



Guide to the Metamorphic tobacco trade cards, approximately 1868-1880s

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Summary

Collection Title:

Metamorphic tobacco trade cards, approximately 1868-1880s

Source:

John W. Hartman Center for Sales, Advertising & Marketing History

Abstract:

Collection consists of 12 metamorphic tobacco and cigarette cards. Most of the cards were printed by Donaldson Brothers of New York or Calvert Lithography of Detroit. Cards were produced by a number of American tobacco companies, including C.A. Jackson, E.H. Pogue, Duke, and W.T. Blackwell. Images on the cards include advertisements for the tobacco companies and local retailers; caricatures of politicians including Benjamin Butler, Bismarck, George Washington, Samuel Tilden, and U.S. Grant. Cards also feature jingles and poems along with depictions of racial and ethnic stereotypes. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

0.2 Linear Feet

Language:

Materials in English.

Collection ID:

RL.11971

Permalink:

<https://idn.duke.edu/ark:/87924/m1hx6h>

Preferred Citation

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Background

Scope and Content

Collection consists of 12 metamorphic tobacco and cigarette cards. Most of the cards were printed by Donaldson Brothers of New York or Calvert

Lithography of Detroit. Cards were produced by a number of American tobacco companies, including C.A. Jackson, E.H. Pogue, Duke, and W.T. Blackwell. Images on the cards include advertisements for the tobacco companies and local retailers; caricatures of politicians including Benjamin Butler, Bismarck, George Washington, Samuel Tilden, and U.S. Grant. Cards also feature jingles and poems along with depictions of racial and ethnic stereotypes.

Biographical/Historical

Tobacco trade cards first appeared around 1870, possibly earlier. Originally the cards were blank and intended to offer stiffness to tobacco and cigarette packages, but soon they began to carry advertisements, amusing stories, cartoons and other illustrations. Positive consumer response led to the cards becoming collectible, and eventually the cards were issued as series including famous athletes, politicians, flowers, flags and other themes. Metamorphic cards featured images that changed when a leaf was folded or unfolded, adding an aspect of interactive amusement. Cigarette cards remained popular into the early 20th century when a paper shortage during World War I curtailed much of the practice. Trade cards were sporadically revived as a merchandising practice through much of the 20th century.

Source: <https://www.collectorsweekly.com/tobacciana/tobacco-cards>

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Administrative Information

Publication Statement

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Access Restrictions

Collection is open for research.

Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the Rubenstein Library's Citations, Permissions, and Copyright guide.

Acquisition Information

The Metamorphic tobacco trade cards were received by the David M. Rubenstein Rare Book & Manuscript Library as a purchase in 2021.

Processing Information

Processed by Richard Collier, Jan. 2022;

Accessions described in this collection guide: 2021-0119.

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Related Materials

Related Material

Related materials may be found in the following Hartman Center collections:

Lois Stifel collection of tobacco ephemera;

Richard Pollay. Tobacco industry promotion (TIPS) collection.

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Names and Subjects

- Advertising -- Tobacco -- Pictorial works
- Advertising -- Tobacco -- United States -- History
- Advertising cards
- Trade cards
- Cigarette cards
- Tobacco industry -- North Carolina
- Caricatures and cartoons
- Racism in cartoons

- John W. Hartman Center for Sales, Advertising & Marketing History
- W. Duke, Sons & Co.
- W. T. Blackwell and Company (Durham, N.C.)
- Washington, George, 1732-1799
- Grant, Ulysses S. (Ulysses Simpson), 1822-1885

Collection Inventory

Allen & Co. (New York)--Allen's Jewel, 1880s

Box 1

Scope and Contents

Allen's Jewel 5 cts Chew No Other/C. Kelly 228 Market St. Paterson N.J. Jobber in tobacco and segars; A sure Defence against all harm is Allen's Jewel five cent plug; He was a venerable cuss Who never got into a muss. Although he went most every day To Coney Isle or Rockaway. For if a rough would punch his head Showing the plug, this wise man said. "My Christian friend, permit me to Ask you of this to take a chew." The savage breast is straightway soothed The upraised fist forthwith removed The rising storm becomes a calm, The lion has become a lamb. Moral: If you'd not fear an ugly mug, Chew Allen's Jewel five cent plug. Image of two men fighting, then friendly.

Appleby & Helme (New York)--Railroad Mills
snuff, 1880s

Box 1

Scope and Contents

Established 1825 Railroad Mills snuff, The best & cheapest Sold by Dealers everywhere. Manufactured by Appleby & Helme 133 Water St. New York. Railroad Mills Snuff. She was not up to snuff. If this irate old lady could speak, She would say--"How remarkable weak and Nasty's the stuff That they sell for snuff. It's too bad to put into your beak. If this happy young lady could speak, She'd remark, and not stop for a week. "I've got Rail Road Mills! And the bill it quite fills. No better need anyone seek." Donaldson Brothers, Five Points N.Y. Images of unhappy and happy women.

C.A. Jackson (Petersburg, Va.)--Jackson's Best,
1880s

Box 1

Scope and Contents

Patent applied for. Blue Strip Trade Mark on every Plug/All Sizes Bright and Mahogany Plugs./It is the Finest Sweet Navy Plug ever made./Awarded Highest Prize at Centennial. This unrivaled tobacco for sale by Wm. Goerder Dealer in Groceries, &c. Watertown, Wis.; A melancholy pair they were, With troubles sore oppressed, Until a sign the chanced to see Which said Chew Jackson's Best. And now they are a happy pair With every comfort blessed. Kind reader!

Take that sign's advice, Be wise, Chew Jackson's Best. Manufactured by C.A. Jackson & Co., Petersburg, Va. Donaldson Brothers, Five Points N.Y. Image of two unhappy, then happy men.

C.A. Jackson (Petersburg, Va.)--Jackson's Best,
1880s

Box 1

Scope and Contents

Blue Strip Trade Mark on every Plug/All Sizes Bright and Mahogany Plugs./It is the Finest Sweet Navy Plug ever made./Awarded Highest Prize at Centennial. Ask your dealer for "Jackson's Best." Though melancholy once they were, With troubles sore oppressed, They now appear a happy pair, For they Chew Jackson's Best. But turn this leaf and then will you See what persistent use will do. Not only are they happy, healthy But they've become immensely wealthy. Kind reader on your mind impressed The moral be Chew Jackson's Best. Manufactured by C.A. Jackson & Co., Petersburg, Va. Donaldson Brothers, Five Points N.Y. Image of two happy, then happy and wealthy men.

E.H. Pogue (Durham, N.C.)--Sitting Bull Durham,
1880s

Box 1

Scope and Contents

E.H. Pogue's genuine Sitting Bull Durham Smoking Tobacco, for sale by Work & Reed, Providence, R.I. A Legend of Sitting Bull Smoking Tobacco. Why doth this noble savage rage, His wife and child feel sad? They find (Alas! A common fault,) That their tobacco's bad. Of tranquil joy and happiness These savage breasts are full, And they've become quite civilized For they smoke "Sitting Bull". Manufactured by E.H. Pogue, Durham, N.C. Donaldson Brothers, Five Points N.Y. Image of a Native American family smoking, first in indigenous costume smoking "not Sitting Bull" then in western clothing smoking Sitting Bull.

J.J. Bagley & Co. (Detroit)--Bagley's May-Flower,
1880s

Box 1

Scope and Contents

The best and purest Fine cut Tobacco is Bagley's May-Flower. Detroit, Mich. A Legend of Bagley's May-Flower chewing tobacco. There was a man who used to be Most of his time in misery--Of no tobacco could he learn But what would cause him dire heart burn. Until a Pilgrim father he From Plymouth Rock once chanced to see, And ever blessed the hour He met the man of the May-Flower. Of Heart burns pangs no longer he Endures the pain and misery--At last that happy man is sure He's found tobacco strictly pure, Of fragrant taste yet full of power: Bagley's Best, the old May-Flower. Patent applied for. Donaldson

Brothers, Five Points, N.Y. Image of man in top hat with Pilgrim, in pain then happy.

Stuart, Chapin & Co.--Board of Trade fine cut,
1880s

Box 1

Scope and Contents

Board of Trade, Stuart, Chapin & Co. Toledo, O. The Calvert Lith. Co. Detroit. John Anderson, my jo John, At rise and fall of Stocks, I saw the "bulls" and "bears" John, Just fighting like game cocks. But When the ring was broken, John, Their wrath away did fade, The moment they began to chew, The Soothing "Board of Trade". Image of Bull and Bear, fighting then holding a container of tobacco together.

W. Duke, Sons & Co. (Durham, N.C.)--Duke of
Durham, 1880s

Box 1

Scope and Contents

If you wish a fine smoke, call for Duke's Durham for sale by James H. Battis, 28 & 30 Front St., Salem, Mass. Manufacturer and Jobber in tobacco and segars. The Discomfited Drummers. A tale of Duke of Durham smoking tobacco. There were two gentle drummers once unto a dealer came, And tried to sell their stock, (Of course you can't say they're to blame) But tried in vain, The dealer cute had cut his wisdom dental, He blandly smiled and then remarked in tones quite soft and gentle "You waste your breaths, you waste also your precious time as well, There's only one brand people buy, one brand that I can sell." "And this is it," the dealer wise continued, "People buy So much, the only trouble is to keep enough supply." One glance upon that package these gentle drummers darted, And quickly packed their samples up, and suddenly departed. Kind reader, heed the lesson taught, these drummers e'en confessed The famous Duke of Durham brand for smoking is the best. Manufactured by W. Duke Sons & Co. Durham, N.C. Donaldson Brothers, Five Points, N.Y. Image of two salesmen and a merchant.

W. Duke, Sons & Co. (Durham, N.C.)--Duke of
Durham, 1880s

Box 1

Scope and Contents

Duke of Durham, The most popular Smoking Tobacco for sale by; Patent applied for; Donaldson Brothers, Five Points, N.Y. The Only Genuine! Duke of Durham Smoking Tobacco manufactured by W. Duke, Sons & Co. Durham, N.C. Smoke Duke of Durham Proof of Popularity. Percentage of increase in sales 1879 over 1878 larger than any other smoking tobacco brand. Image of George Washington: Had Washington lived in these days, He'd say with all the rest "I cannot, will not tell a lie, Dukes Durham is the Best." Image of Otto von Bismarck: Bismarck, of blood and iron made--Duke's Durham loveth he, And oft

between his puffs exclaims "E! E! Das ist der beste." Image of Benjamin Butler (Governor of Massachusetts 1883-1884): Before Ben Butler makes a speech A smoke he always takes And finds Duke's Durham in his brain, Some new idea wakes.

W. Duke, Sons & Co. (Durham, N.C.)--Duke's Durham, 1880s

Box 1

Scope and Contents

If you wish a fine smoke, call for Duke's Durham for sale by Bugbee & Brownell, 26 to 31 Canal St., Providence, R.I., Wholesale Grocers and Commission Merchants. The Calvert Lith. Co. Detroit. Heavens! What will keep these children quiet? People grow crazy at the riot. And bring them candy, cakes and pie, The more they bring, the more they cry. Smoke Duke of Durham. What can have brought from tears relief, And caused these infants thus to smile,, The reason is in words quite brief, Duke's Durham will e'en babes beguile. Manufactured by W. Duke, Sons & Co. Durham, N.C. Image of two babies crying, then smiling.

W.T. Blackwell (Durham, N.C.)--Durham smoking tobacco, approximately 1879

Box 1

Scope and Contents

Dime Durham smoking tobacco, Durham, N.C. Price one dime only. Inveterate smokers often cause The bitter words of family strife. Our savings for "Two Ounces" go, Says the bold and fearless wife. Hurrah! Hurrah! The gulf's bridged o'er. White-winged peace now rules sublime. The change by links "Dime Durham" wrought We buy "four ounces" for a "Dime". Image of man and woman.

W.T. Blackwell (Durham, N.C.)--Genuine Durham tobacco, approximately 1868

Box 1

Scope and Contents

Smoke Blackwell's Genuine Durham Tobacco. None genuine without the bull on each package. For sale by E. Blatchford, Jobber in segars and tobacco, Rockport, Mass. Image of Samuel J. Tilden: Come all you true born Democrats, You hardy hearts of oak, Who know a thing when it is good And Blackwell's Durham smoke, Gaze on this face and you will see Your Presidential nominee The sage and statesman S.J.T. Patent applied for. Donaldson Brothers, Five Points, N.Y. Image of Ulysses S. Grant: And all you good Republicans Will surely be enchanted, When you behold the visage here, And take the fact for Granted That he will win, If he will be Your Presidential nominee, The soldier hero U.S.G. But though you differ in your views Political, we hope You coincide when we remark, The choicest brand to smoke Is Blackwell's Genuine Durham, that Suits every taste, no matter what, Republican or Democrat. [U.S. Grant was

elected President in 1868, defeating Horatio Seymour, and in 1872, defeating Horace Greeley. Samuel Tilden ran for President in 1876, losing to Rutherford B. Hayes. Grant and Tilden never faced one another as candidates for federal office, although Tilden did serve as Horatio Seymour's campaign manager in 1868.]