
Superior's *Americana*

In the Jan/Feb 2005 *RMS Bulletin*, I ran a small bit on Superior Match Company's *Americana* series. The dates I gave weren't firm, and I mentioned at the time that I hadn't been able to locate the late Win Lang's original listing of the *Americana* series. I've recently come across a copy of the November 1979 *Golden Orange Matchmaker*, however, so now I'm able to provide a more concrete look at this famous and popular by-gone series (although in hindsight, on my part, I can see now that Herb Spell actually included the listing in his "Calendar Art Sets: II" article in the Sep/Oct 2002 *RMS Bulletin*! But, it wasn't labeled as 'Americana', and thus I couldn't find a reference to it). So, here's the original listing. A few points beforehand, though...

First, Win referred to the series as "'Americana' or 'Scenic America'". He may have already been aware that it was only some collectors that simply referred to the series as 'Scenic America', but, just to set the record straight, Superior named the series 'Americana' (I have a copy of the 1950 salesman's sample book which announces the appearance of the line). Second, sets 1-4 are comprised of eight covers each; sets 5-7 have five covers each. There is a three-year gap between sets 3 and 4. Third, according to the salesman's sample book, one could order only complete sets. No partial orders were allowed.

Americana Listing

by Win Lang

Set #1 (1950)

"Casey at the Bat"
"Cornered"
"Heart Breakers"
"Hooked"
"Hunting Pals"
"Surprise Visit"
"The Old Salt"
"Wild Horse Canyon".

Set #4 (1956)

"Double Trouble"
"I'll Be Waiting"
"The Future Champ"
"When Seconds Count"
"Boxer" *
"Great Dane"
"Shepherd"
"Terrier"

Set #7 (1959)

"Unexpected Company"
"But Who Will Pitch"
"Leap for Freedom"
French Poodle and a Collie. *
Boxer and a Cocker Spaniel.

Set #2 (1951)

"A 'Reel' Fighter"
"Curious Kittens"
"Defenders of America"
"Does It Still Hurt?"
"On the Defense"
"Rear Action"
"Safety Zone"
"Who's Foolin' Who?"

Set #5 (1957)

"Excess Baggage"
"A Dog's Best Friend"
"Nothin' to it, Fellers"
"The Day's Catch"
"Let's Get Going"

Set #3 (1952)

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

Set #6 (1958)

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

[Ed note: There was no heading or date for list #6, so I have inserted them]

* (NOT part of the Superior Match Co. Dog Set!)