The American Play Money Society Newsletter

# FUN MONEY

Issue Number 15



December 1999



Pay Your Year 2000 Dues!



#### Editor's Note

Well, we were a bit short on member participation for articles this issue, but hopefully you will find items that are of interest. And since it is December, it is also time for the dues; see page 14 for more information. It is gratifying to see several new members this time. We hope that they enjoy their APMS experience. And, as if we haven't stressed it enough, please send in your free classified ad each month and consider submitting an article for publication.

Barbara and I wish you all a very Merry Christmas and a Happy New Year!



#### Let's see, my bag has lots of items like,

Mallo Cup Play Money	.3
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#### **Fun Money**

December 1999 - Issue 15



Editor-at-fault Jack Phillips



Fun Money, a newsletter of the American Play Money Society (APMS) for education and fun, is published quarterly to publicize activities of the Society and to distribute educational information regarding play money to society members. The editor will make final decisions about stories and ads for publication. Contents of articles and ads represent views of the authors and do not necessarily represent views of either the editor or Society officers. Back issues from 1999 are available for \$2.00 each.

Each APMS member is encouraged to send a free ad of up to five lines for each issue of *Fun Money*. Ads will not be run continuously, so please send a new ad each time.



#### AD RATES

Business card (1/8 page): four issues for \$6.00. Camera ready: \$12.00 full page, \$6.00 for 1/2 page, and \$3.00 for 1/4 page.



ISSUE	DEADLINE	PUB. DATE
#16	Feb. 10, 2000	Mar. 1, 2000
# 17	May 10, 2000	June 1, 2000
# 10	Aug 10 2000	Sont 1 2000

## THE AMERICAN PLAY MONEY SOCIETY

The American Play Money Society (APMS) is a non-profit, educational organization for collectors of play money. It is dedicated to the promotion and research of play money and related exonumia.



#### ANNUAL DUES

\$7.00 per year for a regular membership and \$9.00 for a family membership (US only). Both have full membership, but only one newsletter will be mailed to the family. Dues for members in other countries will be determined by postage rates.



#### **OFFICERS**

President

Jack Phillips, 2044 Pine Lake Trail, Arab, AL 35016

Vice-President C.R. Clark, P.O. Box 48691, St. Petersburg, FL 33743

Secretary/Treasurer Barbara Phillips, 2044 Pine Lake Trail, Arab, AL 35016

#### Directors

Russ Sears, 9323 Waltham Woods Rd., Baltimore, MD 21234-1550 Jeff Quinn, 15107 Sweetgum Circle, Wichita, KS 67230-7600



#### **MEETINGS**

We would appreciate comments on where and when to have an official meeting. With members in all parts of the country it is impossible to accommodate everyone; however, we will have meetings in a location that will benefit the most people.



#### TREASURER'S REPORT



h	Barbara	Phil	line
Dy	Daibaia	1 1 111	npa

Income: Dues, ads, and back issues . . . . . . . . \$ 52.00

Expenses: Kinkos: Fun Money #14 printing. . . . . . . . . . . \$ 68.69

Postage, stamps and envelopes......\$ 42.06



Play Money

By Jack Phillips

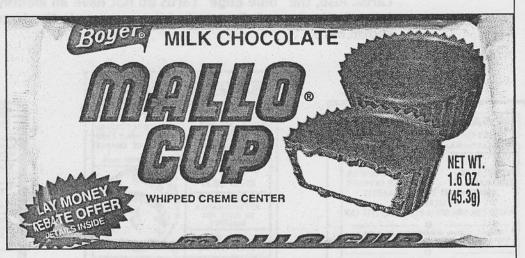
Many of us received Mallo Cup Play Money cards with the milk chocolate candy we received as children. Richard Clothier, an APMS member, has a very good description of the program in his book, Play Money of American Children, and I will quote it below with his permission.

"Mallo Cup candy made by Boyer Bros., Inc. of Altoona, PA has had a redemption plan for free or discounted candy since the early 1960's. The packages still include a square cardboard card of instructions for redemption. On the corner of the card is a cut out Mallo Cup Play Money coin in denominations of 1¢, 5¢, 10¢, and 25¢. Originally, there were 50¢ and \$1.00 coins also. The current plan offers a \$1.00 good for coupon when you send in \$5.00 worth of play coins. The original plan offered 10 full size candy bars for the same \$5.00 worth of play coins. During the earlier period, Boyer maintained a Free Goods Department with a substantial number of employees answering mail from all over the U.S.A. Several years ago the company discontinued the coin program. This started an avalanche of mail from consumers expressing their disappointment. The public won and the coin program was revived, but with some changes. Coupons were the prize instead of free candy bars and the color of the play money was changed. the original coins were printed in red ink; the new ones were blue. Still, it is good to see that play money collectors have enough power to change the course of history."

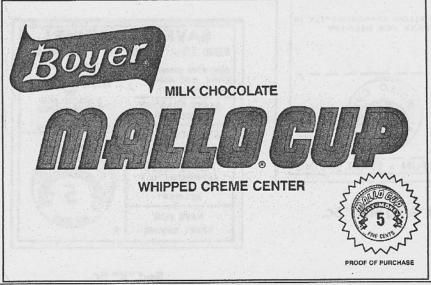
While searching on the internet for more information I found to my surprise that the Mallo Cup candy is still sold today. A search of the local stores turned up nothing, so it was back to the computer. After some hunting a retailer appeared that handled the candy and naturally I placed an order. In short order I received a large yellow box containing 24 individual packages that each held two candy cups and one play money card.

Barbara and I consumed all of them (in the name of research) and found the following mix of cards. All were long blue "C's" with eleven 5¢, four 10¢, four 25¢, and five 50¢ cards, which made a nice variety.

A letter requesting information about the company and their Mallo Cup Candy was sent to the home address of the Boyer Candy Company; however, they never replied. Therefore, the remainder of this article pictures the different coins known to the author and provides a table of different types and colors. Any additional information from members would be appreciated.



An individual package above and the box below (much reduced).









Three 1¢ coins, each with a different identifying letter.

Note the different formatting and wording on many of the cards. Also, the "blue edge" cards do not have an identifying letter in the lower left corner of the coins as do the 1¢ coins shown here.



30 DAYS FOR

HAVE FUN

START SAVING

A "long blue" 5¢.



Red "G" 5c.



SAVE 500 COINS! SEND TO:- "CANDY" P.O. DR. #1431 COINS! ALTOONA, PA. 16601 PRINT YOUR ADDRESS RECEIVE (10) 5¢ NCHUDE YOUR ZIP NO STATE QUANTITY FREE OF CHARGE STICK - ON - TAPE AVOID DELAY PLEASE ALLOW APPROXIMATELY 30 DAYS FOR HAVE FUN START SAVING SAVE 500 COINS! SEND TO: - "CANDY" P.O. DR. #1431 ALTOONA, PA. 16601 PRINT YOUR ADDRESS PLAINLY, YOU MUST INCLUDE YOUR TIP NO RECEIVE (10) 5# SIZE CANDY BARS STATE QUANTITY STICK - ON - TAPE AVOID DELAY PLEASE ALLOW APPROXIMATELY 30 DAYS FOR DELIVERY HAVE FUN FIVE CENTS START SAVING

Double 5¢ with "blue edge"

Red "K" 5c.



#### Mallo Cup Play Money, continued





Another "long blue" 5c.



"Blue edge" 10¢.



HAVE FUN START SAVING



SAVE 500 COINS! SEND TO :- "CANDY" P.O. DR. #1431 PRINT YOUR ADDRESS PLAINLY. YOU MUST INCLUDE YOUR ZIP NO. ALTOONA, PA, 16601 RECEIVE (10) FULL SIZE CANDY BARS STATE QUANTITY FREE OF CHARGE

STICK - ON - TAPE AVOID DELAY









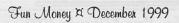
Double denominations.

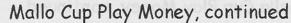
A miscut 10¢ error card.



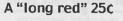
A "long red" 10c.













Red "J" 50c



The hard to find One Dollar



A "long blue" 50¢



THIS PLAY MONEY
COMES IN 11", SOC.
25c, 10c, 5c, and le
DEMONINATIONS

NOW FOR FREE CAMBY.

\*\*\*Print Addr-10 Plainly, \*\*\*



THIS PLAY MONEY
COMES IN 11 M, 50c,
25c, 10c, 5c, and 1c
DEMOMINATIONS
START SAVING FOR FREE

CANDY, Print Address Plainly.

SAVE 500 COINS! SEND TO BOYER BROS. INC., ALTOONA, PA. RECEIVE TEN (10) FULL SIZE CANDY BARS FREE OF CHARGE!



THIS PLAY MONEY. COMES IN \$1.00, 50c, 25c, 10c, 5c, and 1c DENOMINATIONS

CUT OUT THIS COM FOR FREE CANDY.

\*\* Print Address Plainly.\*\*



Four older, red print cards, all dated 1952.

(Author has the 10¢ and 25¢ cards and the other two are pictures found on the internet.)

#### Mallo Cup Play Money, continued

#### Mallo Cup Play Money

(Colors are print colors on the cards)

Letter or type	1¢	5¢	10¢	25¢	50¢	\$1
Α	Red	Red	Red	asri ribse javev.	ferent hoes; for	There are fixe till
В	Red	Red Long blue	Long blue	Long blue	Long blue	la known about t members, Does a
С		Long blue	Long blue	Long blue	Long blue	
E	Red	Red	Red		Red	
F	Red	Red	Red		Red	Red
G	Red	Red	Red		Red	
Н	Red					
J	Red Brown	Red Brown	Red Brown		Red	
K	Red	Red	Red			
L	Red Long red	Red	Red	Long red		
M	Red Long red	Long red	Long red			
Blue edge Doubles	Red Red J	Red Blue edge Red G Red H	Red Red G Red H			

Older style, red print cards dated 1952. ......1¢, 10¢, 25¢, & 50¢

FM

## Play Money (Bullseyes)

The pictured coin is new to your editor and I have listed it as P277 in my collection to match the numbers in Richard Clothier's book, *Play Money of American Children*. It is made of brass and measures 16mm in diameter. This particular piece has an interesting die crack on the obverse, which should show up in the picture (depending on our print shop). Are these rare or did it just take a long time for me to come across one?





FM

## OLD WEST TOKENS

These round, aluminum tokens are about 26mm or one inch in diameter and were found by Randy Partin. There are five different types; however, each has the same reverse which reads "Old West Trail". Nothing is known about their origin or use and any information that can be provided will be shared with all our members. Does anyone have any other varieties of these?



Jim Bridger



The reverse that is common to all pieces



**Lewis & Clark** 



**General Custer** 



**Calamity Jane** 



**Teddy Roosevelt** 

## TOONERVILLE FOLKS PLAY MONEY

By Jack Phillips

This summer, while nosing around an antique shop in downtown Butte, Montana, Barbara and I came across a stack of old Sunday comic strips that appeared to be mostly from the 1930's. Thinking that there might be a possibility of some Lucky Bucks in them we started pawing through the stack. There were several hundred, so this was a big commitment on our part to take this much time away from other "treasure hunting". Unfortunately, there were no Lucky Bucks at all even though the time period seemed to match up. Perhaps another collector had already done the same thing. But actually our luck was <u>really</u> good.

On the reverse side of a comic section from the Sunday, May 7, 1933, Butte Montana Standard, was a Toonerville Folks comic strip containing a Play Money piece! And there were several more. Most of these sheets were a single page, which was the front page of the section in most cases. Each of the sheets found with play money had a Strange As It Seems strip on the front page, leaving us to believe that someone had collected that particular strip and not the one on the reverse side. On each page Toonerville Folks takes up four rows and the bottom row is Little Stanley, who is also seen on some of the money. Each play money bill measures about 3 1/2 inches wide by 1 1/2 inches high and is in the colors of the funny paper.

The May 7 piece shows The Absent Minded Professor, who stars in that particular strip, and has the denomination of 20. A list of the notes we found is shown on the next page.





May 7, 1933

June 18, 1933





June 4, 1933

June 25, 1933



	Character Portrayed	Denomination	Date of Paper
1.	The Absent Minded Professor	20	May 7, 1933
2.	Cynthia Snoop	20	June 4, 1933
3.	"Stinky" Davis	20	June 18, 1933
4.	Bandmaster Bill	10	June 25, 1933
5.	Mirandy Smith	20	July 2, 1933
6.	Elmer Futty's Cow	100	July 9, 1933
7.	Little Stanley	200	August 13, 1933
8.	The Powerful Katrinka	1000	August 20, 1933
9.	Mickey (Himself) McQuire	500	August 27, 1933
10.	Flem Proddy the Local Inventor	20	September 3, 1933
11.	The Absent Minded Professor	20	September 10, 1933
12.	"Sneezer" Wilkins	500	September 17, 1933
13.	Tomboy Taylor's Goat	100	September 24, 1933
14.	"Stinky" Davis	50	October 22, 1933
15.	Little Stanley	20	October 29, 1933
16.	The Skipper of the Toonerville Trolley	500	November 5, 1933
17.	Eddie Meyer The Football Captain	100	November 12, 1933
18.	The Powerful Katrinka	500	November 26, 1933
19.	Flem Proddy the Local Inventor	200	December 3, 1933
20.	"Spunky" Edwards' Monkey	2000	January 28, 1934
21.	The Skipper of the Toonerville Trolley	2500	February 25, 1934
22.	Tomboy Taylor	500	March 11, 1934
23.	Absent Minded Professor	\$2000	March 18, 1934
24.	"Stinky" Davis	2500	March 25, 1934
25.	"Tomboy" Taylor	2000	April 22, 1934
26.	Little Stanley	1000	April 29, 1934
27.	"Spunky" Edwards	2000	May 6, 1934
28.	George Washington Smith	2000	July 8, 1934

None of the notes were the same, even if they starred the same character. We will never know if this is the entire run, but we did note that some of the Sundays had the Toonerville Folks strip, but did not have any play money. This leads us to believe that perhaps they were randomly inserted in the strip.





July 2, 1933

July 9, 1933





August 13, 1933



September 10, 1933



August 20, 1933



September 17, 1933



August 27, 1933



September 24, 1933

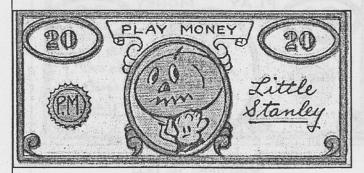


September 3, 1933



October 22, 1933





October 29, 1933



December 3, 1933



November 5, 1933



January 28, 1934



November 12, 1933



February 25, 1934



November 26, 1933



March 11, 1934





TOOO PLAY MONEY TOOO Little Stanley

March 18, 1934

April 29, 1934



March 25, 1934



May 6, 1934



April 22, 1934



July 8, 1934

I previously had several notes like these in my collection, but did not know their origin. And mine were not in color as are these notes. The ones already in the collection that are different from the notes above are:

1.	Little Stanley, Happy New Year 1934	10,000
2.	Merry Christmas	1
3.	"Suitcase" Simpson	20
4.	The Absent Minded Professor	2000
5.	The Constabule	500

I look forward to hearing from others who have this particular variety of play money. It is always satisfying to track down the exact time period and origin of any play money, especially something as neat as this!

FM

## Membership Information

#### **Change of Address**

Steve Ratliff 1717 Saint Marys Bay Drive Milton, FL 32583-7343 850-981-0693

enene.

#### Member's E-mail address

\*New address

Steve Alpert: spalpert@flash.net Chuck Berger: cberger199@aol.com Bill Bone: tagman@ibm.net \*Richard Clothier: richardclothier@hotmail.com Bertram M. Cohen: marblebert@aol.com L.B. Fauver: lbfauver.@ix.netcomi.com Danny Johnson: Dijohnson@aol.com \*Harry Kiser: hwkiser@worldnet.att.net Donald Kolkman: DKolkman@aol.com Gary Lines: grlines@execpc.com Page Mann: mann@widomaker.com Greg MacLean: macleangk@home.net Randy Partin: rpar10@gate.net Jack & Barbara Phillips: japhillips@mindspring.com Steve Ratliff: Tokens@worldnet.att.net Elmore B. Scott: ebscott@cyberramp.net \*Russ & Jane Sears: russsears@earthlink.net Lou Stryker: pooobah@hotmail.com

4444

#### WELCOME



#### To our new members!

Gerald Ballman, #64 P.O. Box 1765 Glen Burnie, MD 21060

Brian G. Kestner, #65 218 Taylor Boulevard Millbrae, CA 94030-2455

> Daniel Benice, #66 P.O. Box 5708 Cary, NC 27512

Bruce Siegel, #67 P.O. Box 609 Allenwood, NJ 08720-0609

> Harry Kiser, #68 829 S. Jackson St. Gastonia, NC 28052

> Sam Halter, #69 P.O. Box 2214 Valdosta, GA 31604



## Annual Dues



This issue of Fun Money completes another year for The American Play Money Society and brings us to the subject of dues for next year. Even though the expenses pretty much out ran the income this year, we have decided to keep the year 2000 dues at an affordable \$7.00 (\$9.00 for a family membership). The contributions received from several members last year really helped and made a noticeable difference. You should find a dues notice enclosed (unless you have already paid your dues), so just send it and your check on in while you are thinking of it. Lets have a 100% renewal rate this year!

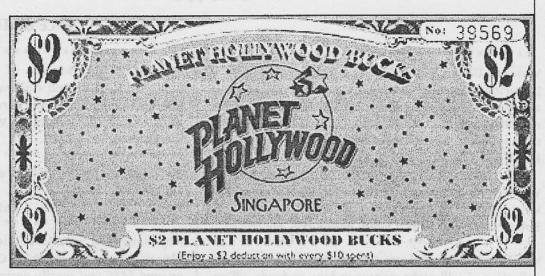


## Found on The Web



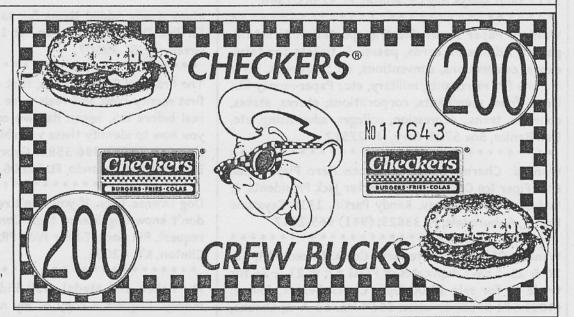
4444

This note was seen on the eBay auction site, but was too expensive for the editor. It measures about 9 1/4 inches by 4 1/2 inches. Apparently its desirability was enchanced by the recent bankrupcy of Planet Hollywood and the Singapore location had already closed when the auction was held. These will all probably be difficult to find in the future.



4444

Franc Connor recently found these items that are used by the Checkers Hamburger chain primarily for the workers. They come in five denominations: 10, 20, 50, 100, & 200; are printed in dark green on a white background and measure 3 3/8 inches by 6 1/8 inches. Both sides are the same, except each note has its own serial number, which is printed on one side only.



#### **SETS Meeting**

The Southeastern Token Society (SETS) is having their winter meeting on January 22, 2000, in Pensacola, Florida. For the program they have asked your editor to do a presentation about Play Money. So, naturally we would like to have any APMS members attend that would find it convenient. SETS always blocks a number of rooms at the motel where the meeting is held and many of the members show up on Friday night for an informal trading session. The meeting itself normally starts about 9 AM and runs to about 3 PM. If you are interested in obtaining more details, please contact your editor or APMS member Steve Ratliff (see his new address on page 14).

## CLASSIFIED ADS





#### WANTED

#### SALE OR TRADE

Wanted: Diecut bread loaf end seal labels (1950's) picturing Hopalong Cassidy, Cisco Kid, Howdy Doody and Walt Disney characters, others; U.S. labor union, express/parcel delivery, railroad/busline stamps/labels. Scott A. McClung, 8381-H Montgomery Run Road, Ellicott City, MD 21043.

Wanted: Play Coins of The World, New Coins of The World, Tom Thumb Play Money, & Car Wash tokens. Bob Nolan, 3964 Drexel Road, Pittsburgh, PA 15212.

Wanted: Florida Tokens Of All Types for personal collection, I will make generous buy or trade offers. GIVE ME A TRY! Phone (850) 981-0693. Steve Ratliff, 1717 Saint Marys Bay Dr, Milton, FL 32583-7343. \*\*\*\*\*\*\*\*

Wanted: Paper Items Old transportation tickets & passes; Admission cards, passes & tickets for fairs, expos, celebrations, conventions, etc.; Coupons, scrip & chits for merchants, military, etc.; Paper-money-like items from merchants, corporations, stores, states, counties, trans., depression, colleges, advertising, etc. Dan Benice, Box 5708, Cary, NC 27512

Wanted: Charms Coins, American Hero Play Coins, Pied Piper Ice Cream Coins, Cracker Jack Presidents, & Red Goose Play Money. Randy Partin, 1314 Keystone Pointe, Auburndale, FL 33823; (941) 965-2947

Wanted: RED GOOSE President Coins, I need #13, 18, 20 & 25. I have duplicates of P/RG #7; 9; 21 & 26 for trade or for sale \$5.00 @pp. Chuck Berger, Phone: (402) 571-5758, or write: 5564 No. 61 Ave., Omaha, NE 68104-1614.

Wanted: Viewmaster Reels, Shoe and Button Hooks that I need. Will trade for play money from Jack's list. Barbara Phillips, 2044 Pine Lake Trail, Arab, AL 35016

Wanted: "It Ain't Hay" play money: green bills with a haywagon as the picture, printed in denominations of \$1 to \$10,000 in the '50's. Also want mint, unfolded disney dollars dated 1992 to 1998. Lou Stryker, 109 Washington Terrace, Audubon, NJ 08106

\*\*\*\*\*\*\*\*\*

For Sale: "Play Money of American Children". published in 1985 and still the main reference for the hobby. \$7.50 postpaid for Xerox copies of the 52 page book. R. Clothier, 881 S. Washington State Rd., Washington, MA 01223.

To Trade or Sell: R-118 President Play Bucks and

Val De Carlo, P.O. Box 127, Patchogue, NY 11772.

Play Money for Sale: Have 3 lists of play money: Game play money, Lucky Bucks, & Coin-type. Send your list or send SASE and specify desired list.

Jack Phillips, 2044 Pine Lake Trail, Arab, AL 35016.

Many Newly Added Items for sale: Please send SASE for list. Donald J. Kolkman, Rt 10, 211 Oakwood Ct. Greenville, SC 29607.

\*\*\*\*\*\*\*\*\*\*

The Practical Book of Cobs, first edition. As Americas' first money cobs and reals were used as coins of the real before U.S. began its own coin production. Tells you how to identify these valuable coins. \$11 includes shipping. (407) 896-3585. George Livingston, 1239 Berwyn Road, Orlando, FL 32806.

Dog License Tags. If you don't read PAW PRINTS you don't know dog license tags. Complimentary copy on request. Bill Bone, Editor PAW PRINTS, 928 S.R. 2206, Clinton, KY 42031.

My Token and Medal Mail Bid Sales include play money. Request a copy of my next sale catalogue if you are not on my mailing list.

Steve Alpert, P.O. Box 66331, Los Angeles, CA 90066. \*\*\*\*\*\*\*\*\*

Buy/Sell/Trade Lucky Bucks and Victorian paper related to or like money.

Dan Understahl, P.O. Box 38, West Baden, IN 47469. Phone: (812) 936-9188.

\*\*\*\*\*\*\*\*\*

E-mail addresses have been left out of all the above ads to conserve space and make for easier reading. Please refer to page 14 for all e-mail addresses.