

An Unusual Series of Card Advertising Tokens c.1930?

Gary Oddie

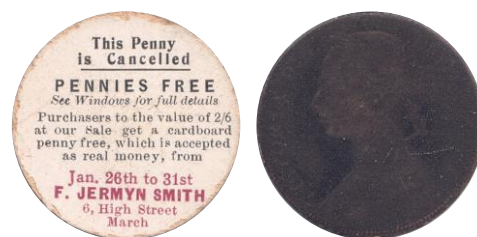
Introduction

Collecting and researching tokens geographically (local, town, county, or country) or by series (Co-op, pub, farming, works checks etc etc.) or by classical series (17th, 18th, 19th century, unofficial farthings etc.) leaves many pieces that just fall through the gaps.

This note began with the background research into the Cambridgeshire business that issued the first two pieces catalogued below. The design of the token is unusual in that it is made from card and has a printed photographic image of an extremely worn Victorian bun head penny on one side. With vague recollections of having seen something similar before, the search began. In no particular order.

001. F. Jermyn Smith - March

Obv. This Penny | is Cancelled | PENNIES FREE | See Windows for full details / Purchasers to the value of 2/6 | at our Sale get a cardboard | penny free, which is accepted | as real money, from | Jan. 26th to 31st | F. JERMYN SMITH | 6, High Street | March printed in dark grey and burgundy in various fonts and sizes.



Rev. Dark brown printed photographic image of a very worn Victorian bun head penny (1860-1894).

Edge Also coloured to match the portrait side.

Details Thin beige card with white paper on both sides to take the printing. 30.2mm [GO]



002.

Obv. This is Real | MONEY ! FREE ! | This coin accepted as ONE PENNY during | one week of our SALE | January 26th to 31st | F. JERMYN SMITH | 6, High Street | March printed in dark grey and burgundy in various fonts and sizes.



Rev. Dark brown printed photographic image of a very worn Victorian bun head penny (1860-1894).

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Searching the directories and newspaper archives reveals the following chronology for the Jermyn Smith business.

1899 F. Jermyn Smith. Draper 8 Bridge Street, Worksop, Nottinghamshire (Kelly's).

1900 then a draper at 81 Bridge St, Worksop.

1904 has moved to 2&4 Park St, Worksop, where he is a draper and furnisher.

Frederick Jermyn Smith then moves to Cambridgeshire 1904] 1908 . . . 1922 [1925 (Kelly's).

He is listed as a Draper and Milliner on the High Street, March, up to 1916, and a Draper only in 1922, when he is also resident at Burrowmore Road, March.

Local newspapers carry adverts for his shop and regular (at least annual) sales. From the same address in 1908 he was also selling a cure for chilblains (*Bromley Journal and West Kent Herald* - Friday 11 December 1908 p6 col4).

His 1912 sale advert is shown to the right (*Cambridgeshire Times* - Friday 23 February 1912 p1 col3.)

On the far right is an advert (*The Cambridgeshire Times and March Gazette* Friday 26 April 1912 p1 col3

In 1918 he was letting a 10 room villa in Hunstanton (*Cambridge Daily News* - Saturday 24 August 1918 p1 col2).

He was also granted a patent for an "Improved Material for Making Puddings, Cakes, Pastry, Biscuits or the like" (Patent 139,611 March 11, 1920).

JERMYN SMITH
IS NOW HAVING A
White Sale

ALL WHITE GOODS ARE NOW BEING EXHIBITED IN THE WINDOW.

White Linen Table Cloths, Duchesses, Side Boards, Serviettes, D'Oyley's, White Sheets, Counterpanes, Sheetings, Pillow Cases, Pillow Cases, Bolsters, Nightdress Cases and Comb Bags, Bed Valance.

FOR MAKING UP.

White Calicoes, Madapolam, Nainsook Embroidery Cambric, Muslins at every price.

New Stock of Laces, Torchons, from 3/4d. per Dozen upwards.
Swiss and Muslin Embroidery.
Real and also Linen Torchons at Special Value.
White Corsets, Camisoles, Aprons, Pinafores at White Sale Prices.

SEE OUR WINDOW.
EXCELLENT VALUE FOR MONEY.
AT
6, HIGH STREET, MARCH.

THE BURBERRY

COMPLETELY satisfies the varied requirements of Sport and outdoor life, providing efficient security against rain and wind, whilst insuring healthful temperature under the most divergent conditions.

THE BURBERRY, in addition to its protective qualities, combines hygienic warmth with airy-lightness; is practical in design and made in distinctive materials which unite attractive appearance with phenomenal durability.

"Genuine" Big Trade Mark is only obtainable in Burberry Garments, all of which are labeled "Burberry".

SPECIAL DISPLAY
Of Burberry Weatherproof garments for Sport, Motor, Travel, Town and Country wear for both LADIES & GENTLEMEN, including all the
Latest Models
IN
TOP-COATS,
DAILY FROM APRIL 29TH TO MAY 4TH.

RACE BURBERRY. BURBERRY'S APPOINTED AGENTS.

F. JERMYN SMITH,
6, HIGH STREET, MARCH.

He retired in 1922 and the business and premises were advertised for sale (*Saffron Walden Weekly News* - Friday 8 December 1922 p1 col5).

From the tokens, the sale was taking place January 26th to 31st. This would make the first day of the sale to be Monday 26th January which only occurred in this period for 1903] 1914, 1920 [1925

TO DRAPERS, CLOTHIERS, TAILORS, GROCERS, CHEMISTS and OTHERS.—Fine opportunity to acquire **EXCELLENT FREEHOLD PREMISES**, with Elizabethan plate-glass double-windowed front, with fixtures and fittings complete, in finest trading position in March, where a successful drapery business has been conducted 25 years. Frontage 15 feet, depth 100 feet, motor garage, back street entrance. Owing to vendor retiring. Can be viewed. Will sell by private tender.—Particulars and conditions to prospective purchasers only, apply to vendor, F. Jermyn Smith, 13, High-street, or Marlingford House, March.

003. Dale & Kerley's Café – Savona Band

Obv. **Join The | MERRYMAKERS | at | DALE & KERLEY'S | CAFE | Dancing Free Daily | 11 to 12, 4 to 6 | Every Sat 8:30-12, 2/- | SAVONA BAND** printed in green directly onto the card,

Rev. Dark brown printed photographic image of a very worn Victorian bun head penny (1860-1894).

Details Thin beige card with paper on portrait side. 30.2mm [Galata]



Dale & Kerley were haberdashers and ladies' outfitters. In 1899 they were trading from 15-17 Seaside Road, Eastbourne. By 1909, they had moved to 1 and 3 Terminus Road. Dale & Kerley opened a café and a ballroom where the Savona Band, founded by Cecil Sapseid, headlined. The band was well-established at this address by 1927 and then moved to another venue at the Pier Pavillion on 7 October 1933 as can be seen on the advert below (*The Eastbourne Gazette*, Wednesday 4 October 1933).

Now Playing All Day at DALE & KERLEY'S CAFE.
PIER PAVILION, OPENING NIGHT OCT. 7.

CECIL SAPSEID
AND HIS
SAVONA BAND

All communications c/o Messrs. Dale & Kerley,
Terminus Road, Eastbourne.

The advert shown to the right takes up most of the front page of the *Eastbourne Chronicle* for Saturday 16 December 1933.

The original buildings remain and had become part of the Prezzo chain of Italian restaurants. This branch closed in April 2023 in the aftermath of the Covid pandemic.

"THE STORE WITH THE CHEERY WELCOME"

DALE & KERLEY'S
Eastbourne's Finest Show
Come To-day and Bring the Children
In the Cafe—Tea Dances 4 - 6

In the Showroom
MADAME VIDA
The Celebrated London
Paintist
Costs AND CONSULT
HIS TO-DAY.

TO-DAY
And All Next Week
Cecil Sapseid
AND
Savona Band
IN THE
SAVONA
XMAS COMEDY
IT'S A SCREAM!

DOWNSTAIRS:
XMAS BAZAAR—TOYS ARE CHEAPER AT
DALE & KERLEY'S

PEDAL KAR
Entirely new model with wood seat, steel disc wheels with auto tread tyres, rubber pedals and hand-grips. Folds flat. **3/11**

WOOD ENGINE
New Model with four steel wheels. **2/11**

LIZZIE
All steel moulded body, real pressed radiator, 8-in. red steel disc wheels, 4-in. rubber tyres. New design double crank drive, rubber pedals, 7-in. steel steering ring. Petrol and oil tins. For ages 2-4. **12/11**

MECHANICAL LORRY
Sturdy construction, stout axles and solid rubber wheels. Handsome finish. **1/-**

GROUND FLOOR:
You must bring the children to see the large
AVIARY of COLOURED SONGSTERS
A beautiful and original Gift is a Canary in a Cage.
Messrs. Deane, the well-known Bird Food Manufacturers, of Bristol, are making this supply.

Here's Value from the CHINA DEPT.

The Famous Green Scaled Ware at remarkable prices.
Long tray, in 3 sizes: 1/4, 2/6, 2/8.
Lemon Squares at 1/6 and 1/6d.

The "Princess Green," See white Staffordshire ware, decorated with a charming colour green band and finished with gold edges and lines. This pattern is exclusive to us.
The Service for six, at 8/11.
Dinner Service for six, at 10/11.

We have a range of Glass Trinket Sets to suit every taste and pocket.
Jacobean style in white or colours, 4/11 set.
The "Glasgow" in colours, 12/11 set.
Real Lead Crystal, 12/11 set.

21-Piece Tea Service, best English bone china. Crown Derby style decoration as illustrated. Complete set for six, 14/11.
Another Derby design at 12/11 set.

DALE & KERLEY LTD.
Terminus Road - Eastbourne Telephone 2240 (2 lines)

Printed and Published for the Proprietors, The Eastbourne Chronicle, Eastbourne, Sussex.

004. Cross Keys – Saffron Walden

Obv. **When in | SAFFRON | WALDEN | You must visit The | Cross Keys | Est. 1569 | Phone 167** printed in black directly onto the card

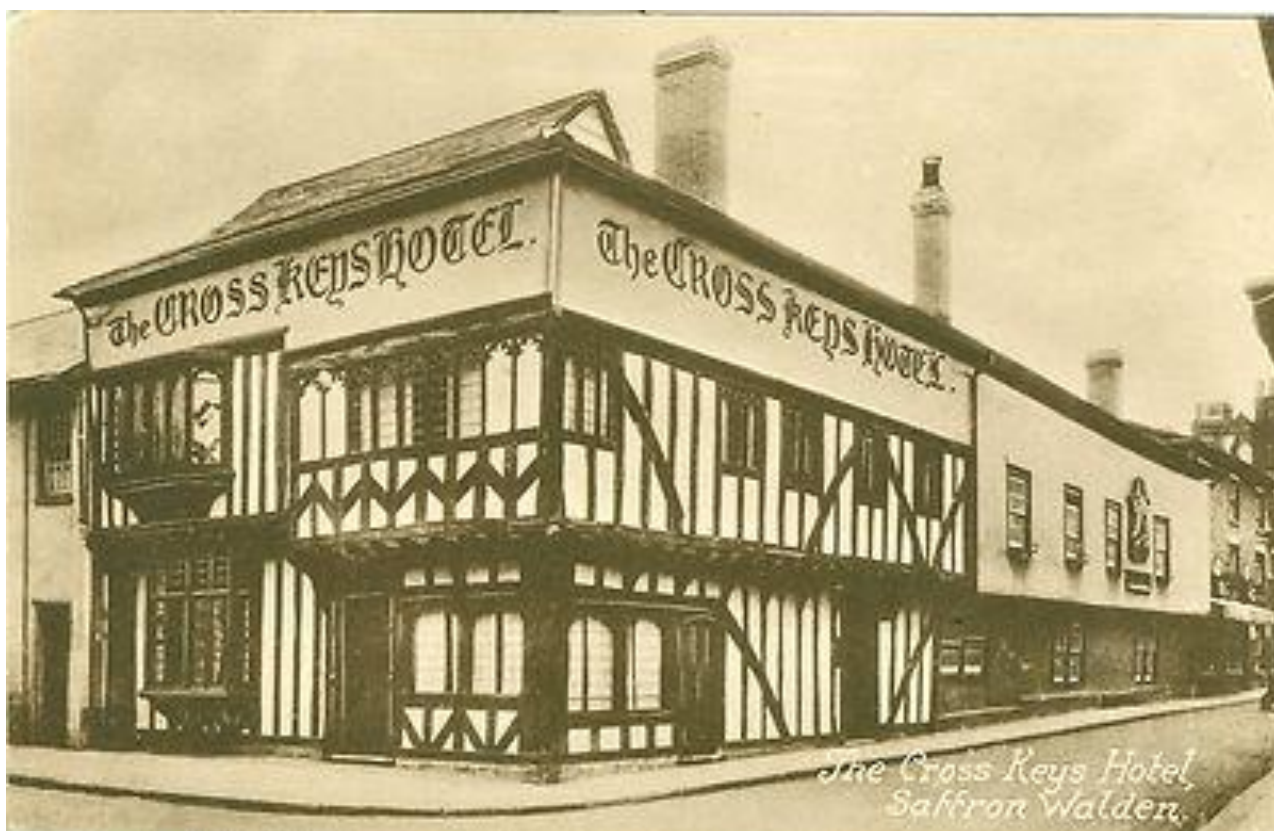
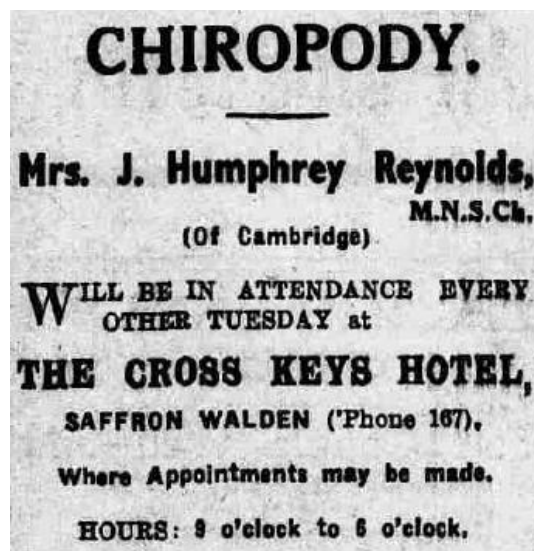
Rev. Dark brown printed photographic image of a very worn Victorian bun head penny (1860-1894).

Details Thin beige card with paper on portrait side. 30.0mm
[eBay 2024, tokenoffering, 235427670016, thanks to Mike Knight]



This token offers very little to help with determining the date of issue. The establishment dates back to 1569 and following a refurbishment in 2012 the grade II* listed 10 bedroom hotel and restaurant is still going strong today.

The only way into the token might be the three digit phone number which will likely date it to after 1925. Using this reveals the advert shown right advert (*Saffron Walden Weekly News* for Friday 9 June 1939 p10 col4).



005. Bessey & Palmer Ltd

Obv. *It will | pay you to | Order your | COAL from | BESSEY & | PALMER, | LTD.* printed in black directly onto the card

Rev. Dark brown printed photographic image of a very worn Victorian bun head penny (1860-1894).

Details Thin beige card with paper on portrait side. 30.0mm

[Thomas Engelen⁽³⁾]



The company first appears in the records of Great Yarmouth around 1840 and by 1875 had a large operation as coal shippers and coal merchants.

In the 1912 Kelly's Directory for Norfolk, Bessey & Palmer, are described variously as Coal Merchants, Coal and Coke Merchants and Ship Brokers with many addresses, including: 7 Hamilton Road, Cromer, Hemsby, Martham, M.&G.N. Joint Railway Coal Depot, Heigham St, Norwich, with a head office at 18 South Quay, Great Yarmouth with depots at Yarmouth (South Quay, North Quay, Southtown, Vauxhall & Beach stations), Gorleston Station, Norwich, Lowestoft, Sheringham, Ormesby, Caister, Catfield, Lingford & Mundesley.

The company regularly took out front page adverts in the Yarmouth newspapers (e.g. *Yarmouth Independent* - Saturday 1 July 1916)

COAL ! COAL ! COAL !

BESSEY & PALMER, Ltd.,
COAL MERCHANTS & FACTORS.

**All descriptions of House and Steam Coal at
lowest current prices.**

Head Offices
Retail Offices
Gorleston Offices

18. South Quay.
Tel. No. 64.
29. Regent Street.
Tel. No. 437.
158. High Street.
Tel. No. 19.

Bessey & Palmer also had its own rolling stock of 10 ton coal waggons, of which models were made by Hornby in 2006 for model railway enthusiasts.

The company disappears from the newspaper records in 1939. The name reappears just once in 1958 as part of a share deal with another coal merchants called Rickett, Cockerell & Co.



006. Grose & Co – St Austell

Obv. We all go to | **GROSE & CO.** | 'ARCADES' | **ST. AUSTELL**
| for our HAIRCUTS | Their charge is only 6d. printed in
black on white card

Rev. Dark brown printed photographic image of a very worn
Victorian bun head half penny (1860-1894).

Details 26.0mm [David Young, 2023⁽⁴⁾, no.293]



Grose & Co began as boot and shoe manufacturers in Redruth, St Austell and Penzance, advertising in local newspapers from 1879 with a high class boot warehouse in Penzance. By 1906 they have a large wholesale and retail drapers store in St Austell. Santa Claus made an appearance at the store in 1908 where Grose & Co.s Bazaar on Fore Street, St Austell had “Everything to please the children and grown-ups”. There was a sale of damaged goods after the drapery suffered a fire in June 1911. The boot and shoe business continues at Penzance, while the St Austell drapery at “Arcades” is continuously recruiting experienced milliners and boys and girls to be trained in dressmaking and shopkeeping. The branch at Fowey closed in 1921 in order to pay a tax bill, and all of the stock was moved to St Austell. By 1932 the St Austell shop is selling all types of men’s, women’s and children’s clothing, including a soft furnishings department, with a significant increase in newspaper advertising. The business describes itself as a ‘fashion centre’ in 1933 and its adverts include photos of the shop front and interior. In October 1934, the company announces that it has taken on a “hairdressing manager” (Cornish Guardian, 25 October 1934 p8 col1-3). The hairdressing department is open in time for the Christmas shoppers. The Cornish Guardian carried this advert (Thursday 3 January 1935 p6 col1-3)



On 13th August 1936 the business was wound up with the retirement of the management (Cornish Guardian p8 col 1-3), but the hairdressing section would be carried on as usual.

An announcement in the *Cornish Guardian* (Thursday 1 October 1936 p3 col6-7) states ‘The whole of the Drapery Stock of Messrs. Grose & Co., the well-known St Austell Drapers (Established over 100 years)’ had been bought by J.C. Tozer of Devonport and would be sold at half price.

The tokens were likely issued around December 1934 with the opening of the hairdressing department.

007. Ernest Sewell Series

Obv. **THE | ERNEST SEWELL | SERIES** printed in black on white

Rev. Dark brown printed photographic image of a very worn Victorian bun head penny (1860-1894).

Details 30.0mm. [b/w photo from Rogers 1439⁽¹⁾, Evans 1965⁽²⁾]



According to Rogers, this token was part of a set of three pieces in a magic kit, c 1950s.

Ernest Sewell was a conjurer, touring in the 1930s with a stage show which included close-up tricks.

His name is also associated with a very popular series of boxed sets of magic tricks - Ernest Sewell's Cabinet of Conjuring Tricks. There are several versions of the boxed sets, some with a picture of Ernest Sewell on the inside of the lid. Some sets have two layers and drawers with compartments. One of the tricks involves a small silver box called "The Mystic Coin Box". From images of different sets, there are certainly a few coin related tricks, but none show the cardboard pennies.

The sets seem to have been sold for many years and introduced several generations of youngsters to conjuring and a career in magic.

There is also a card token with a printed obverse of a George V penny and the reverse legend **THE ERNEST SEWELL CONJURING CABINET**. Also in the 1930s there was a boxed set called the Ernest Sewell Cabinet of Coin Tricks. (Thanks to Thomas Engelen and Kai Towe).



008. Victoria Café - Kettering

Obv. **LUNCHEONS | VICTORIA CAFÉ, | Newland Street | Kettering. | DINNERS | TEAS** printed in black on white

Rev. Dark brown printed photographic image of a very worn Victorian bun head penny (1860-1894).

Details [eBay Canada in 2016, thanks to Mike Knight]



No Trace of this business can be found in the Kelly's Directories of Northamptonshire 1914 – 1940. However, the Victoria Café on Newland street, Kettering, was well-established by 1919 when it was sold by auction, and where it was described and "The Valuable Coffee Tavern, known as Victoria Café" (*Northampton Mercury* 29 August 1919 p7 col1). The Victoria Café was recruiting staff in March 1938.

The Kettering Industrial Co-operative Society opened premises on Newland Street in May 1930. On 18 February 1966 the *Northamptonshire Evening Telegraph* (p3 col2) carried the following notice.

Continuing its policy of bringing its Central departments under one roof, K.I.C.S. this week has finalised the move of its Furnishing group. For several years, the Kettering hardware section has been housed in the premises in Newland Street once known as the Victoria Café, but this week it has found its new home next to the existing Electrical section on the other side of the road.

009. Columb Tyres


Obv. 'Tis a | 1d. wise and | £ foolish policy | *not to fit*
Prowodnik | "**COLUMB**" | **TYRES** | C.D.C. printed in
 red on white with a ribbed tyre design around the outside

Rev. Dark brown printed photographic image of a very worn
 Victorian bun head penny (1860-1894).

Details 30.0mm. [Kai Towe]




All of the newspaper adverts for "Columb Tyres" appear in a very narrow range of dates 1912-1915. The tag line "penny wise pound foolish" first appears in 1913. The advert on the left is from *The Referee* (Sunday 2 November 1913 p14 col1). The advert on the right is from the *Sporting Life* (Saturday 28 November 1914 p5 col5-8).



**Considerable
Reduction
in
Prowodnik
'COLUMB'
TYRES**

It is a penny wise and pound foolish policy not to fit them.

We are exhibiting at the **OLYMPIA MOTOR EXHIBITION, STAND 197.**



THE RUSSIAN TYRE & RUBBER IMPORT CO., LIMITED.
 162, SHAFTESBURY AVENUE, LONDON, W.C.
 Telegrams: "Prowodnik, London."
 Telephones: 2330, 2331, Regent.
 C. D. C.



The
**FLYING
COLUMB**

Prowodnik Columb Tyres are being largely used by the ALLIED FORCES at the front, principally in consequence of their great durability and freedom from skidding, and also because they are made by our Allies.

Deliveries from stock, thanks to the British Navy.

*Belgian Armoured Car
 Fitted with Prowodnik Tyres*

COLUMB TYRE CO. LTD.
 162, SHAFTESBURY AVENUE, W.C.
 Telegrams: "PROWODNIK, LONDON." Telephone: 2330 REGENT (3 Lines).

The final entry in the newspapers is a letter of complaint from India about the £9 shipping from London to India for steel studded tyres that had a list price of £7 3s 6d in London (*Truth*, Wednesday 1st September 1915 p35 col2).

010. Ed. Minty - Doncaster

Obv. **Are | Your eyes | Deceiving you? | If so, consult | Ed. Minty, | F.S.M.C., F.I.O. | 3 Hallgate | Doncaster** printed in black on cream card

Rev. Dark brown printed photographic image of a very worn Victorian bun head penny (1860-1894).

Details [Noonans, 2 Feb 2021 lot 226 part, thanks to Mike Knight]



The easy parts for this token are the professional acronyms – FSMC (Fellowship in Optometry of the Worshipful Company of Spectacle Makers) and FIO (Fellow of the Institute of Optometry). After that things become more difficult.

The surname can be found in Doncaster but is quite unusual. In the 1927 Kelly's of Yorkshire, there is a Charles Albert Minty, Jeweller in Doncaster and Alfred John Minty is the superintendent of County Police of the Lower Division Strafforth and Tickhill.

In January 1937 the address at 3 Hallgate, Doncaster is occupied by Doncaster Investments Ltd (*Sheffield Independent* 26 January p5 col2). In February 1939, the address is occupied by Staniland Estate Agents (*Sheffield Daily Telegraph* 4 February p5 col2).

In the 1950 Doncaster telephone directory: Edward Minty, F.S.M.C, F.I.O, Cnsltg Optcn, 3A Hallgate, Doncaster 3067. A pair of spectacles and advertising lens cloth has also been found from about this period.



The style of the spectacles and case is certainly post 1940 and probably post 1950. These dates are too recent for online directory searches but could be made more precise using printed copies in local libraries and record offices. The address at 3A does not preclude co-existence with 3 Hallgate, and an earlier date, but it is suspected to be unlikely.

011. Shaws - Footscray

Obv. **DON'T | HOPE FOR | THE BEST | Make 'SURE' at | SHAWS | 4 CHURCH RD., | FOOTSCRAY. | Haircutting 6d. | Shaving [..] | Ladies** printed in black on cream card. Something, possibly a price, has been erased after the word Shaving.

Rev. Dark brown printed photographic image of a very worn Victorian bun head penny (1860-1894).

Details 30.2 mm [Mike Knight]



There is a Footscray about half a mile south-east of Sidcup, Kent. There is also a much larger Footscray in Melbourne, Australia, and card tokens are also known from Australia. While the name Shaw can be found in both locations through the 20th century, no trace of a Church Road can be found in the Australian Footscray, though there is a Church Street West.

The usual searches have so far failed to find any evidence for a business with this name at this address, or indeed anything similar at Footscray. However, thanks to Alan Judd, the 1921 census has the following entry for 4 Church Road, Footscray, Sidcup, Kent: Albert Heselden, born 1874, age 47, occupation self-employed hairdresser. Place of work “at home”. He is the head of the household, married and with four minor dependants.

Also thanks again to Alan Judd, a few years later, and likely related, is the following photograph which can be found online with the caption “The fire brigade deal with a fire at the Shaws Hairdresser on the high street in Sidcup, Kent, 1938”⁽⁵⁾. The same image can also be found on the Layers of London website with the caption “Fire at Shaw’s Hairdressers, Sidcup High Street, 1st January 1940”⁽⁶⁾.



This is less than a mile away, in the middle of Sidcup, and on the main road to Footscray. It might be concluded that “Shaws” was the name of the business operated by Albert Heselden, initially from home in Footscray, and later moving to Sidcup High Street.

Discussion and Conclusions

This note has described a group of eleven cardboard advertising tokens that all show a printed photographic portrait of Victoria's bun head, taken from a very worn coin. Ten are penny sized and one is a halfpenny size.

Background searches have found details for most of the issuers and allows the approximate dating of the tokens as summarised in the table below.

Token		Issuer	Location	Trade	Approx issue date
001	1d	F. Jermyn Smith	March (Cambs)	Draper/Milliner Store	1914 or 1920
002	1d	F. Jermyn Smith	March (Cambs)	Draper/Milliner Store	1914 or 1920
003	1d	Dale & Kerley's Café	Eastbourne	Café	1920s-1930s?
004	1d	Cross Keys	Saffron Walden	Hotel	1930s?
005	1d	Bessey & Palmer Ltd	Great Yarmouth (+Norfolk)	Coal Merchant	Pre 1939
006	½d	Grose & Co	St Austell	Hairdresser	Post 1934
007	1d	Ernest Sewell Series	Boxes sold nationally	Conjuring Equipment	Post 1930
008	1d	Victoria Café	Kettering	Café	?
009	1d	Columb Tyres	London	Tyre Distributor	1912-1915
010	1d	Ed. Minty	Doncaster	Optician	Prob post 1940
011	1d	Shaws	Footscray (Kent)	Barber/Hairdresser	1921-1938?

Looking closely at the images, only two share the same portrait of Victoria and they are the Jermyn Smith pieces (001 and 002). The others show images of different coins with different levels of wear.

If the tokens are part of a series, and one manufacturer (printer) was responsible, it will be worth keeping an eye open for a trade journal/magazine/directory just in case the manufacturer placed an advert offering this type of token. That there is a hotel, two cafés, a milliner and two hairdressers (one of which had been a milliner) does point to a possible common connection. However, the different images of Victoria, the broad range of possible dates and other businesses involved, could equally point to multiple manufacturers.

The rarity of the pieces and geographical spread across the country means that these pieces would not normally be brought together for study. If any readers can add further tokens or fill the gaps in the business histories, please get in touch via the blog.

References and Acknowledgements

- (1) D.J. deS. Rogers. *Toy Coins*. Galata 1990.
- (2) D. Evans. *British Cardboard Coins from 1860. Card Toy Coins and their related paper money*. Galata 2003.
- (3) T. Engelen. *Cardboard Coins of Great Britain 1847-2000*. Available online at the Newman Numismatic Portal <https://nnp.wustl.edu/library/book/625107> p24.
- (4) D. Young. *Tickets, Checks and Passes of Cornwall*. 2023.
- (5) <https://www.mediastorehouse.co.uk/topfoto/nostalgia-john-tophams-britain/fire-brigade-deal-fire-shaws-hairdresser-high-10990756.html>
- (6) <https://www.layersoflondon.org/map/records/fire-at-shaw-s-hairdressers-sidcup-high-street>

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