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Americana

by
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Well, I may be putting my foot in it this time. I would imagine that most collectors think that Americana is “all those Superior Match Co. covers that show scenes, mostly painting-type pictures, that typify America and American culture.” That’s what I thought, too, but research indicates that that’s not exactly true, although I haven’t been able to re-verify the following yet. I hope to be able to report on this in the next issue.

Anyhow, I believe that the actual “Americana” sets issued by Superior only comprise several sets issued



from 1950-1959. The 1940s sets were the “American Scenic” sets, which we’ll deal with in the next issue.

Here’s the various sets’ covers, as listed by Bill Retskin:

Set #1—1950

- Casey At The Bat
- Cornered
- Heart Breakers
- Hooked!
- Hunting Pals
- The Old Salt
- Surprise Visit
- Wild Horse Canyon

Set #2—1951

- A ‘Reel’ Fighter!
- Curious Kittens!
- Defenders of America!
- Does It Still Hurt?
- On The Defense!
- Rear Action!
- Safety Zone
- Who’s Fooling Who?

Set #3—1952

- Buddies
- The Expert
- Happy Hunting!
- Hip, Hip, Hooray!
- Sad Parting
- Sweet Adeline!
- What A Life!
- Yankee Clipper

Set #4—1953

- Boxer
- Double Trouble
- The Future Champ
- Great Dane
- I’ll Be Waiting
- Shepherd
- Terrier
- When Seconds Count

Set #5—1955

- The Day’s Catch!
- A Dog’s Best Friend!
- Excess Baggage!
- Let’s Get Going!
- Nothing To It, Fellers!

Set #6—1957

- Caught Speeding
- Future Buddies
- Hunting Pals
- Take Your Choice
- Thoroughbreds

Set #7—1959

- Boxer & Cocker Spaniel
- But Who Will Pitch?
- French Poodle & Collie
- Leap For Freedom
- Unexpected Company

Notice that some of these are 8-covers sets and some are 5 cover sets. No sets are listed for 1954, 1956, and 1958. Also, note that there is are couple of photo designs here (see below).

Looking at the few sets that I actually have, none of them run 8 covers, 5 being the most I have, but advertisers weren’t forced to order all designs in a set, so this doesn’t necessarily mean anything.

I’m trying to get a hold of the listing that was run in November 1979 Golden Orange Bulletin to see what it says. I hope to have a copy by our next issue...so stay tuned!

