

Lighthouse Tobacco Cards

By Timothy Harrison

In 1911 to 1912, the American Tobacco Company, which manufactured Hassan Cork Tipped Cigarettes, made a series of 50 different lighthouse trading cards to stiffen the packs of cigarettes.

The practice of adding trading cards to packs of cigarettes reached its peak in the late 19th and early 20th centuries. In addition to popular sports figures, a smoker was just as likely to find images of famous political figures, national flags, military scenes, animals, beautiful women, aero-planes, horseless carriages, and of course, given their iconic status, lighthouses.

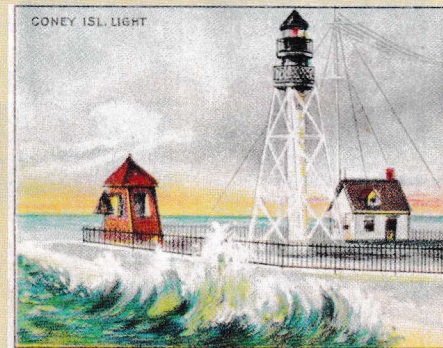
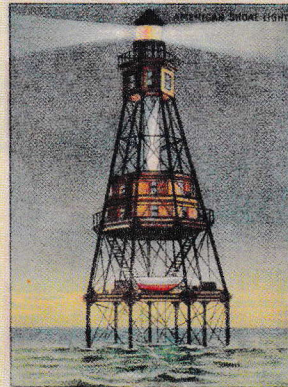
The American Tobacco Company sent photographs of lighthouses to an artist in Germany to paint images for them for the cigarette packs. Since all the photographs were black and white, the company also sent the artist written descriptions of the lighthouses. However, in their haste to get the images to the artist to complete his paintings, the company couldn't find photographers to photograph some of the lighthouses, so they only sent a description of some of the lighthouses. Some of those descriptions must have been quite good. But, as you can see from the end result, some of the paintings are a far cry from what the actual lighthouse looks like. Some of the obvious examples of this are the cards featuring the Maine's Nubble Lighthouse, Goat Island Lighthouse, and Boon Island Lighthouse. Perhaps they couldn't find a photographer in Maine willing to take photos for them. The artist might have also taken some artistic license, as can be seen on many of the other cards.

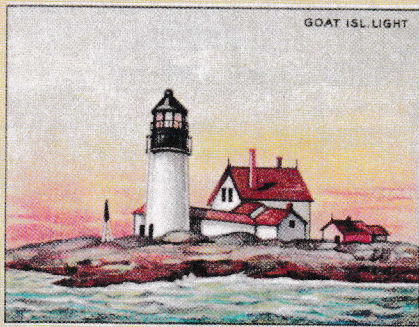
Each one of the 50 cards included a brief description of the lighthouse on the reverse side. At the time it was boasted that "Hassan, Cork Tip Cigarettes, The Oriental Smoke," were the largest selling brand of cigarettes in America.

If you were to try to collect an entire set today, it will require a lot of searching on auction sites, and by attending card shows and paper collectible events. But, with time and a small investment, you might find the journey well worth it and who knows, you might also stumble upon other rare lighthouse collectibles to add to your collection.

Today, a complete set of the 50 of the Hassan lighthouse cards is quite rare, and a set in good condition can sell for well over \$500. However, a number of years ago, when Harbour Lights was still in business, they produced a limited number of replicas of complete sets, and nowhere on the set does it indicate that they are reproductions, so the old adage of "buyer beware" applies. You don't want to overpay.

For historical and educational purposes we are delighted to show you here images of a complete collection of the 50 lighthouse cards as well as a sample of what the reverse side of the cards looked like with the descriptions that they offered.





GOAT ISL LIGHT

LIGHT HOUSE SERIES 1^o 50

MARTINICUS ROCK LIGHT.
On the southerly end of Martinicus Rock, off the seacoast of Maine and southerly entrance to Penobscot Bay. Has a fixed white oil light. Height above mean high water 85 feet and is visible 17¼ miles. Discontinued 1888; relighted 1888. Established 1827. Fog signal is a 12-inch steam whistle.

HASSAN CORK TIP CIGARETTES
The Oriental Smoke
THE LARGEST SELLING BRAND OF CIGARETTES IN AMERICA
FACTORY No. 30 81ST ST. N.Y.

LIGHT HOUSE SERIES 1^o 50

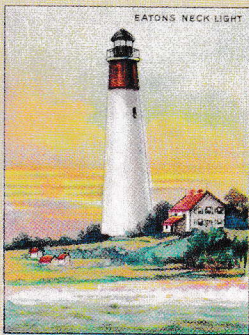
FIRE ISLAND LIGHT.
On westerly end of Fire Island, south side of Long Island, seacoast of New York. Flashing white incandescent oil vapor light every minute; duration of flash about 4 seconds. The light is 167 feet above mean high water and is visible 22 miles. It was established in 1827 and rebuilt in 1858.

HASSAN CORK TIP CIGARETTES
The Oriental Smoke
THE LARGEST SELLING BRAND OF CIGARETTES IN AMERICA
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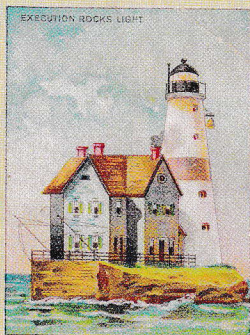
LIGHT HOUSE SERIES 1^o 50

BOON ISLAND LIGHT.
On Boon Island, about 6¼ miles off the seacoast of Maine and the entrance to York Harbor. Has fixed white oil light. Its height is 133 feet above mean high water and is visible 20 miles. Established in 1812 and rebuilt in 1855. Its fog signal is a bell rung in answer to signals.

HASSAN CORK TIP CIGARETTES
The Oriental Smoke
THE LARGEST SELLING BRAND OF CIGARETTES IN AMERICA
FACTORY No. 30 81ST ST. N.Y.



EATONS NECK LIGHT



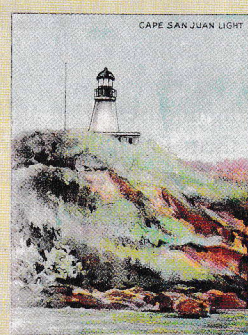
EXECUTION ROCKS LIGHT



GREAT CAPTAIN ISL LIGHT



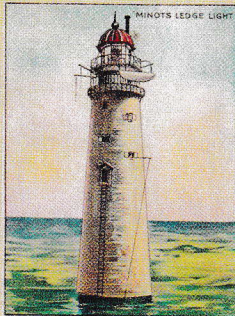
CAPE MAY LIGHT



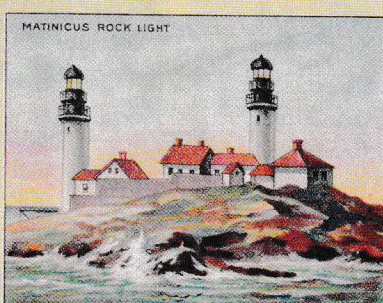
CAPE SAN JUAN LIGHT



POINT BOARD SIGNALLING



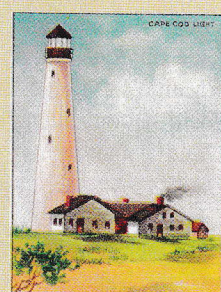
MINOTS LEDGE LIGHT



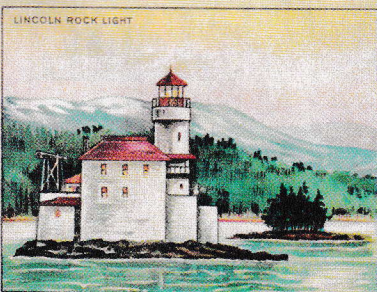
MARTINICUS ROCK LIGHT



MONTAUK POINT LIGHT



CAPE COD LIGHT



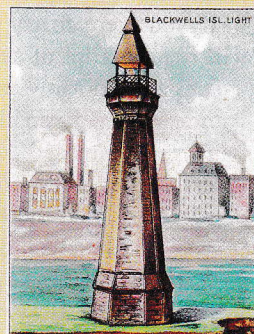
LINCOLN ROCK LIGHT



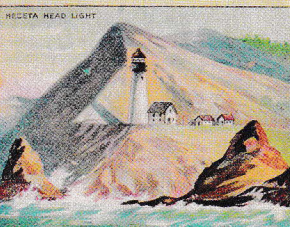
DEER ISL LIGHT



LITTLE GULL ISL LIGHT



BLACKWELLS ISL LIGHT



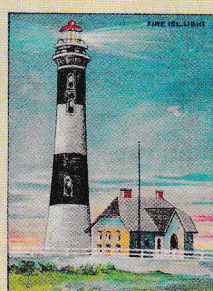
METTA HEAD LIGHT



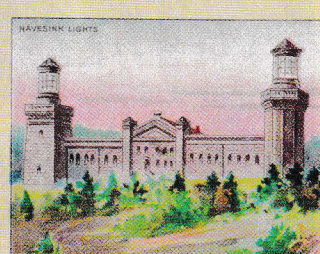
BOON ISL LIGHT



DELAWARE BREAKWATER LIGHT



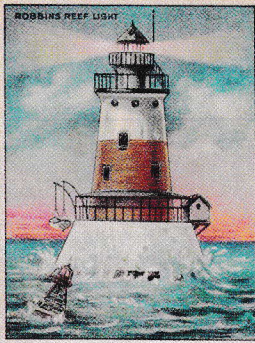
PINE HILL LIGHT



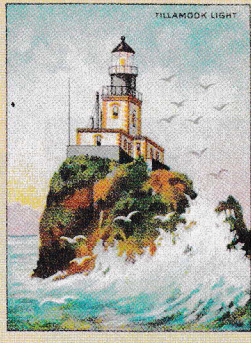
NAVESINK LIGHTS



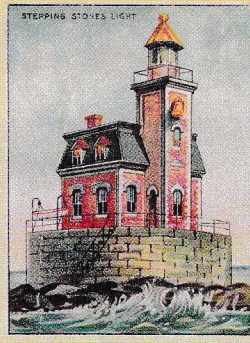
PIGEON POINT LIGHT



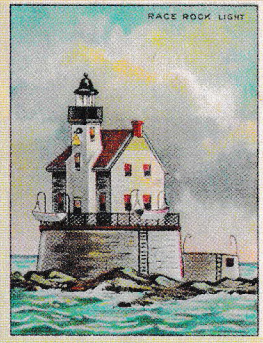
ROBBINS REEF LIGHT



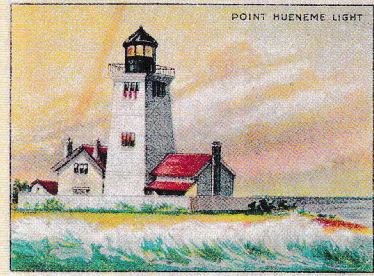
TILLAMOOK LIGHT



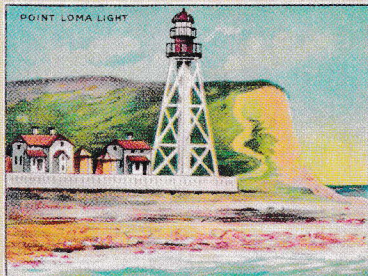
STEPPING STONES LIGHT



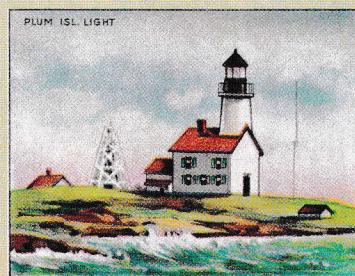
RACE ROCK LIGHT



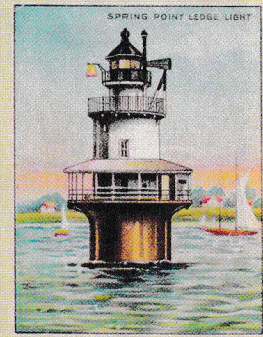
POINT HUENEUME LIGHT



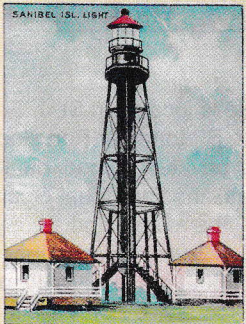
POINT LOMA LIGHT



PLUM ISL LIGHT



SPRING POINT LEDGE LIGHT



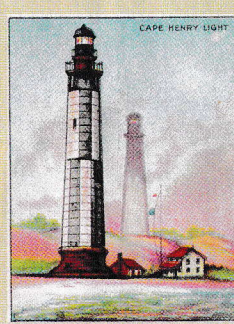
SANIBEL ISL. LIGHT



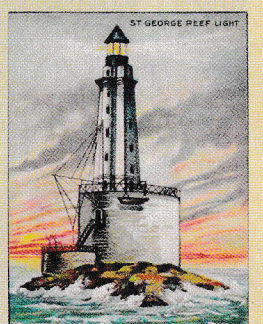
THE MIDDLE LIGHT



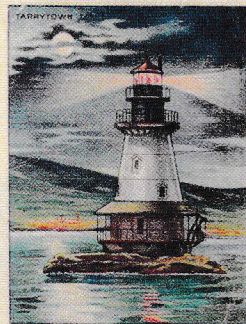
BEAVER TAIL LIGHT



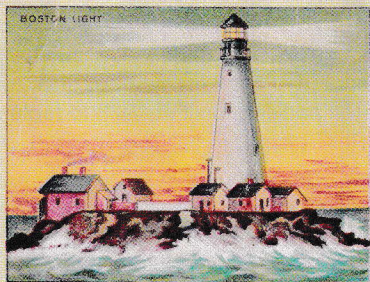
CAPE HENRY LIGHT



ST. GEORGE REEF LIGHT



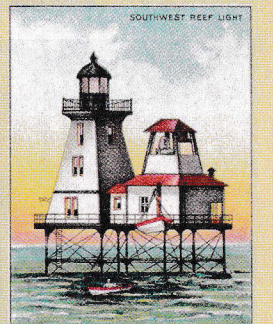
TARRYTOWN LIGHT



BOSTON LIGHT



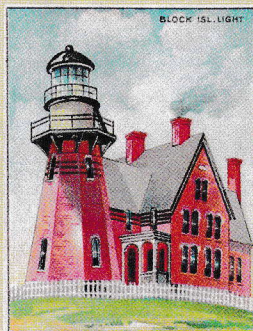
BILOXI LIGHT



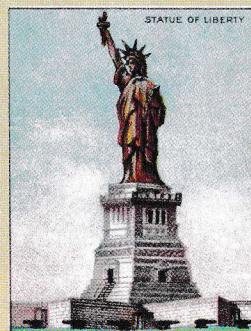
SOUTHWEST REEF LIGHT



OWL'S HEAD LIGHT



BLOCK ISL. LIGHT



STATUE OF LIBERTY



POINT JUDITH LIGHT