

Maltese Cigarette Trade Cards

by Mr. John A. Cardona

Cigarette cards were originally intended to stiffen the flimsy paper packets in which cigarettes were packed in during those early days.

The printing of the manufacturer's name or brand name on the cards followed and a picture on the reverse side was added soon after.

Opinions differ as to which cards were issued first in Malta. According to the most widely used catalogue for collecting cigarette cards, titled 'Cigarette Card Values, Guide to Cigarette & Other Trade Cards 2005' G. Sclivagnotis, a small Greek manufacturer, is recorded to have issued the first Maltese cigarette cards in



1898 followed by C. Colombos in 1899. There are others, amongst them Dr. Ronald Cuschieri an authority on the subject, who maintain that the first cigarette card set issued in Malta was that of 'Actresses (Hand coloured)' by Colombos in 1896 (left) and the next was 'Opera Singers' by Sclivagnotis in 1898 (right).



This is approximately the same period in which the first British cigarette cards were issued although cards from the U.S.A. had appeared a few years earlier.

Most of the Maltese cards are black and white photos but there are a few which are coloured or have a sepia finish. The majority of the cards have plain backs and are unnumbered. However there are some series which show the manufacturer's name, the title of the set and the serial number. Additionally in some sets the brand name appears as well. The foregoing insertions are most noticeable on cards which were issued after the First World War.

Very few cards are known to have a descriptive text on the back and the number of cards in a set varies to the extent that in certain sets of Cousins it exceeds the 2000 mark. 'The World Index' for cigarette cards proves to be a most valuable source of information in such cases.

Card production ceased on the outbreak of the First World War in 1914 but was again renewed in the early 1920s. The outbreak of the Second World War in 1939

brought to an end cigarette production once again. Very few cards (foreign) were produced after the cessation of hostilities in 1945.

The subjects chosen by manufacturers for their cards vary – to mention just a few Actresses, Beauties, Bullfighters, Celebrities, Coats of Arms, Contemporary Art, Film Stars, Footballers, Opera Singers, Prominent People, Warships etc. Also included are a few unusual subjects such as Milton's Paradise Lost, Dante's Divine Comedy, Britain Prepared Series and The Great Siege of Malta. It is to be noted that those cards without a title on their backs are identified by an 'adopted' (A) one which became official when the World Index for tobacco issues was compiled.

The cards issued did not go down well with the Maltese Ecclesiastical Authorities. Anthony Zarb-Dimech in his latest publication *'The Maltese Tobacco Scene – A Historical Survey'* states "The Maltese Church in the early 1900s issued several Pastoral letters condemning the issue of cigarette cards that were considered as pornographic in nature. Bishop Pietru Pace, in 1902 saw the emergence of cards portraying cinema stars and he issued a stern and an all-out warning to cigarette producers". Zarb-Dimech states further that "On 9 July 1902 the Bishop remarked that despite the church's censorship and warnings to the press, a new diabolical art was being spread that corrupted the minds and hearts an art totally devilish that was being introduced and referred to the practice of attaching cigarette boxes, pictures which are most obscene".



Courtesy of Dr. Ronald Cuschieri

There was one card which really caused a lot of trouble. The manufacturing firm was *Atlam* (anagram for Malta). The proprietor of the firm was Malta's first Prime Minister, Joseph Howard. The firm issued a set of 519 cards with an adopted title of 'Celebrities'. Card No. 65 (Rina de Liguoro) was the offending one. It depicted the star scantily dressed with her breast partially exposed. To avoid any embarrassment which could have had serious repercussions on Howard's political career the card was withdrawn and replaced by another one. Notwithstanding the immediate steps taken to withdraw the card in question prior to distribution, it is known that two cards exist, one of which is in the collection of

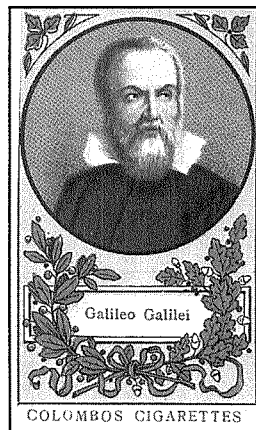
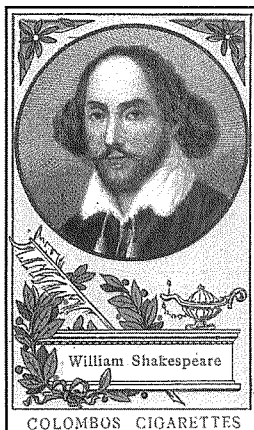
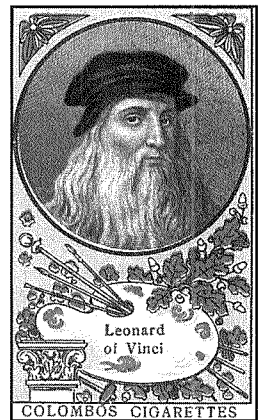
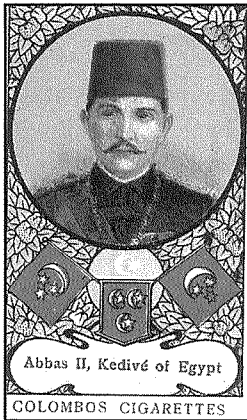
the late E. C. Wharton-Tigar which is now in a British museum whereas the other is held in Malta by the well known cartophilist of Maltese cards Dr. Ronald Cuschieri. Incidentally that card is now the most expensive and rarest one to obtain.

What now follows is a cursory look at the different Maltese manufacturers which are listed on the catalogue mentioned earlier on and some of the cards they have issued. The manufacturers have been split up purposely into two groups namely,

'Group I' incorporating those manufacturers who had issued their cards prior to the outbreak of the First World War in 1914 and 'Group II' covering those manufacturers whose cards were issued after the cessation of hostilities in 1920. The foregoing two periods are known to cartophilists as the 'First' and 'Second' Golden Ages of card issues.

Group I

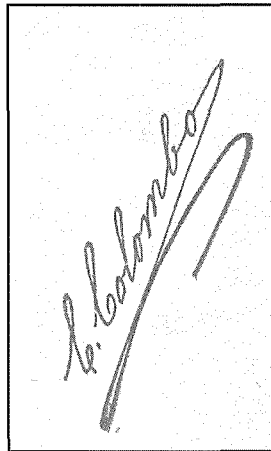
1.1 **C. Colombos, Malta** – Cards issued about 1895 – 1918. There is one particular set of 112 unnumbered cards titled (A) '*Royalty and Celebrities*' which is very colourful. The set was issued c.1908 and is divided into five parts namely Royalty (64), Musicians (13), Painters (10), Writers (16) and Inventors (9). A card of each is illustrated below in that order. The cards have plain backs.



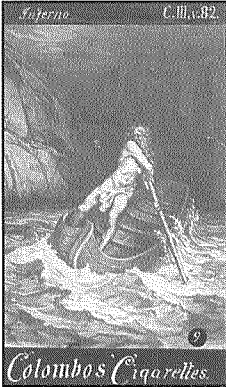


Two sets titled (A) 'Actresses' were issued c.1902. The main difference between the two sets of photos is the depth of the portrait being 47 mm in one set and 50 mm in the other. The cards are black and white, unnumbered and have plain backs. It is not known how many cards were issued. Fronts of both sets are illustrated above.

Another set titled (A) 'Actresses' was issued c.1902. The cards in this set are larger than the previous two sets and have the back inscribed with the firm's name as facsimile signature in red. The cards are black and white and unnumbered. It is not known how many cards were issued. Front and back are illustrated below.

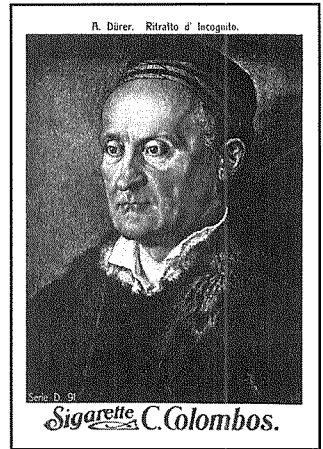


One of the earliest sets known to have been issued in 1900 is titled (A) 'Celebrities'. The cards are black and white photos unnumbered and have plain backs. To date 57 cards have been seen.

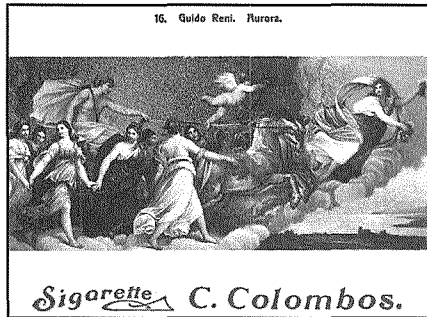


The firm issued a set (left) of 136 cards titled (A) 'Dante's Divine Comedy' c.1914. The cards are sepia photos with black borders, numbered and have plain backs.

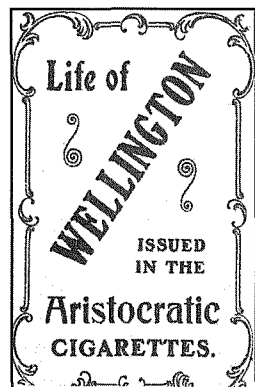
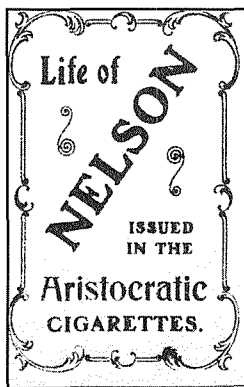
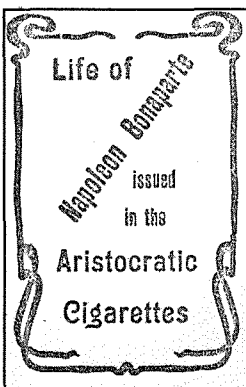
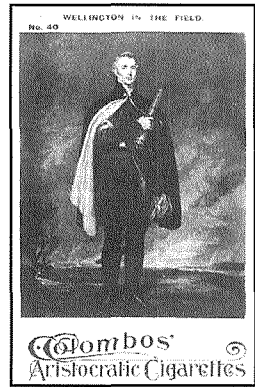
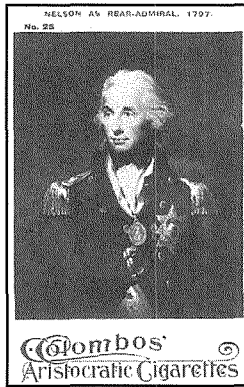
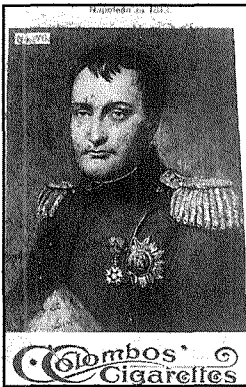
Four sets titled (A) 'Famous Oil Paintings' were issued, one set per year, between the years c.1910 to c.1913. The cards are black and white photos, numbered and have plain backs. The number of cards per set is shown in brackets i.e. "Serie A" (72), "Serie B" (108), "Serie C" (240) and "Serie D" (100). Fronts are illustrated below.



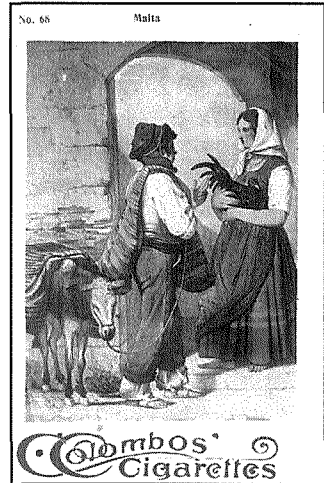
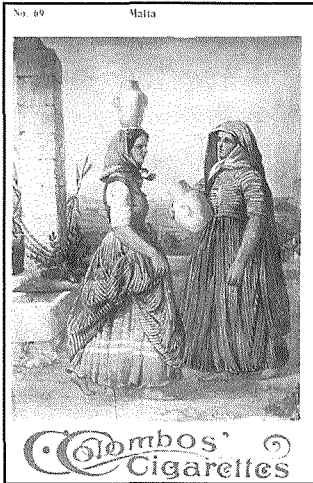
A similar set to the previous ones and also titled (A) 'Famous Oil Paintings' containing 90 larger cards was issued c.1911. The cards measure 89 x 65 mm. Front illustrated below.



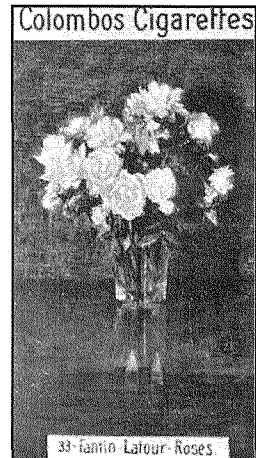
Three sets were issued c.1914 titled 'Life of Napoleon Bonaparte', 'Life of Nelson' and 'Life of Wellington' which are keenly sought after owing to their historical interest. The cards are black and white and are numbered. A card of each set and backs are illustrated below in that order.



A set of 100 cards titled (A) 'National Types and Costumes' was issued c.1908. The cards are black and white photos hand-coloured, numbered and have plain backs. Fronts are illustrated below.



The firm issued c.1913 a set of 120 cards titled (A) 'Paintings and Statues'. The cards are dark mauve-tinted brown, numbered and have plain backs. Fronts are illustrated below.



1.2 Condachi Brothers & Co., Valletta, Malta – One set of 25 unnumbered coloured cards was issued c.1905 titled (A) 'The Bride Retires'. The pictures depict a sequence of events of a bride about to retire on her wedding night.

Front and back are illustrated on the below.

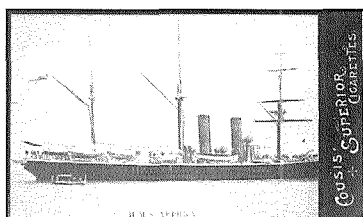
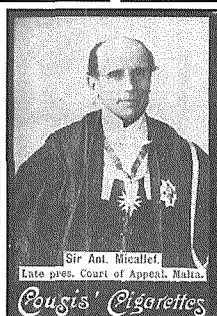
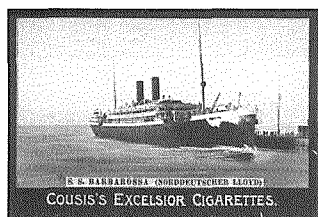
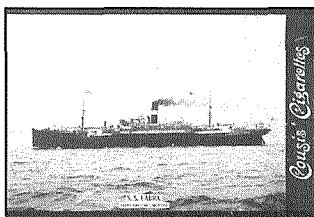
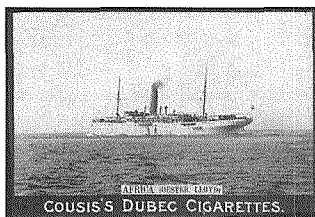
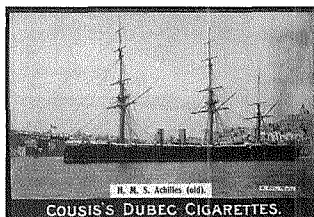
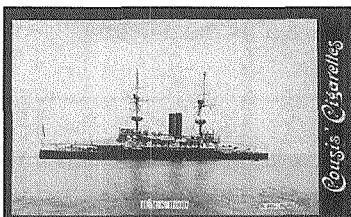
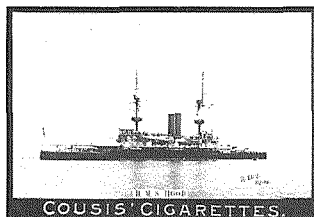


- 1.3 **D. Condachi & Son, Valletta, Malta** – It is not certain how many cards were issued. The catalogue mentioned at the beginning shows 15 cards as having been issued titled (A) ‘*Artistes & Beauties*’. Back and front are illustrated below.



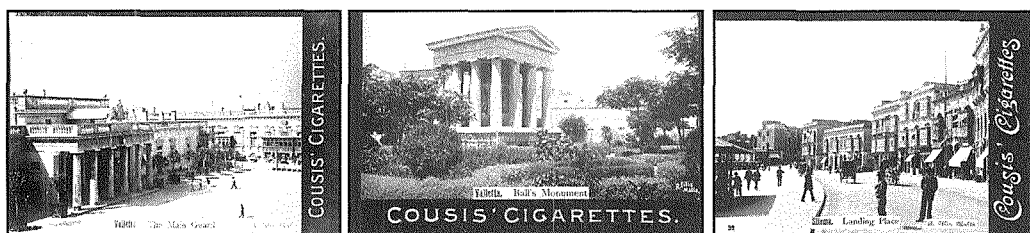
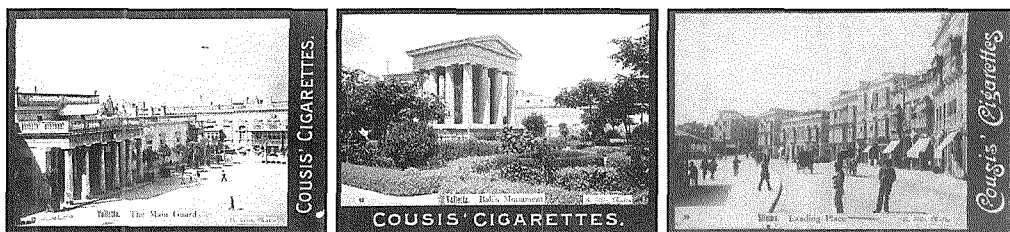
- 1.4 **A. G. Cousis & Co., Cairo and Malta** – No doubt, Cousis produced the largest quantity of cigarette cards. They also produced the longest sets known in the hobby of cartophily some exceeding 2,000 subjects. Nonetheless these lengthy sets are considered to be the classics of the Maltese cards and are most interesting to collect since new cards (not listed) are still being discovered. Illustrated on next page are black and white cards from these lengthy sets titled (A) ‘*Warships*’ and ‘*Celebrities*’ issued in 1904 and 1905

respectively. The sets in question exist in miniature (50 x 30 mm) and small (59 x 39 mm) sizes and all have plain backs.

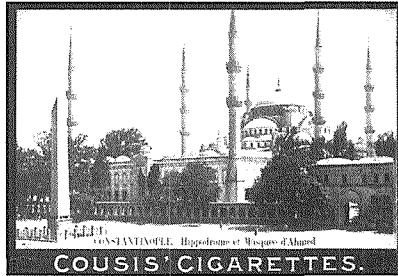
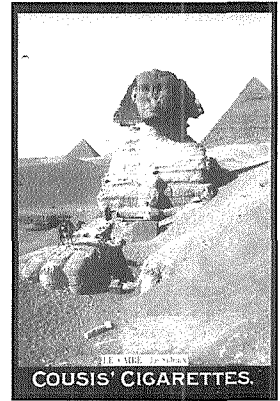
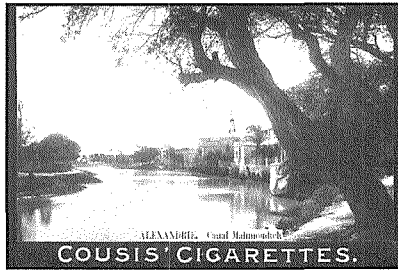
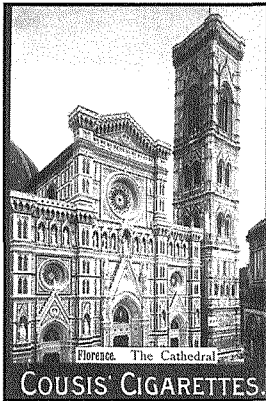


The first cigarette cards to show 'Maltese views' were issued by the firm at the turn of the last century. A number of sets, black and white, numbered and unnumbered, with plain backs and with variances in the printing of

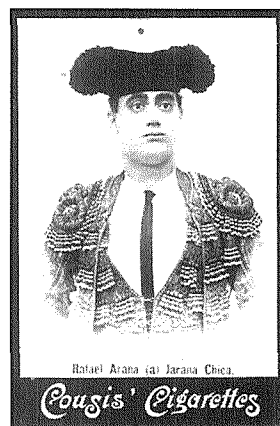
“Cousis’ Cigarettes” are known. All were produced from photographs by Richard Ellis. The cards also exist in miniature form. The 127 different views shown on the cards were the subject of a publication titled ‘*Old Malta Views from Cousis’ Cigarette Cards*’ by Joseph Bonnici and Michael Cassar. Cards from these sets are illustrated below.



During the period in which the sets of ‘Maltese Views’ were issued Cousis produced two very interesting sets in black and white, unnumbered, with plain backs titled (A) ‘*Views of the Mediterranean*’ and ‘*Views of the World*’. The captions of the former set are in French and depicted are views from Alexandria, Cairo and Constantinople. The captions of the latter set are in English and cover views from all over the world. Additionally the latter set has a number of variances in the printing of “Cousis’ Cigarettes”. Fronts are illustrated on the next page.

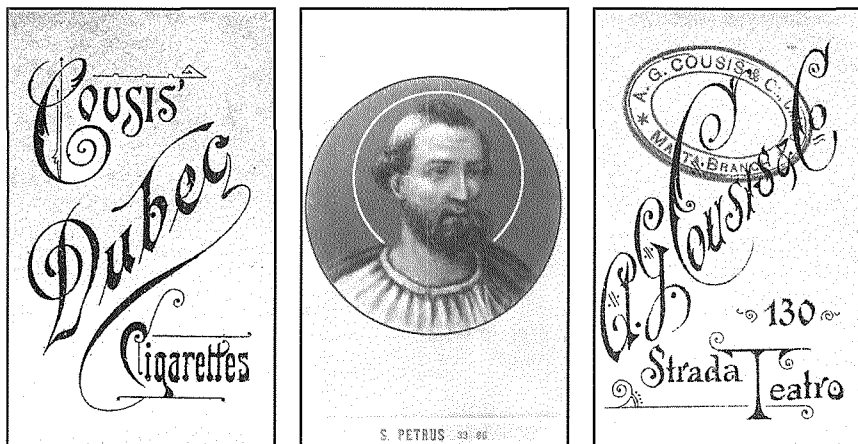


In 1901 Cousis produced a special set of 100 cards titled (A) 'Bullfighters', in black and white, unnumbered and with plain backs. The decision to produce these cards was a marketing one intended to penetrate the Spanish market. It appears that the product was not successful and the supply of cigarettes to that country was short-lived. Hence the reason why the cards are scarce and so difficult to obtain a complete set. A couple of cards are illustrated below.

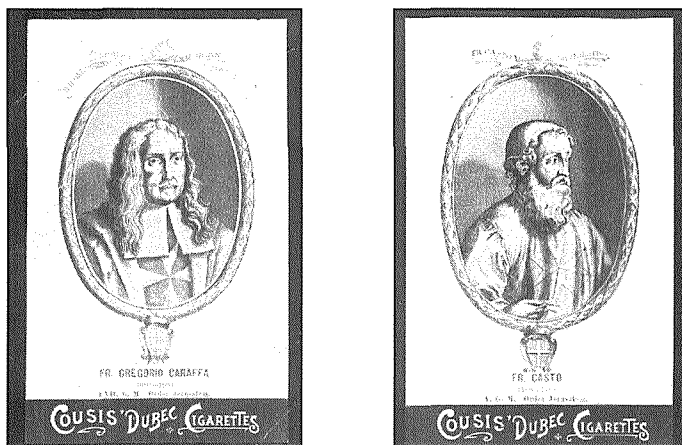


Cousis issued c.1904 a black and white set titled (A) 'Popes of Rome' which is divided into two parts namely, 182 cards with "A. G. Cousis & Co" on the

back depicting popes up to A. D. 1241, and 81 cards with “Cousis’ Dubec Cigarettes” on the back depicting popes after A. D. 1241. Fronts and backs with the different brand names are illustrated below.



A set of 72 cards titled (A) ‘Grand Masters of the Order of Jerusalem’ was issued c.1909 in black and white and with plain backs. The cards are numbered in Roman figures on the front of the cards. Two cards are illustrated below.



Three almost identical sets titled (A) ‘Beauties, Couples and Children’ were issued c.1908. The cards are hand coloured and each set is numbered 1 – 50. The cards are easily identified because on the back they have ‘Collection No. 1’, ‘Collection No. 2’ and ‘Collection No. 3’ inscribed at the very top. The front and back of ‘Collection No. 1’ are illustrated on the next page.



Collection No. 1. No.11

Cigarettes de
premier choix
de la Maison
A. G. Cousis & Co.
Le Caire & Malte
maison fondée 1872

Cousis are known to have issued two sets post war. The first set of 50 cards was issued c.1923 titled (A) '*Beauties Couples and Children*' (Back in red). The front is without caption or borders and coloured brown. The second set of 254 cards was issued c.1924 titled (A) '*Actors and Actresses*'. There is a caption on the front and the back is blue-grey or light violet. Additionally some of the cards have a border. Fronts and backs of each set are illustrated below.

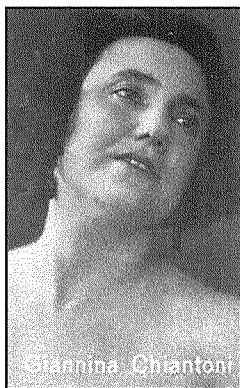


A. G. COUSIS & Co.
CAIRO-MALTA.

Speciality of the Firm
»DUBEC« BRAND

Manufacturers also of
Virginia Cigarettes blended
from purest tobacco
warranted free from
chemical substances.

No. 3



A. G. COUSIS & Co.
CAIRO-MALTA.

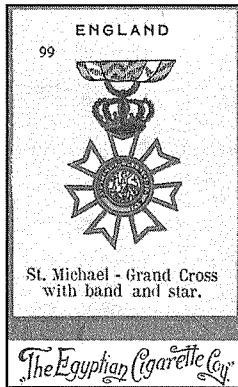
Speciality of the Firm
»DUBEC« BRAND

Manufacturers also of
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from purest tobacco
warranted free from
chemical substances.

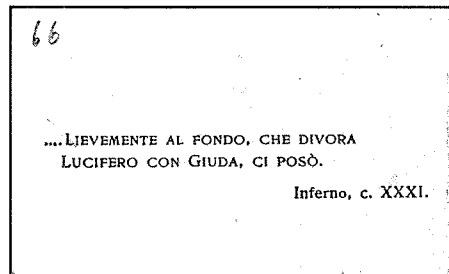
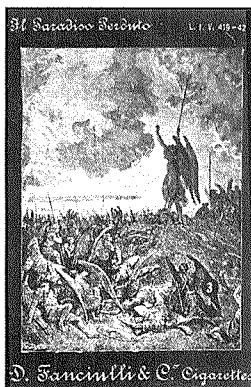
No. 3

1.5 The Egyptian Cigarette Coy., Malta - Best known for two sets in particular. The first set of 264 cards titled (A) '*Decorations of the World*' was issued c.1908. The cards are coloured, numbered and have plain backs. The other set of 100 cards titled (A) '*Maltese Band Players*' was issued c.1910. The cards are black and white photos, numbered and have plain backs. The latter set is a composite one having 50 cards numbered in black within the name panel representing bandsmen of 'La Valette' Band and the other 50 cards numbered in white at left base of the photo representing bandsmen from the 'King's Own' Band. It should be noted that although the 'La Valette'

set is recorded as having 50 cards, card No. 43 was not issued and card No. 50 has not been seen. Two cards from the 'La Valette' bandsmen are illustrated below.

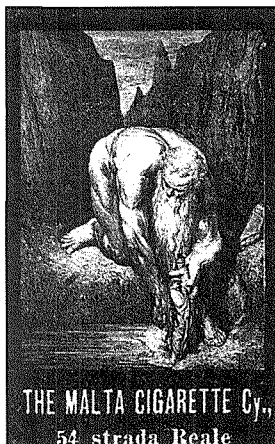
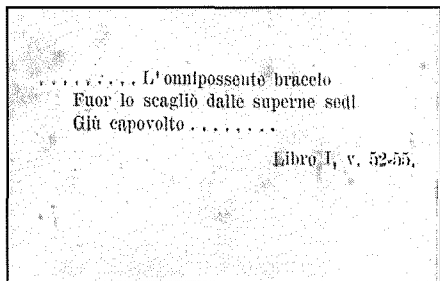


1.6 **D. Fanciulli & Co., Malta** – is recorded to have issued one set only c.1906 titled '*Il Paradiso Perduto*' (Paradise Lost). The cards are black and white and numbered. The inscription on the back is in Italian. Front and back are illustrated below.

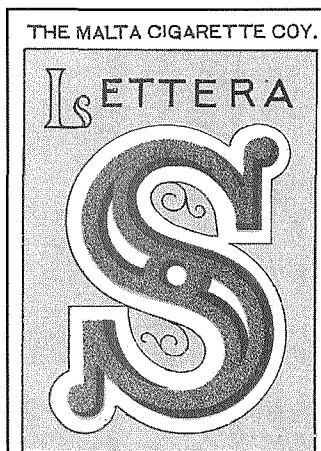
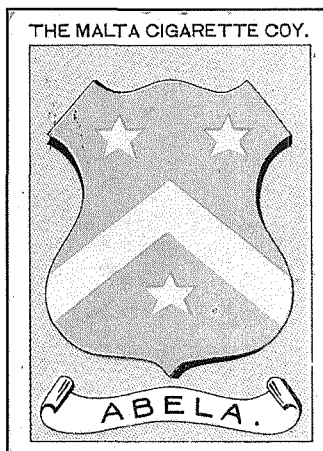


1.7 **Malta Cigarette Co.** – Three sets are recorded to have been issued c.1905. Lovers of Italian literature will enjoy themselves going through the 135 cards titled (A) '*Dante's Divine Comedy*'. The cards are black and white, unnumbered and have an inscription on the back in Italian. A set with the cards in black and orange has been seen. Additionally, it is worth noting that this set is very similar to the one issued c.1914 by C. Colombos which

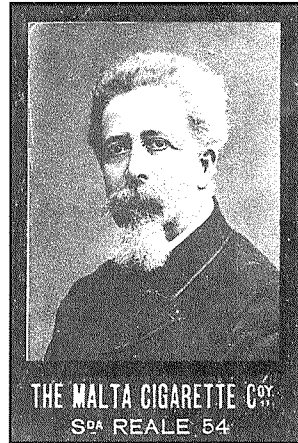
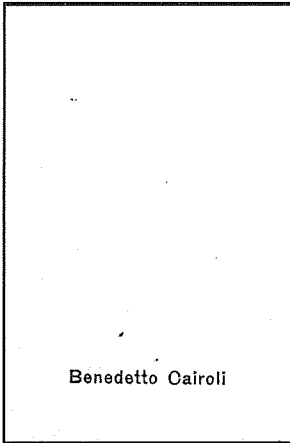
has an identical title. The back and front are illustrated below.



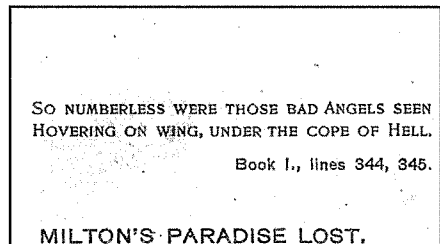
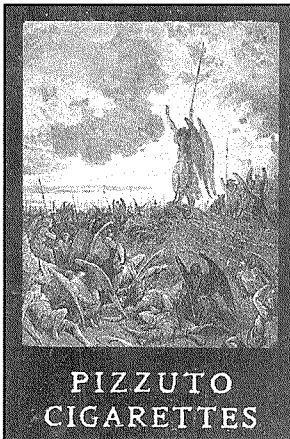
The second set of 40 cards titled (A) '*Maltese Families Arms & Letters*' is coloured and unnumbered with plain backs. As the title implies the set is a composite one having 33 cards with Coats of Arms and the other 7 cards depicting the letters A, B, C, D, E, F and S. Cards illustrated below.



It is not known how many cards have been issued in the third set titled (A) '*Prominent People*'. So far 43 have been seen in black and white and the name of the individual concerned is inscribed in Italian on the back. Front and back are illustrated on next page.



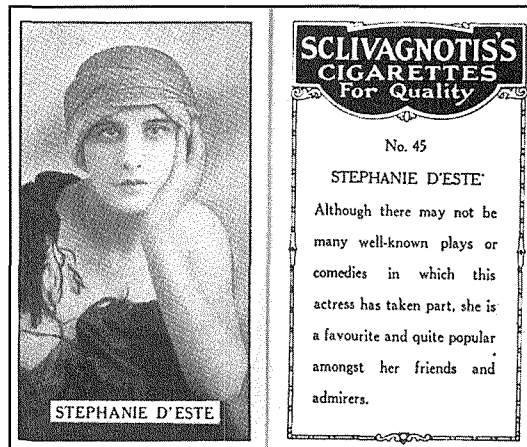
- 1.8 Pizzuto, Malta** – One set is known to have been issued c.1910 titled '*Milton's Paradise Lost*'. The set is made up of 50 cards in black and white and are unnumbered with English captions on the back. It is to be noted that this set and the one issued by D. Fanciulli have similar subjects. Front and back are illustrated below.



- 1.9 G. Sclivagnotis, Malta** – Besides the cards referred to at the beginning of this article another set of 102 photos titled (A) '*Opera Singers*' was issued c.1898 coloured chocolate-brown with brown borders and inscribed at the base 'Sclivagnoti's Aida Cigarettes'. These cards measure 58 x 40 mm have plain backs and are unnumbered. In the same year another set of 71 cards was issued titled (A) '*Grand Masters of the Order of Jerusalem*' coloured sepia with plain backs and unnumbered. Fronts of both sets are illustrated on next page.



Post War, a set of 50 coloured cards titled (A) 'Actresses and Cinema Stars' was issued c.1923. The back is inscribed in black 'Sclivagnotis's Cigarettes for Quality' with a short history of the star's career in English. The name of the star concerned is shown captioned in white on the front of the cards. Front and back are illustrated below.



Group II

2.1 **The Atlam Cigarette Factory, Malta** – A few sets were issued c.1924 besides the set of 519 cards titled (A) 'Celebrities' already referred to at the beginning of this article. The set in question was issued in black and white, numbered and has different backs in brown. Front and back are illustrated on the following page.



Nr. 431.

THE "ATLAM"
Cigarette Factory
Malta - London - Cairo

Special-Brand.
"SELIKA" No. 2 de Luxe
& No. 3

"Suppliers to the
Royalties & Regies"

A set of 65 cards titled (A) 'Beauties' was issued in black and white fronts, the backs are in blue and numbered. Front and back are illustrated below.

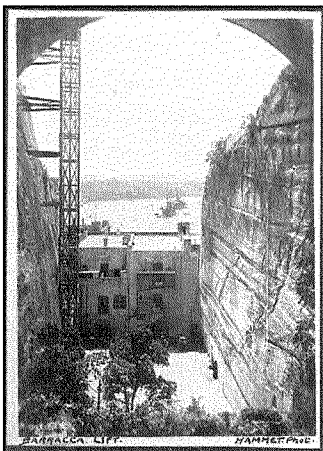


Nr. 1.

High Class
Egyptian
Cigarettes
Handmade by
The "Atlam"
Cigarette Factory
MALTA.

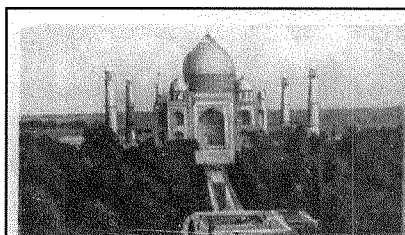
Special Brand "Selika"

Atlam (anagram from Malta) issued, in the same period as above, a set of 50 black and white photos titled (A) 'Views of Malta'. The cards measure 71 – 73 x 53 – 55 mm and the backs are in black and numbered. Front and back are illustrated on the following page.



No. 39
**The Atlam Cigarette
 Factory**
 SPECIAL BRAND
"SELIKA"

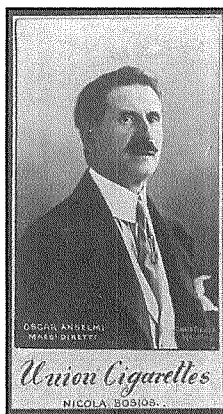
A set of 128 cards titled (A) 'Views of the World' was issued in the same period as above. The fronts are in black and white and the backs are in brown and numbered. Both are illustrated below.



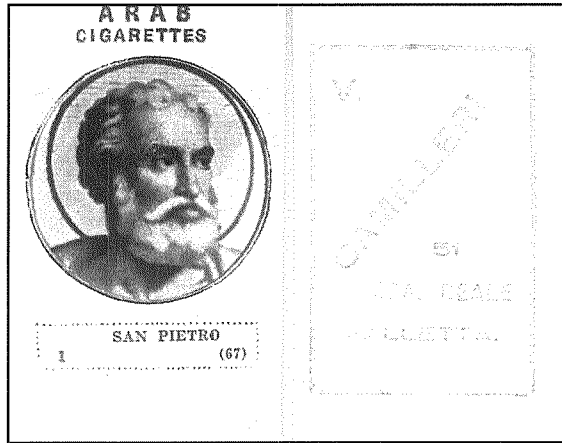
Delhi.

No. 4
 ATLAM'S
 CIGARETTES
 ARE SOLD
 EVERY-WHERE

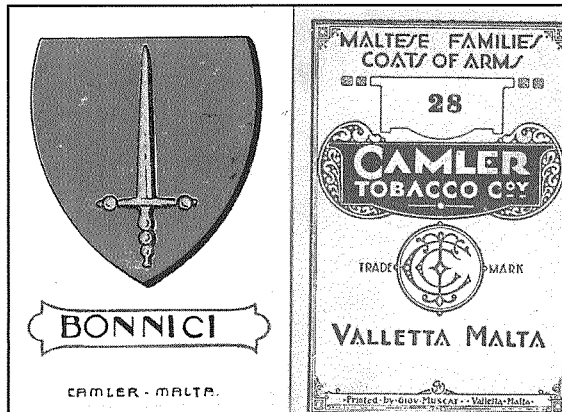
2.2 Nicola Bosios, Malta – One set titled (A) 'Opera Singers' is recorded to have been issued c.1920. It is not known how many cards have been issued but to date 83 black and white, matt and unnumbered photos have been seen. A card is illustrated below.



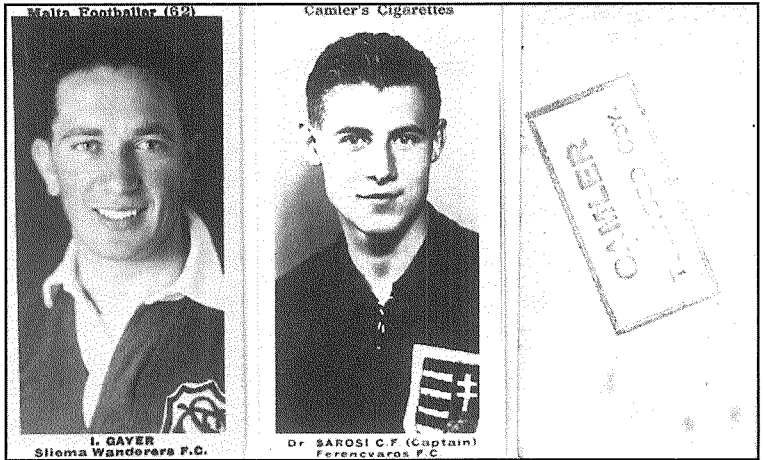
2.3 **V. Camilleri, Valletta, Malta** – A series of cards were issued c.1922. The series of 104 cards titled (A) ‘Popes of Rome’ depicted photographic reproductions of a selection from Cousins set which has already been referred to under Cousins. The front is in black and white and numbered whereas the inscription on the back is in light blue. Front and back are illustrated below.



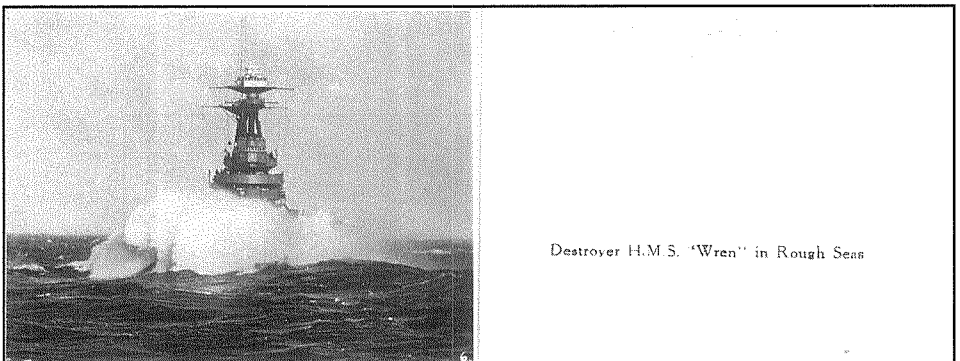
2.4 **Camler Tobacco Coy., Valletta, Malta** – Two types of sets of 96 cards each titled ‘Maltese Families Coats of Arms’ were issued c.1925. The difference between the two sets consists in the thickness of the card used one of which is paper-like and whiter whereas the other one is thicker. The cards are coloured and the name of the firm and the number are inscribed in brown on the back. The front and back from the ‘thicker’ set are illustrated below.



A number of black and white photos titled (A) 'Footballers' were issued c.1926. The cards in question had two different headings. Those headed 'Malta Footballer' depicted Maltese footballers and the cards were numbered whereas those headed 'Camler's Cigarettes' depicted Hungarian footballers and the cards were unnumbered. Both types of cards are stamped 'Camler Tobacco Coy.' on the back in light blue. Fronts and back are illustrated below.



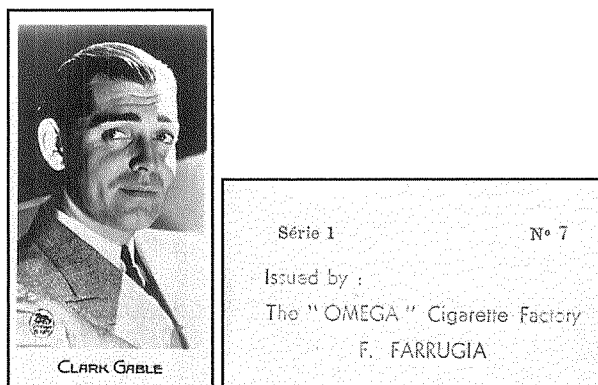
2.5 **S. Mattino & Sons, Malta** – The cards titled 'Britain Prepared Series' are rubber stamped in green, describing the firm as "Tobacco Importers, Sda. Ospedale, Malta". The World Index states that "evidence of actual issue with tobacco, or of the existence of the firm, is lacking". The set of 36 black and white numbered photos is believed to have been issued c.1940 and is divided into three parts of twelve subjects each depicting military, naval and R.A.F. scenes in action. Front and back from the naval set are illustrated below.



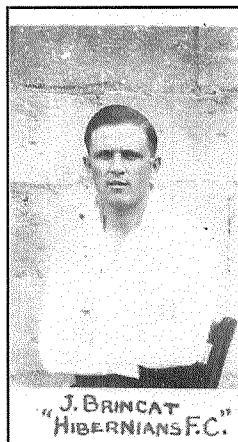
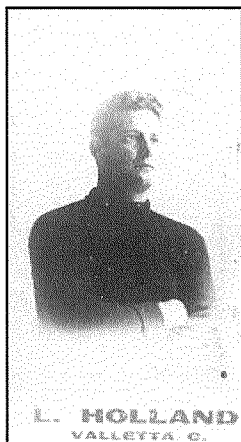
2.6 Mifsud & Azzopardi, Malta – One set of 59 black and white unnumbered photos titled (A) ‘*First Maltese Parliament*’ was issued c.1922. The cards measure 42 x 33 mm and are rubber stamped in light purple ink describing the firm as “Mifsud & Azzopardi Falstaff & Tripolino Cigarettes Specialties”. Needless to add that the subject matter is of historical importance and consequently most collectable since it incorporates the main prominent people who were involved in the formation of the first parliament of Malta. Front and back are illustrated below.



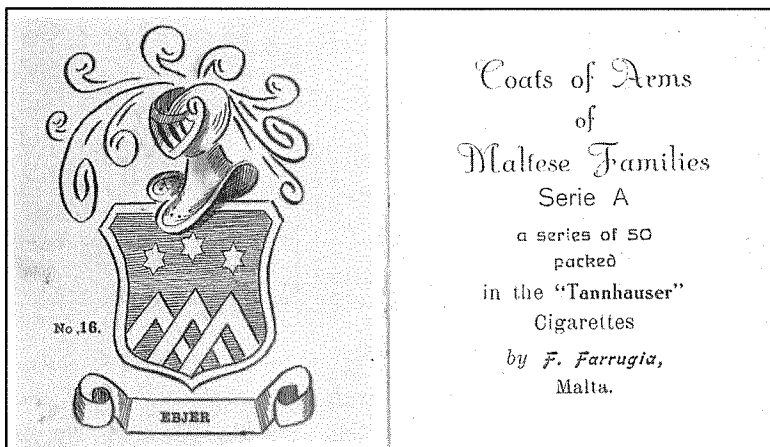
2.7 The Omega Cigarette Factory, Malta – A set of 96 black and white numbered photos titled (A) ‘*Cinema Stars*’ was issued c.1936. The back is inscribed “Serie 1”, number of card and Issued by: The ‘Omega’ Cigarette Factory F. Farrugia”. The cards measure 48 x 28 mm. Front and back are illustrated below.



It is not known how many cards have been issued c.1928 titled (A) ‘*Maltese Footballers*’. The cards are black and white photos and are unnumbered. The back is rubber stamped with “F. Farrugia, Malta” at the base. The front only is illustrated since the stamp on the back is hardly visible.

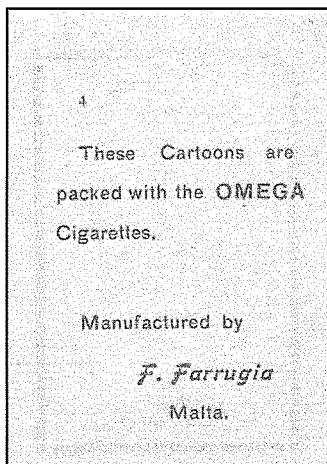
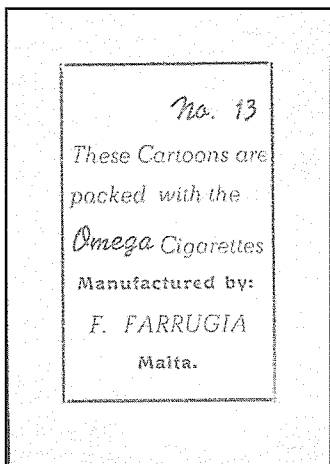
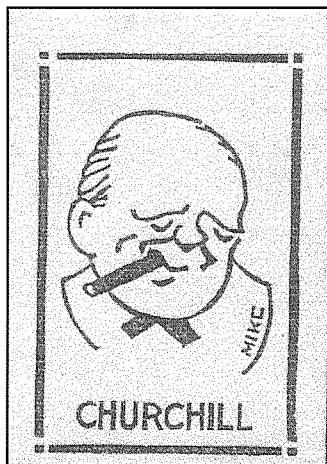


A set of 50 large cards titled ‘*Coats of Arms of Maltese Families*’ measuring 80 x 67 mm were issued c.1930. The cards are black and white photos of drawings and are numbered. The back is inscribed “F. Farrugia, Malta” at the base without name of the firm. Front and back are illustrated below.

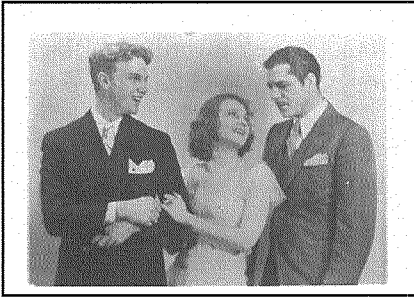


Omega is the only firm to have issued cartoons by “Mike” depicting ‘*Maltese Politicians*’ and ‘*World War II Leaders*’. The cards are in black and white and it is not known how many have been issued c.1940. Fronts and backs

are illustrated below courtesy of Mr. Hadrian Wood.

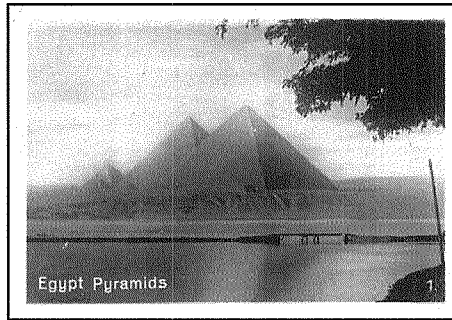


A set of 97 sepia photos titled (A) 'Scenes from Films' was issued c.1934. The photos were taken from seven films namely, "Body and Soul" (12), "Daddy Long Legs" (21), "Just Imagine" (10), "Monte Carlo" (10), "Women Everywhere" (12), "Women of all Nations" (20) and "The Yankee at King Arthur's Court" (12). The cards are numbered and the number of cards per set is shown in brackets following each film. Front and back from the film "Daddy Long Legs" are illustrated on the following page.



Scenes from "Daddy Long Legs"
 A Series of 21
 No. 10
 Warner Baxter
 and
 Janet Gaynor
 By the OMEGA CIGARETTE FACTORY

2.8 **Oxford Cigarette Co., Valletta, Malta** – One set of 24 black and white plain backed cards titled (A) ‘*Egyptian Scenes*’ was issued c.1926. The cards which are anonymous are numbered and have a small caption in white on the front of the card describing the scene. Front illustrated below.



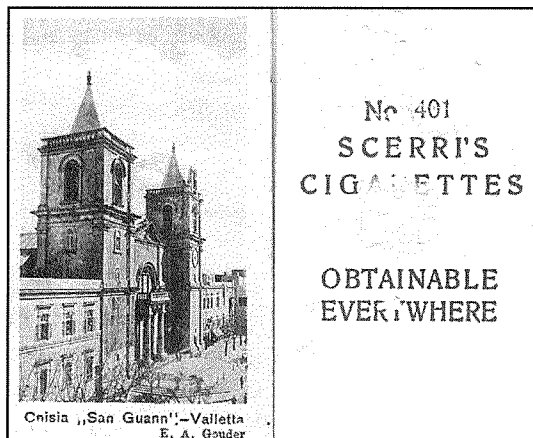
2.9 **Ruggier Bros., Malta** – The firm issued c.1924 one set of 50 black and white numbered cards titled (A) ‘*Story of the Knights of Malta*’ or ‘*The Great Siege of Malta*’. Front and back are illustrated below.



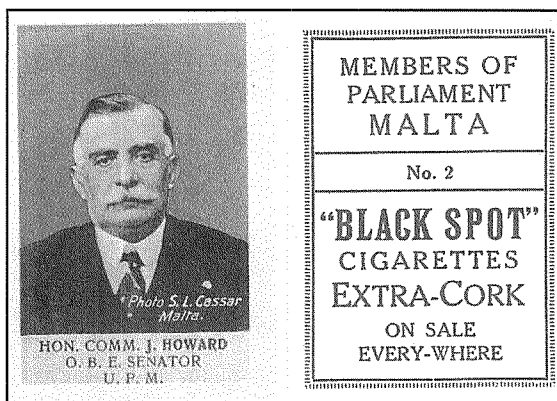
VARN A
 High - Class Cigarettes
RUGGIER BROS.
 Manufacturers Malta.
 35

2.10 John Scerri, Malta – Cards inscribed “John Scerri”, “Scerri’s Cigarette Factory”, “Scerri’s Cigarettes”, or brand issues inscribed “Black Spot Cigarettes”, “Galata and Senator Cigarettes” and “Senator Cigarettes”.

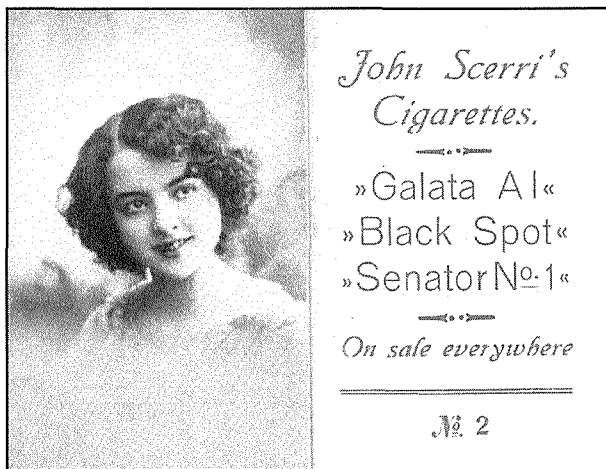
The firm issued the first set of 401 cards titled ‘*Malta Views*’ c.1928. The cards are black and white, numbered and vari-backed. Front and back are illustrated below.



Another set of 51 cards titled ‘*Members of Parliament – Malta*’ was issued c.1928. The cards are black and white, glossy and numbered. Front and back are illustrated below.



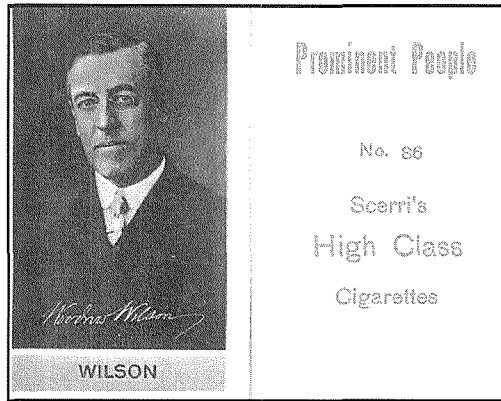
The firm issued c.1930 a set of 147 black and white cards titled (A) ‘*Beauties and Children*’. The cards are without borders and are numbered. Front and back are illustrated on next page.



Another set titled as the previous one was issued in the same year. The set is coloured and is recorded to have 45 cards. A complete set has not been seen and it appears that numbers 1, 20, 22, 24, 27, 31, 44 and 45 have not been issued. Front and back are illustrated below.



During the same year as above the firm issued a set of 146 black and white numbered cards titled 'Prominent People'. Front and back are illustrated on next page.



The firm issued a series of sets c.1931. A set of 50 black and white photos titled '*Beautiful Women*' was issued that year. Front and back are illustrated below.



Another set issued that year is titled '*Cinema Artists*'. It consists of 480 black and white photos numbered 1/20 with black borders and 21/480 with white borders. Fronts and back are illustrated below.



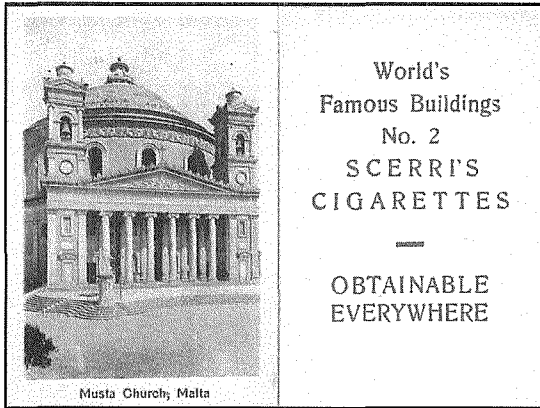
'Cinema Stars' followed in the same year. The set consists of 180 black and white numbered photos. Front and back illustrated below.



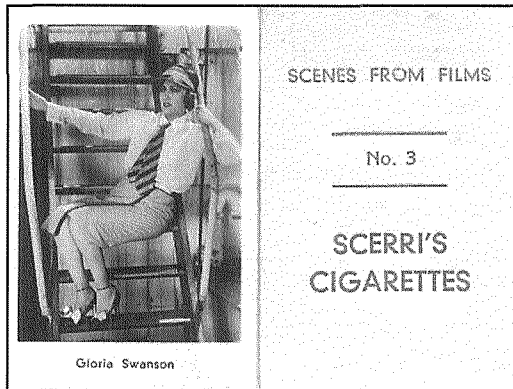
During the same year two sets were issued titled 'Film Stars'. The sets consist of 120 dark brown photos numbered 1/60 inscribed "First Serie" and 61/120 inscribed "Second Serie". Front and backs are illustrated below.



The last set recorded to have been issued c.1931 consisted of 100 brown numbered cards titled 'World's Famous Buildings'. Front and back are illustrated on next page.



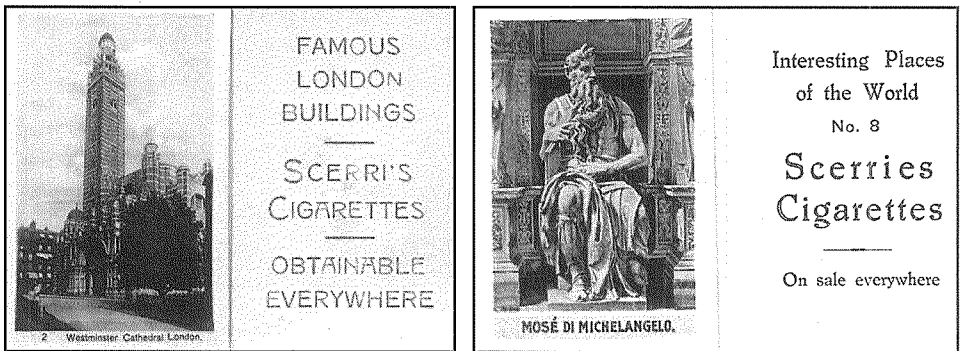
The firm issued a set of 100 black and white numbered photos titled '*Scenes from Films*' c.1932. Front and back are illustrated below.



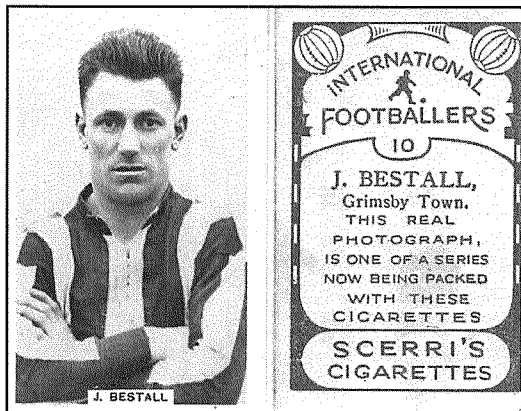
Another set of 100 large black and white photos titled '*Talkie Stars*' was issued during the same year as above. The cards which are glossy are numbered. Front and back are illustrated below.



Two sets were issued c.1934. The first set was of 50 black and white numbered photos titled '*Famous London Buildings*'. The other consisted of 52 black and white numbered cards titled '*Interesting Places of the World*'. Fronts and backs of both sets are illustrated below.



Finally a set of 25 black and white numbered photos titled '*International Footballers*' was issued c.1935. Front and back are illustrated below.

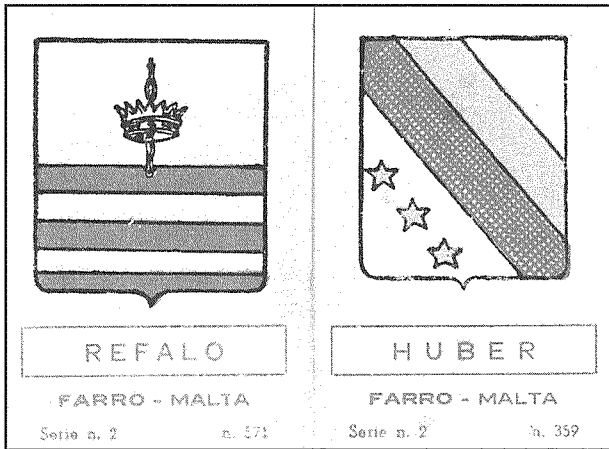


Manufacturing Firms not Listed

G. Agius & Co., Malta and Cairo – This firm is not listed in the Catalogue of Cigarette and Trade Cards mentioned at the beginning of this article. According to the World Tobacco Issues Index, Part I, page 23, the firm issued a set of cards titled (A) '*Actresses*' c.1900. The cards are brown and unnumbered and about 30 of these cards have been seen. Front and back are illustrated on the next page.



Farro Malta – Very little is known about this firm except that it was a subsidiary of Camler Tobacco Co. The firm issued a set of 60 cards titled (A) *Maltese Families Coats of Arms* probably in the mid 1920s when Camler Tobacco Co., issued their sets on the same subject. The cards are coloured and have inscribed on the front ‘Serie n. 2’ and a series of numbers, starting with No.359, which do not run consecutively. The Coats of Arms cover the letters H to R only. The cards have plain backs. Fronts are illustrated below.



Tysoo Cigarette, Malta – The firm was a very small one which operated in Prince of Wales Road (now Manwel Dimech Street) in Sliema. The cards issued by the firm in the late 1930s are not listed in the World Index and as far as it is known they have never been quoted in any catalogue.

The firm specialized in issuing black and white, glossy photos of football players who played for Sliema Wanderers Football Club. It is not known how many of these cards were issued. Some of the backs are rubber stamped in the form of a circle with the words 'Tysoo Cigarettes' inscribed within the circle. Front and back are illustrated below.



It is not known how many cards have been issued titled 'Talkie Stars' (left), but it appears that two sets inscribed Serie 'A' and 'B' have been printed. The cards are black and white, glossy and measure 80 x 65 – 67 mm.

It was not intended to cover every aspect or indeed to analyse varieties that a collection normally creates. The object was to mention the Maltese manufacturing firms and to be aware of some of the cards they have produced. It is therefore obvious that queries may arise. The writer does not profess to know all the answers but undertakes to investigate and revert if contacted.