

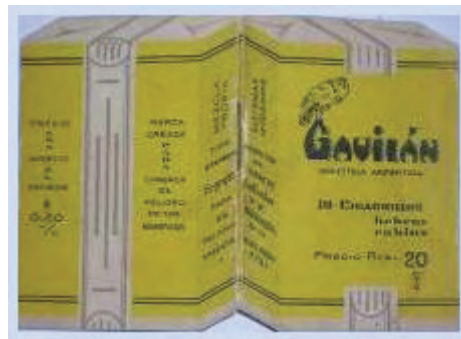
CIGARETTE AND TRADING CARDS FEATURING SPANISH-PHILIPPINE STAMPS

Nigel Gooding

Although this article is not truly philatelic, I have over the years come across a few Cigarette and Trading Cards that feature Spanish-Philippine stamps. Whilst there are various series of Cigarette and Trading cards showing stamp effigies from the more popular countries, it is nice to see that the Philippines has been featured on some of the cards.

Cigarette Cards

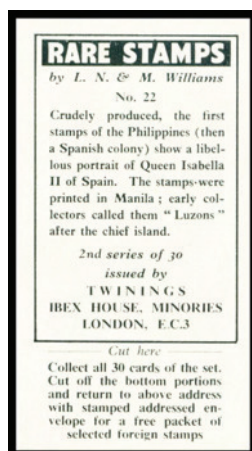
Cigarette Cards were issued as early as 1875 by tobacco manufacturers both to protect the cigarettes by stiffening the pack, and also to gain customer loyalty to their particular brand of cigarettes. Some very early cigarette cards were printed on silk which was then attached to a paper backing. Each set of cards typically consisted of 25 or 50 related subjects, for example artists, famous sportsmen, Boy Scouts, stamps etc. They were discontinued in order to save paper during World War II, and never fully reintroduced thereafter.



To date, I have come across three cigarette cards depicting the following Spanish-Philippine issues:

- 1) 25-milesimas de peso green King Alfonso XII issue of 1879 (Scott #63) on Gavilan Cigarette Card from Argentina. Size: 4.8cm x 7.2cm.
- 2) 2-4/8c on 10c Bistre Habilitado Para Correos surcharge of 1881 (Scott #113) on Gavilan Cigarette Card from Argentina. Size: 4.8cm x 7.2cm.
- 3) 2-milesimas de peso violet King Alfonso XII newspaper stamp issue of 1890 (Scott #P13) with corresponding Spanish issue on M (Manuel) Malagrída Cigarette Card from Buenos Aires, Argentina. Size: 4.3cm x 7cm.





This stamp is Number 22 in a set of 30 stamps with reverse text stating: ‘Crudely produced, the first stamps of the Philippines (then a Spanish colony) shows a libelous portrait of Queen Isabella II of Spain. The stamps were printed in Manila; early collectors called them “Luzon” after the chief island’.

When all 30 cards were obtained, the bottom portion was cut and returned to Twinings in London with a self addressed envelope to receive a free packet of selected foreign stamps. I guess this remains fairly consistent today for most Brits ... no better way to enjoy your stamps than with a nice cup of Twinings tea !!!

A POSTAL HISTORY OF THE PRISONERS OF WAR AND CIVILIAN INTERNEES IN EAST ASIA DURING THE SECOND WORLD WAR VOLUMES

THE PHILIPPINES AND TAIWAN 1941-1945

By David Tett

David Tett has published a series of volumes dealing with the various areas of the Japanese Occupation. Each volume deals with each area independently, with a large number of color photographs to emphasize and explain the postal history of the period.

Volume 5 is in the course of preparation and is expected to be published in 2009, covering POW mails to and from the Philippines Islands and Taiwan. If you have relevant information, or if you wish to receive advance notice of publication, contact: David Tett, e-mail: davidtett@aol.com. or : David Tett, BFA Publishing, PO Box 34, Wheathampstead Herts, AIA 8JY , UK