LIMITED EDITION

JUNE 1ST – LIMITED EDITION RELEASE OF A UNIQUE AVIATION BOOK

ENCYCLOPEDIA OF THE WORLD'S AVIATION CIGARETTE AND TRADE CARDS

In the beginning of the 20th Century man learned to fly. Flying has become a popular, even daily routine, but in our present century mass tourism through the air is questioned because of its environmental burden, a notion practically absent in the past century.
Theoretical and practical 20th Century aviation matters led to great enthusiasm by the general public. Entrepreneurs took advantage of this by inserting attractive aircraft images with their products, such as cigarettes, coffee, tea, bread, chewing gum, cereals etc., thus enhancing their sales.
This not only happened in the Western World. It was a worldwide phenomenon.
It is the subject of the book we discuss in this brochure.
Around the turn of the century author Bob Dros (1946) decided to compile the vast amount of aircraft cards and albums in a kaleidoscopic book.
During this process he found a publication called American Tobacco Cards by Robert Forbes and Terence Mitchell. When he read their preface lines he instantly felt connected to their inner world reflecting the same state of mind:

'This book is the result of the authors' personal interest in American Tobacco Cards, which we have collected for many years. Both of us had been frustrated on numerous occasions when we were unable to easily find information about a card type we had come across or when we couldn't locate any good lists for some of the series we were trying to complete. We realized that if we were having these problems, so were other members of our hobby. Consequently we decided to pull together as much of the available information as possible regarding these American tobacco card series and put it into one easy-to-use volume for the benefit of our fellow collectors.'

This opinion is Dros's credo for the encyclopedia. It has been composed for aviation enthusiasts, especially those who are interested in aviation artwork, aviation trading cards and aviation card albums as they were issued in the 20th Century. It is also for collectors of non-sports picture cards in general, to give them an idea of the kind of aviation trade card series that were released internationally.
After a few introducing chapters Dros presents and comments 1014 card sets from 44 countries and over 250 odd, partly unidentified cards that were part of more generic sets like 'transport' or 'engineering'.'Cards' should be interpreted in a broad sense – package designs, matchbox labels, bread end labels, stickers, buttons etc. are included.
The series are spread over six episodes.
Some additional chapters follow with short biographies of six aviation artists responsible for artwork in the book, contributions of other collectors, a number of diagrams showing quantified data from the book, and a variety of 114 pieces of artwork in relation to one specific aircraft, the La Cierva Autogiro.
The encyclopedia closes with a publicity chapter (posters, advertisements etc.), acknowledgements, a list of consulted books, articles and websites for reference and an index of all presented card producers and traders, alphabetically and per country,
By its chronological order the presented series form a colourful and original testimony of the development of aviation and of printing and graphical processes in general.

The 'Encyclopedia of the World's Aviation Cigarette and Trade Cards' is a unique document, has 768 pages and measures 25 x 30 cm. Through its international character the narration is in the English language. This brochure is meant to be a rough impression of the book content: the foreword, some pages with presented series, an introduction to a chapter, one artist biography and two diagrams.

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## FOREWORD

There are two kinds of impassioned people about aviation trade cards – those hobbyists who have many and those people with a few. Collectors in the first group have many completed sets of cards and/or albums and many consider themselves knowledgeable on the subject. People with a few treasure them and want to collect more of them if possible. A third group of people may never even have heard of them and they therefore have a delightful surprise awaiting them when they just open Bob Dros' wonderful Encyclopedia of the World's Aviation Cigarette and Trade Cards to see them for the first time – if only in reproduction. Everyone, however, will be gratified to have so many of their questions answered by Bob's exhaustive research into more than one-thousand companies that produced these gem-like pictures, most of them in colour, and to gaze on so many beautiful miniatures all in one place.

They are gems indeed. The early ones started life on the artist's canvas or professional drawing paper, big enough for him (or her) to get all the details of the aircraft in or for him to include his particular painterly flourishes or artist's style. The reduction from workman's size to pocket or postage stamp size turns them into tiny treasured gems.
But cigarette makers were not the only companies issuing these cards.

I remember, as a boy of four or five years, seeing the crisp die cut corner of such a card poking through the Heinz Rice Flakes all still in the box and reaching for that colored miniature even before I knew what it was or even before my mother poured the breakfast cereal into my dish. And then would she pour the milk on the cereal and on my treasured card before I could retrieve it?

It was winter with heavy snow outside. My mittened fingers gently placed my airplane card in my pocket and I went out to play. At evening when I came inside and emptied my snow filled pockets with my snow caked mitten, it was then that I discovered that my crisp beauty of a card was a sodden mess and the beautiful blue and yellow Douglas Dolphin amphibian was hardly recognizable as an airplane.

The years passed and I saw very few of these boxes of Heinz Rice Flakes again. Maybe my mother changed cereals – the Rice Flakes were not very nourishing. Little did I know that Heinz and many other companies produced large numbers of miniature airplane cards. I grew up with sports- or money-minded kids, not young airplane enthusiasts. But I kept my few and crumpled cards until my old age, and only recently have I discovered there are other airplane 'nuts' in the world with their own sets and brands of airplane cards.

Bob Dros is one of these hobbyists. He now has airplane cards from over one-thousand producers worldwide and has researched the provenance of nearly all of them. The result of his collecting and study is the beautiful encyclopedia you have in your hands, the only one of its kind in the world so far as we know.

No longer will you wonder which card sets you don't have to enjoy. You have specimen of them all in front of you in one complete volume. All that is missing are the crisp clean die-cut edges of that single little colorful gem hidden inside the cereal package. Similar cards also came packaged with tea, coffee, candies, cookies and many other commercial products from countries all over the world. Bob Dros has covered them all in this book.

For people with other interests comprehensive sets of cards were issued covering a multitude of other subjects such as merchant ships, warships (I have a set of Strange Craft on the Water), trains, automobiles, motorcycles, architecture, pubs (which I also have), bridges, horses, dogs, cats, birds, actors, stage craft, and more, too many to list. In earlier days collecting these pictorial cards was a popular and educational pastime of which one never grew tired. Today the hobby is carried on by specialist collectors who recognize the charm of these little collectibles. Bob Dros' encyclopedia is a major help to these people and to everyone who appreciates art and aviation.

Robert Straub
Baltimore, Maryland, U.S.A., Fall 2019

**89,90 Luftfahrerdank, Germany**
1916
charity
Wohlfahrtsmarke Series A (A)
A series of 25
Wohlfahrtsmarke Series B (S)
Prosperity Stamps
20 series of 6 each

During the first war years the charitable institution 'Luftfahrerdank' (airmen's gratitude) issued a number of poster stamps to raise funds for disabled airmen and widows of perished combattants. Set A consisted of twenty-five different aviation stamps and is relatively easy to obtain, even now. The B series of slightly bigger stamps, however, is scarce. It has 120 different aircraft pictures of the era, divided into twenty sets of six pictures each. The sets are grouped around the aircraft function, country of origin and external characteristics. All stamps appeared in two main colours: orange and green.
This latter series formed the guideline for the book *20 Kapitel Frühe Luftfahrt* (Twenty Chapters of Early Aviation), a publication by Günter Schmitt and Werner Schwipps, issued by the East-German publisher Transpress in 1990.

**17 Guérin-Boutron, France**
1909
cocoa, chocolate
La Navigation Aérienne – Dans les Airs (5)
Aerial Navigation – In the Skies
A series of 84

*Dans les Airs* is a comprehensive series showing in detail the history of aerial navigation and aviation in eighty-four coloured line drawings. The set was also issued by chocolate makers Debauve et Gallais, Papeterie / Librairie / Imprimerie E. Delahaye et Chocolat Lorrain.
Later series by Bozon-Verduraz, France and The Netherlands, and Savoy, England (see nrs. 111, 112, 113, 118 and 119.) were obviously inspired by this early Guérin-Boutron set, as many of the drawings reappear there as watercolours.

**87 Imperial Tobacco Co., United Kingdom**
1915
tobacco
Aviation (A)
A series of 25

In 1910 the Imperial Tobacco brand of Wills set the standard for the aviation tobacco card: the small sized, white bordered card with neatly painted aircraft and the tobacco brand and type designation on the front. The Imperial Tobacco subsidiary Lambert & Butler issued this set during World War I when many new types of aeroplanes could be presented to the interested public. The set stayed popular with collectors ever since.

**88 Imperial Tobacco Co, United Kingdom**
1915
tobacco
Britain's Defenders (R)
A series of 50 (2 aircraft)

During World War I Wills's Australian branch of Havelock issued a large series of *Britain's Defenders*; warships, army vehicles, aircraft and also military and civilian leaders of that period. The set appeared with other overseas products also, such as Scissors Cigarettes and brought the European war heroes and their tools from the motherland to distant regions throughout the Empire. But the aeroplane is not yet fully recognized as an efficient weapon: it is shown on only two pictures, both seaplanes.

A London Scene – Handley Page HP-42 'Heracles' at Croydon Airport.
Artist: Keith Woodcock (United Kingdom)

# III

## The Golden Age of Aviation

After World War I the world was in shock – the 'happy' war had ended in a disaster with millions of deaths. This had different consequences in different countries. The Treaty of Versailles required a German moratorium on all military equipment, whereas the victors France, Great Britain and the U.S.A., could develop any weaponry they wanted from that time on. This lack of balance and Germany's deep feelings of humiliation that followed from it, led, as we know, to new sabre-rattling halfway through the 20th Century.
Visionaires in aviation industries quickly combined warplane surplusses with their wish to start commercial activities. The aeroplane had proven itself capable of carrying mail and even passengers over great distances, and almost as soon as the war ended the great era of commercial flight started. First with rebuilt military types and very soon specially designed commercial aircraft followed.
Further development of the aeroplane and the airship not only led to reliable transports, but also to record breaking designs. Most popular were the Zeppelin airships, the racers, and the aircraft specially designed for long distance flights. The era between the two World Wars is often called the Golden Age of Aviation. The aviation industry never again expanded so rapidly. And the people loved it. The big aviation events distracted them from their everyday struggle for life, as it was also the era of the Great Depression. Aviation has never been as popular as in the 1920s and 1930s. And this fact is very well reflected by the number of aviation related card issues, the biggest bulk in our encyclopedia.
Towards World War II civil aviation ended with experiments to cross the Atlantic and the Pacific oceans, in which large flying boats played a key role. After 1934 military aviation evolved at a rapid pace too. By 1938 it became clear that war in Europe was inevitable.

### The Cards

Things had changed after World War I: socialist movements were manifest and the working class organized themselves. This was one of the reasons for a change in the card field. Cards were not just made available to the happy few who could afford expensive coffee, but also to the majorities who bought relatively cheap products such as cereals, chewing gum and cigarettes. The cigarette cards became so popular in the early thirties that the name 'cigarette card' became the common name for all kinds of cards.
In the years right after World War I the card series had a retrospective character, depicting war heroes and their planes. This theme returned incidently in later decades too. Subject matter changed to the commercial field only when airliners became more and more well known, and when the first breathtaking recordbreakers were in the news. Charles Lindbergh was one of the pace-makers in 1927 by crossing the Atlantic Ocean, flying non-stop from New York to Paris.
The dedicated album also made its appearance now. There had been generic albums for card storage available, but the idea of designing albums for specific catagories such as 'modern aircraft', 'speed', 'transportation', 'engineering' and even 'history of aviation' was new. This phenomenon originated in Europe and many beautiful examples saw the light of day. There was some imitation in other parts of the world, but there the card album never became as popular as in the Old World.
This third period revealed a big variety in card types. Because of the broader scope cards came as inserts, blotters, buttons, posterstamps, beermats, package designs etc., and the number of cards in a set varied enormously.

**269 H.J. Heinz & Co., U.S.A.**
1936
foodstuffs
Famous Airplane Pictures
Modern Aviation (A), F277-1
A series of 25

Here we show the Heinz series we discuss in nr.238. The lay-out of both *Modern Aviation* albums differed but the captions stayed the same. The main difference however is the completely newly designed aircraft pictures by aviation artist William Heaslip, watercolours in four colour printing. As with all Heinz cards in these sets, the print runs can be detected by the litho number on the back of each card giving the week and year of printing. These are elegant paintings, the ones Bob Straub mentions in his foreword.

**270 H.J. Heinz & Co., U.S.A.**
1936
foodstuffs
Famous Aviator Pictures
Famous Air Pilots (L, XR), F277/4b
A series of 25

Apart from a second aircraft card set in the series called *Modern Aviation*, Heinz introduced a different one called *Famous Aviator Pictures* in 1936 with portraits of twenty-five American air heroes. It turned out to be Heinz's most popular series. Part of this set is the so called 'Magnificent Five', five famed aviators that were replaced by others in the second and subsequent printings – most likely for copyright reasons. These extremely rare cards are nr.2 Amelia Earhart, nr.5 Laura Ingalls, nr.7 Howard Hughes, nr.8 Captain Ed Musick, and nr.9 Commander Frank Hawks. The set could be pasted in an album called *Famous Air Pilots* with brilliant artwork on the cover. For use at schools Heinz designed a big poster called *Air Routes of the World* that featured all cards from both series mentioned under nr.269 and 270. The big, colourful map we show in the chapter 'Around the card world', was accompanied by a booklet called *Famous Flights*, with instructions for schoolteachers.

**301 Air League of the British Empire, United Kingdom**
1938
union
Air Leaguers' Album of British Aircraft (10 albums) (L)
10 series of 6 each

The Air League was founded in 1909 as The Aerial League. It was meant to be a non-political, independent organization of private citizens, solely concerned to see that *'aviation is properly directed for the security, consolidation and prosperity of the Empire'*. From 1922 on the Duke of Sutherland acted as its President. For the Junior Members the talented, young artist Howard Leigh was given the opportunity to design ten sets of six aircraft paintings of postcard size to fill the ten albums issued from approximately early 1935 until late 1938. The albums were meant to enhance the airmindedness of the young. In the Duke's words:
*'... to keep the interest of the young people in aviation matters alive and help them to fly as far as we are able to do so.'*
The outstanding artwork of Leigh turned the small, bound and hardcovered albums into little masterpieces. Shown are paintings of a selected number of subsets in this series.

**408 The Canada Starch Company, Canada**
1942
starch, adhesives, foodstuffs
**Britain's Fighting Planes and Warships of the British Navy** (R), FC13
A series of 30

Almost certainly not coincidentally the Canada Starch Company released their *Britain's Fighting Planes* pictures soon after their biggest competitor in the starch field offered a comparable set (see nr.396). Beginning in the mid 1930s, the Canada Starch Company and its chief rival of Port Credit, Ontario, were well aware of the advertising methods being employed by their rival and the advertising campaigns were blatantly similar. The St. Lawrence Starch Company issued their *Warplanes* series for three years, beginning in 1941. The Canada Starch Company 'followed suit' and in March 1941 introduced its Crown Brand pictures of *Britain's Fighting Planes*. The collection began with six aircraft pictures 'in colour', as opposed to the black and white pictures of its rival. In May 1941 eight pictures of British warships were added. By 1942 the Canada Starch set, now called *Britain's Fighting Planes and Warships of the British Navy*, had more than doubled in size to twenty-nine pictures. The final surprise for the set was the addition of a black and white portrait photo of Winston Spencer Churchill, Great Britain's Prime Minister at the time, increasing the total number of the cards to thirty. The beauty, colours and variety of the Crown Brand picture cards make this set very special.

**452, 453, 454**

**The Quaker Oats Company, Canada**
1944
cereals
Warplanes / Modern Airplane Pictures (L),
F279-36a, b and c
A series of at least 27

Quaker was responsible for a large series of package designs with famous, contemporary military aircraft on their packs of cornflakes and puffed wheat 'Sparkies'. The series may have run for quite some time, as three different types of pictures can be distinguished. All have the red-white-blue flag with the type name in common. The set we describe as *Type 1* shows mainly American Lend-Lease aircraft, all with British insignia, drawn in a clear line against a cloudy sky. *Type 2* pictures are obviously painted by the same artist and show a mix of British and American warplanes. A silhouette is added with just a bottom and front view of the aircraft. The aircraft on the *Type 3* pictures have been painted by a different artist, more easily, less accurate, and put against a war scenery. Here a side view of the aircraft is added to the front and bottom views of the silhouette. Some technical specifications are given below the picture on all three types of cards. All together this is a very interesting – but difficult to obtain – series of large cards.

**687 Crescent Cigarette Company, Netherlands**
1957
tobacco
De Luchtvaart in Amerika (L)
Aviation in America
A series of 96

This is the fifth and last series of aircraft cards that were printed on Crescent's Croydon cigarettes sleeves. After the somewhat disappointing results of the KLM series of 1956, the successful artists that designed the first three series, Piet and Meindert Compaan (see nrs.564, 607 and 633), were approached again for this series of ninety-six paintings featuring aviation in the United States. Following earlier releases, the distribution of cards started months before the presentation of the accompanying album. During the card distribution the Crescent Cigarette Company was incorporated into the Philip Morris organisation. The new mother firm decided not to continue the Croydon brand and abandoned further production of the aircraft card set. In the meantime many collectors had completed full sets and it was assumed for quite some time that no albums had ever been produced. But in the 1990s an album for the series popped up. After a few years the general conclusion was that only a few albums had survived the harsh action of Philip Morris, as to date no more than a dozen of them have been found in collections. From our investigations we conclude that all original Compaan paintings have been destroyed.
The Croydon U.S.A. set is, again, very well painted – looking like photos, not paintings – and reviews a fair representation of American contemporary aircraft, at that time a very popular subject among Dutch air enthusiasts.

Nieuwe serie: No. 57
„DE LUCHTVAART IN AMERIKA"
T-35A BUCKAROO (U.S.A.)
Fabriek: Temco
Spanwijdte: 8,90 m. Lengte: 6,61 m
Hoogte: 1,93 m. Bemanning: 2
Tot. gewicht: 770 kg. Max. snelheid 250 km/u
Vliegbereik: 757 km. Plafond: 4270 m.
Motoren: een Franklin 6AF-165 van 165 pk.
Functie:
LESVLIEGTUIG

**851 Australian Licorice Pty. Ltd., Australia**
1970
licorice
The History of Flight (R)
A series of 20

Look at this twenty piece set of beautifully painted Australian aircraft cards reviewing the history of aviation. It is a fine, very hard to complete series of cards of famous, mostly civil aircraft, inserted around 1970 with Giant Brand Soft Eating Licorice packets.

**852 Herba-Verlag, Germany**
1970
publisher
Flugzeuge Gestern-Heute-Morgen (L)
Aircraft Yesterday-Today-Tomorrow
A series of 40

This series of forty coloured photoprints accompany Harald Rösler's strikingly accurate and compact narrative about several aspects of aviation history. The album for these cards is simple.
The colouring of the pictures is in some cases somewhat dreary, but it is an interesting collection of famous aircraft throughout the history of aviation. The album concludes with Neil Armstrong's landing on the moon, an event that is memorialized more often in aviation sets from around 1970.

## WUBBO DE JONGE

1897-1953

Co-creator of sets nrs.312, 344 and 474

Wubbo de Jonge was born on 1st October 1897 in Hilvarenbeek, The Netherlands.
Not much is known about his early career. He received his artistic education in Amsterdam at the Kunstnijverheidsschool, an applied art school. In 1929, at the age of 32, he was contracted by the famous Dutch printing and publishing company 'Joh. Enschedé & Zonen' as an illustrator and retoucher. There, not only his outstanding professional skill, but also his loyalty, self-criticism, humor and his richly varigated personality were praised. His faith was the driving force behind his loyal attitude and his enormous production of artwork of all sorts. Within and outside the company he was famous for his watercolour skies that accentuated his subjects and also the diversity of his work which was often associated with the diversity of his personal make-up.
In 1941 De Jonge was permitted to make a number of paintings for an insurance company. He became well-known by the Dutch youth as the illustrator of a booklet called *De Reddingboot komt!* (The Lifeboat comes!), published by a Dutch savings bank. The booklet contained spectacular line drawings and watercolours.

A few years after he was contracted at Enschedé's, illustrator Jaap Pander joined him at the company. The two men, both of the same religion, developed a close friendship and worked together on a number of projects such as the Jb.Bussink albums *Het Verkeer* (Transportation).
Their relationship suddenly ended when De Jonge died in 1953 at the age of 56.

'The bicycle in modern life', in Bussink's album *Het Verkeer I*, 1938.

'Fokker F.XXII Roerdomp' in Bussink's album *Het Verkeer I*, 1938.

'Rescue', in booklet *De Reddingboot komt!*, by the Nederlandse Spaarbank Bond, 1950.

'Brandaris', in booklet *De Reddingboot komt!*, by the Nederlandse Spaarbank Bond, 1950.

## MOST POPULAR AIRCRAFT TYPES ON CARDS

From the enormous amount of pictures we selected a top 30 of the most popular aircraft types as they were presented in trading card sets and collector's albums of the 20th Century. Famous early types have high rankings of course, as we encounter them from the beginning, unlike famous aircraft types of later date. The high ranking of later types such as the Spitfire, Sabre, Meteor and DC-3 are remarkable. In fact these are super high scores! The ranking also shows the power of imagination: Louis Blériot's 'Type XI' in which he crossed the Channel in 1909 ended before Orville and Wilbur Wright's 'Flyer' of 1903 in which the brothers made man's first controlled flight.

## PRODUCTS RELATED TO TIME INTERVALS

In the course of the 20th Century we see a variety of products connected to aviation cards. The diagram shows the different product catagories grouped in decades from 1900 to 2000. There are two peaks when we add up all products per decade: the 1930s and the 1950s. We think the first peak can be deduced from the threatening war and people's eagerness to know about the strength and variety of the air forces. The second peak could be explained by people's excitement about the new dawns in aviation: the jet age and its fantastic swept wing and rocket and jet driven designs. There are also some remarkable changes in product choice over the decades.

The food catagory, which includes cereals, peaks in the 1950s.

Tobacco peaks in the 1930s - the term 'cigarette card' for 'trade card' originated in this decade.

Cigarette and cigar inserts tend to be less and less attractive from the 1950s on and are almost neglectable in the decade of World War II.

Confectionary products are popular from the 1930s to the 1960s. The percentage of commercial cards issued by publishers grows steadily towards the end of the century.

Gum cards are prominent in the 1950s.