

# 2010 BSA Centennial LAAC Trading Cards Collector's Gold Edition\*

## Available now!



Box front

Front of card 1

Back of card 1

The boxed **Gold Edition** set of the LAAC *The Years of Scouting* trading card series is scheduled to debut December 5, 2009 at the University of Scouting.\*\*\* Set of 100 cards, one for each year of the BSA's existence, outlining the highlights of the year. Filled with historical facts and pictures, the cards touch upon some of the good turns, hard work and fun of Scouting throughout the US. A guaranteed enjoyable reading experience and a great Scouting collectable!

Pick up a set for yourself and a few spares as gifts or awards to Scouts and Scout Leaders in your unit! You can request a special number - say your unit number - or a series of numbers, if available. This is a sure sellout so get yours now! All profits go to the Los Angeles Area Council Centennial Committee to offset expenses incurred for LAAC Centennial Celebration events in 2010.

## Priced at only \$25.

\*This edition is limited to 1000 boxed sets; each box is numbered as shown.

\*\*Pre-production artwork as presented by ACRO Printing® is shown smaller than actual size.

\*\*\* If you miss the debut contact Lou Smith at [MrLionels@aol.com](mailto:MrLionels@aol.com) or see the back of this flyer for ordering information.

**What is a Trading Card?**

A **trading card** (or **collectible card**) is a small flat object, usually made out of cardboard or thick paper, which often depicts an image (fictional or real) and a short description of the picture, along with other text (statistics, trivia, etc.) There is wide variation among different types of cards as to the configuration, objects, the content on the card, and even the material used to make the card.

**Trading Card History** (compiled from several sources)

Although trading cards are traditionally associated with sports (baseball cards being especially well-known), they began in the tobacco industry about 1875. Cards depicting actresses, Indian chiefs, and boxers were issued by the US-based Allen and Ginter tobacco company and are considered to be some of the first cigarette cards. Other tobacco companies soon followed suit.

Sets of cards typically consisted of 25 or 50 related subjects, but series of over 100 cards per issue are known. Popular themes were 'beauties' (famous actresses, film stars and models), sports (in the US mainly baseball, in the rest of the world mainly soccer and cricket), nature, military heroes, heraldry and city views.

From 1902 to 1935, cards were considered gimmicks (sales promoters) and distributed with tobacco products, bubble gum, and other snacks (similar to prizes in cereal boxes today). During this period, there was wide variation in the size of cards; many had flaws and misprints because manufacturers were experimenting with different production methods.

After 1936, card manufacturers had decided on a certain style, and most remained very similar. The cards themselves ceased to be packaged along with other products in order to save paper during World War II, and were never fully reintroduced thereafter. After the war they became a product in their own right.

**Scout Trading Card History** (compiled from several sources)

The earliest Boy Scout cards were included in packages of cigarettes in the UK in 1911. Robert Baden-Powell, founder of Boy Scouting frowned upon the use of any tobacco products by boys or leaders and by the early 1930's was able to stop tobacco companies from this linkage to the Scouting movement. Boy Scout related trading cards were very common in chewing gum packages in the 1920's to the early 1940s.

**Uses for Scout Trading Cards**

These cards can be used to teach Scout history, and as rewards or awards. This set is also a great collectable!

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**2010 BSA Centennial LAAC Gold Edition Trading Card Order Form**

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Street address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

**Number of sets wanted:** \_\_\_\_\_ **@ \$25 each = \$** \_\_\_\_\_

**Pick up:** \_\_\_\_\_ (free) or **Ship:** \_\_\_\_\_ (add \$6 for 1 to 3 sets shipped to same address. If ordering more than 3 sets please email [MrLionels@aol.com](mailto:MrLionels@aol.com) for shipping cost)

Special number requests (subject to availability): \_\_\_\_\_

Alternate number requests: \_\_\_\_\_

Shipping address, if other than above: \_\_\_\_\_

**Payment enclosed:** \$ \_\_\_\_\_

**Send this order form and payment (please make checks payable to LAAC-BSA) to:**

*LAAC BSA Centennial Trading Cards*

*c/o Louis Smith*

*8528 California Ave.*

*Whittier, CA 90605*