

~ AS YOU WERE ~



COLLECTORS OF CANISIUS MEMORABILIA MAY WANT TO ADD THIS UNIQUE PIECE TO THEIR COLLECTION. IT IS AN EARLY 20TH CENTURY TOBACCO CARD FEATURING CANISIUS COLLEGE. ISSUED BY MURAD CIGARETTES, THIS PARTICULAR TRADING CARD, WHICH MEASURES ONLY 2" X 3", WAS PRINTED AROUND 1910 AS PART OF THE TOBACCO COMPANY'S COLLEGE SERIES. IT SHOWS THE CANISIUS COLLEGE SEAL, THE COLLEGE PENNANT AND A VIGNETTE OF A COLLEGE ATHLETE. THE REVERSE SIDE LISTS THE OTHER COLLEGES IN THE MURAD SERIES, THE COMPANY MOTTO ("THE METROPOLITAN STANDARD") AND THE NAME OF THE DISTRIBUTOR. TOBACCO CARD COLLECTING ORIGINATED IN THE 1880S AS A WAY FOR CIGARETTE COMPANIES TO INCREASE SALES. COLLECTORS WERE REQUIRED TO REDEEM COUPONS INCLUDED IN EACH PACK TO COMPLETE THE SET.

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