

Card Advertising Tokens c.1930? Part 2

Gary Oddie

Introduction

Following the recent publication of eleven card tokens, ten being penny size and one a halfpenny size, all bearing on one side a printed image of a very worn bun head penny of Queen Victoria, as might be expected further examples have been found. Background searches have also uncovered more details for some of the issuers already presented.

This note will begin with details of the new pieces, followed by new information about the pieces in the previous note.⁽¹⁾

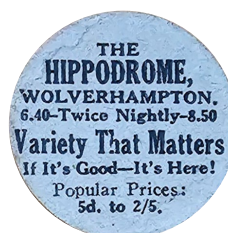
012. The Hippodrome - Wolverhampton

Obv. **THE | HIPPODROME, | WOLVERHAMPTON |**
6.40-Twice Nightly-8.50 | Variety That Matters |
If It's Good- It's Here! | Popular Prices : | 5d. to 2/5.

Various size fonts printed in black on white paper

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

Details Thin card with white paper on both sides to take the printing. 30mm [Gavin Scott].



There had been a music hall in Wolverhampton, close to the corner of North Street and Queen Square for at least 40 years before the purpose built Empire Theatre, designed by Owen & Ward, was opened on 5th December 1898. In 1874 it was described as the Museum Concert hall in Cheapside – fronted by the “Boot and Star Inn”. The new building, also known as the Empire Palace of Varieties and had a seating capacity of almost 2,000. From 1910, films were also shown every afternoon. In 1921 the Theatre was modernised by well-known architect Bertie Crew and re-opened on 21st February 1921 as the Hippodrome Theatre.

From March 1928 it was taken over by the General Theatre Corporation (GTC) who were themselves taken over by Gaumont British Theatres in May 1928.

Live shows continued until 28th September 1931 when it temporarily became exclusively a cinema while Gaumont demolished and rebuilt their other cinema in Wolverhampton.

The Hippodrome Theatre re-opened as a live theatre again on 5th September 1932, the same day as the brand new Gaumont Palace Theatre opened to film goers. From November 1946 it became part of the Moss Empires Theatre chain. The Hippodrome Theatre was destroyed by fire on 19th February 1956. The remains stood until 1958 when what was left was demolished and the site redeveloped, with “The Times Furnishing Store”, furnishing store being built on the land.



013. Everitt's Klipto

Obv. **YOU NEED | EVERITT'S | KLIPTO | HANGERS | FOR
YOUR | TROUSERS | PRICE 9^D EACH** various fonts and
sizes printed in black on white paper

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

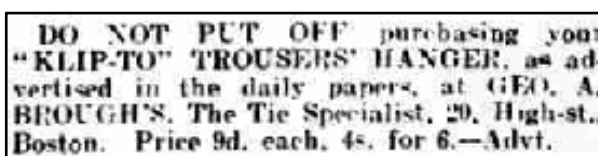
Details Thin card with white paper on both sides to take the
printing. 30mm [Gavin Scott].



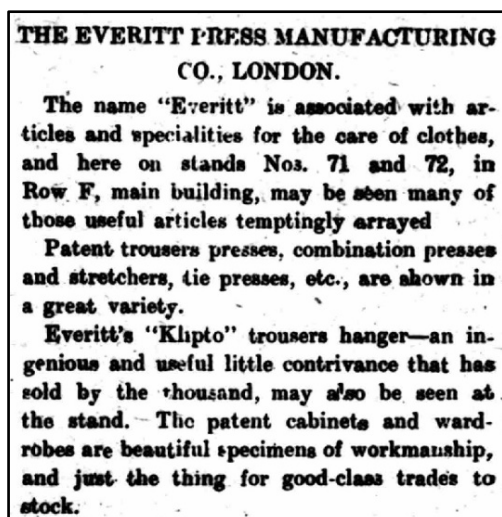
Searching the newspaper archives for Klipto Trousers hangers brings up a series of adverts mostly dating 1913-15 with a final appearance in 1921.



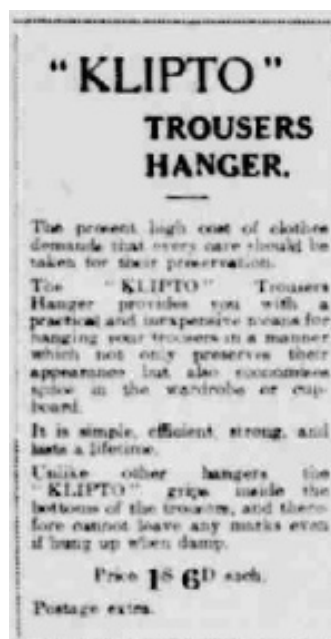
Burnley News
Saturday 20 June 1914 p7 col6



Tailor & Cutter
Thursday 22 April 1915 p7 col2



Tailor & Cutter
Thursday 22 April 1915 p22 col3



Sunderland Daily Echo and Shipping Gazette
Thursday 25 August 1921 p1 col3

The company appears to have been an inventor and initially a wholesaler of gadgets for the gentleman's wardrobe, with trouser presses, tie presses as well as the trouser hanger advertised on the card token. The Everitt Press Manufacturing Co was initially based at 17-19 Lever Street, Goswell Road, London, E.C. The trouser presses were being advertised from about 1900 to about 1950.

001. F. Jermyn Smith - March

Thanks to David Edwards at March Museum the following can be added to the Jermyn Smith story. A bill head giving the address as 13 High Street March. This is not a change of address, but the street was renumbered early in the 20th century.

Telegrams :
'JERMYN SMITH, MARCH'

13 High Street
MARCH July 19

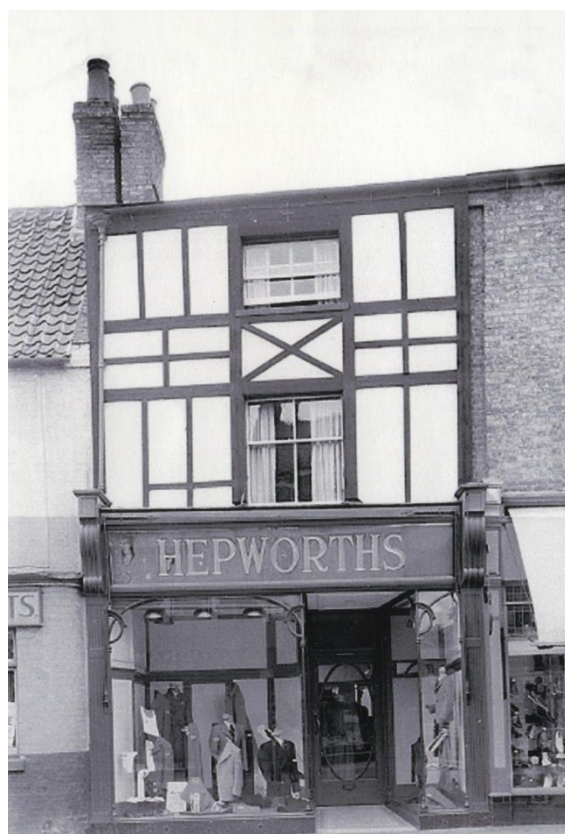
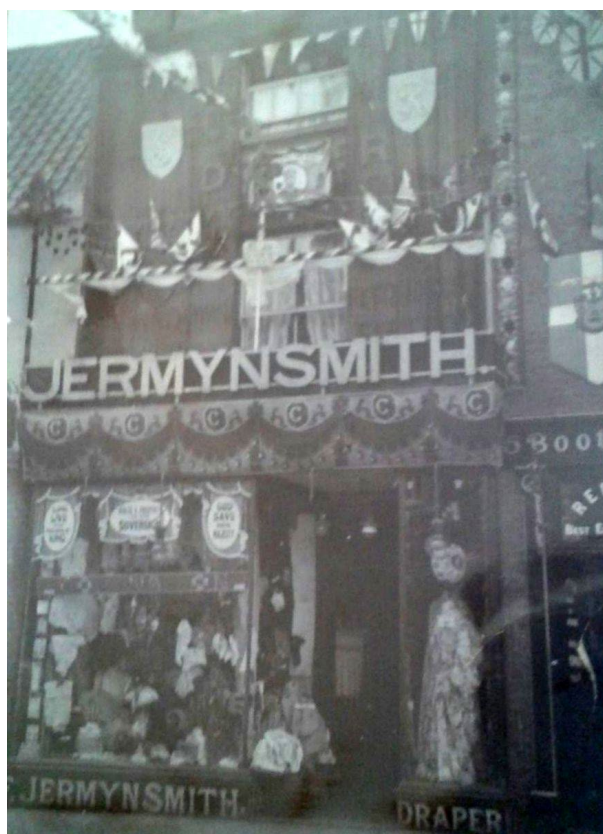
M^r R Johnson Brandon Big St
FROM F. JERMYN SMITH

Millinery Underwear Blouses . .	Draper, Furnisher and Undertaker	Hosiery Gloves . Furs . .
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Specialist in ART WINDOW BLINDS, DRAPINGS and CASEMENTS 72

Date	Check No.	Items	Amount	Total
April 10	10 1/2	Edging 3 3/4	6 1	
May 5	2 8	Cream Bolton Blk.		
	3 11		10 3 1/2	
	2 1/6	Face Pins 10 3/4	1 10 1/4	
	3 1/2		2	

And also a picture of the shop front, probably taken at the time of the Coronation of George V (22 June 1911). Jermyn Smith had a closing down sale in early 1923 on his retirement after 18 years in March and the premises was taken over by a company called Hepworths.



011. Shaws - Footscray

Thanks again to Alan Judd for digging deeper into the Footscray hairdresser “Shaws”. Interestingly the location appears as Foots Cray on Ancestry and Footscray on other sites. It was the village of Footh Cray in Kent.

The Albert Heselden at 4 Church Road in the 1921 census, had a son killed in 1918 whose name appears on the Footscray war memorial. He opened the premises at 4 Church Road in 1908 having moved from a nearby site. Presumably Shaw took over at some later time.

Footscray was absorbed into Sidcup, and though was once the name of the local telephone exchange, was never talked of as a place.

Also in the 1939 Register there is a Reginald H. Shaw, born 23 November 1884 with an address given as 4 Fools (sic) Cray, Church Road, Sidcup, with an occupation of hairdresser.

Discussion and Conclusions

This note has added two further cardboard advertising tokens to the previously published list. Both are penny sized.

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
012	1d	Hippodrome	Wolverhampton	Theatre	1921–1932?-1956
013	1d	Everitt's	London	Wardrobe gadgets	1913-1921

As with the previous card tokens the portraits of the worn bun head penny appear to be different.

As yet, there is no obvious pattern to these issues, apart from the similarities in design and manufacture.

References and Acknowledgements

- (1) G. Oddie. An Unusual Series of Card Advertising Tokens c.1930? *BNS Blog* 21 February 21, 2024. <https://britnumsoc.files.wordpress.com/2024/02/427-card-pennies-blog-001.pdf>
- (2) <https://lostwolverhampton.co.uk/fall-of-wolverhampton-hippodrome/>
- (3) <http://www.historywebsite.co.uk/articles/hipper/hipper01.htm>

Thanks to Gavin Scott for providing images of the two new tokens, Alan Judd for his further research into Footh Cray and David Edwards for finding Images relevant to the Jermyn Smith business in March.

