f. 343	See America First, Series No. 2 10 stamps	circa 1910
b. 10, f. 344	See America First, Series No. 3 10 stamps	circa 1910
b. 10, f. 345	See America First, Series No. 5 12 stamps	circa 1915
b. 10, f. 346	See America First, Series No. 6 10 stamps	circa 1915
b. 10, f. 347	See America First, Series No. 8 12 stamps	1915-1916
	Nashua Gummed & Coated Paper Company	
b. 10, f. 348	Nashua Indian Brand Gummed Paper Poster Stamps 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) <i>6 stamps</i>	circa 1925
	Union Pacific Railroad Company	
b. 10, f. 352	The Overland Route Series <i>10 stamps</i>	circa 1912
b. 10, f. 353	Unidentified <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 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 > 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) 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. 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 > Comic Books > 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)) <i>1 sheet</i>	circa 1950
Ediciones Toray		
b. 14, f. 389	Recortables Toray, Grupo 11, Oeste (Cut Toray, Group 11, West) <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 Cutouts from Sugar Stars or Sugar Pops.		

Printed Ephemera > Cutouts > Kellogg Company (continued)

b. 11, f. 392	Famous Indian Chiefs <i>12 cutouts</i>	1962
b. 11, f. 393	Men of the Wild West <i>12 cutouts</i>	1963
National Biscuit Company Cutouts from Shredded Wheat boxes.		
b. 12, f. 394	Straight Arrow Injun-uities - Book One <i>36 cutouts</i>	1949
b. 12, f. 395	Straight Arrow Injun-uities - Book Two <i>36 cutouts</i>	1950
b. 12, f. 396	Straight Arrow Injun-uities - Book Three <i>36 cutouts</i>	1951
b. 12, f. 397	Straight Arrow Injun-uities - Book Four <i>36 cutouts</i>	1952
Unidentified		
b. 12, f. 398	The Wild West <i>12 cutouts</i>	circa 1960
Newspapers		
b. 14, f. 399	Il Papagallo (Bologna, Italy) 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 <i>34 cards</i>	1949
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Chocolat-Louit

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

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

b. 16, f. 452	Unidentified series <i>1 card</i>	circa 1890s
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Chocolate Amatller

b. 16, f. 453	Hombres Eminentes (Eminent Men) <i>2 cards</i>	circa 1950
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b. 16, f. 454	Unidentified series <i>1 card</i>	circa 1950
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Chocolates Solé

b. 16, f. 455	El Legendario Far-West (The Legendary Far-West) <i>137 cards</i>	1966
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D.C. Thomson & Co.

b. 16, f. 456	Adventure Picture Series <i>1 card</i>	1929
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b. 16, f. 457	Boys of All Nations <i>1 card</i>	circa 1930s
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Dickson Orde & Co.

Collecting Cards > Dickson Orde & Co. (continued)

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

Collecting Cards > M.J. Holloway & Co. (continued)

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

Collecting Cards > Unidentified Manufacturers (continued)

b. 17, f. 485	Indios y "Pioneros" (Indians and Pioneers) <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 <i>2 cards</i>	circa 1889
b. 17, f. 487	Au Bon Marché, Paris, France <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 <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
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b. 17, f. 510	Unused Advertising Card	circa 1890
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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.

Chocolat Casino

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

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

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

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

b. 19, f. 520	<i>Lederstrumpf</i> (The Leatherstocking Tales)	1938
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Hijos de Marcos Lloret y Cia

b. 19, f. 521	<i>Tierras Salvajes</i> (Wild Lands)	1966
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Niemeijer's Tabak

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

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

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

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

Sticker Books > 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 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

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 <i>120 cards</i>	1953
Golden Maid		
b. 22, f. 534	Wyatt Earp Nuggets <i>17 cards</i>	circa 1930s
Goudey Gum Co.		
b. 23, f. 541-549	Cards of Indigenous individuals <i>184 cards</i>	circa 1933-circa 1947
Hoadley's Chocolates		
b. 22, f. 535	Wild West Series <i>50 cards</i>	1938
Lyon's Tea		
b. 22, f. 536	Frontiers of the West <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) <i>60 cards</i>	circa 1930s
Wells Lamont Gloves		
b. 24, f. 550	Red Ryder Playmates <i>11 cards</i>	1952
Unidentified		
b. 22, f. 538	Strip cards of historical events <i>4 cards</i>	circa 1930s
b. 22, f. 539	Strip cards of Indigenous chiefs <i>13 cards</i>	circa 1930s
b. 22, f. 540	Strip cards of Indigenous individuals <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 <i>De Laatste der Mohikanen/Le Dernier des Mohicans</i> (The Last of the Mohicans)	circa 1950s
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Chocolaterie COOP

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

b. 24, b. 553	Frontiers of Freedom <i>24 cards in 1 album</i>	circa 1950s
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b. 24, f. 554	Indians <i>24 cards in 1 album</i>	circa 1950s
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Humble Oil & Refining Company

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

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

Puzzles issued as promotions.

Arranged chronologically.

Cocomalt

b. 24, f. 557	Flying Family jig-saw puzzle	1932
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b. 24, f. 558	Buffalo Bill jig-saw puzzle	1933
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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 <i>51 cards</i>	1892
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Bon Air

b. 25, f. 560	Native Americans <i>90 cards</i>	1995
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Topps Chewing Gum, Inc.

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

b. 25, f. 562	Strip cards of Indigenous chiefs <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 <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 <i>167 cards</i>	1949
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Comic Features Inc.

b. 26, f. 577	Western Trading Cards, Series W-3 <i>18 cards</i>	circa 1950s
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Cushman Bread, McPhail Pianos, Bush & Lane Pianos, and Well-Boettler Bakery

b. 26, f. 578	Cards of states in the American West <i>19 cards</i>	circa 1930s
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Gum, Inc. (Philadelphia, Pennsylvania)

b. 26, f. 579	Wild West Series <i>48 cards</i>	1950
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Helmar Turkish Cigarettes/Turkish Trophies Cigarettes

b. 26, f. 580	Seals of the Western United States <i>25 cards</i>	circa 1900s
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Jodella

b. 26, f. 581	Aus dem Indianerleben (From the Indian Life) <i>9 stickers</i>	circa 1910s
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Willard's Chocolate

b. 26, f. 582	Indian Series <i>43 cards</i>	circa 1920s
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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 <i>22 cards</i>	circa 1889
b. 26, f. 584	Chocolat Guérin-Boutron, Paris, France <i>6 cards</i>	circa 1890
<p>Printed Ephemera Printed ephemera consisting of cutouts. 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 <i>4 panels</i>	circa 1950s
<p>National Biscuit Company</p>		
b. 26, f. 586	Straight Arrow Injun-uity Cards <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

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

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 <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) <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 6 cards	circa 1899
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Franck Coffee

b. 29, f. 597	Die Goldgewinnung in Alaska (Gold Mining in Alaska) 6 cards	circa 1900
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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.

Aviatik

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

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

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