



Smithsonian  
*National Museum of American History*  
*Kenneth E. Behring Center*

Guide to the Evan Rangeloff Collection  
of Punchboards and Liggett &  
Myers Tobacco Sales Materials

NMAH.AC.0716

Mimi Minnick

2000

Archives Center, National Museum of American History  
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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Evan Rangeloff Collection of Punchboards and Liggett & Myers Tobacco Sales Materials
<b>Identifier:</b>	NMAH.AC.0716
<b>Date:</b>	circa 1910-1991
<b>Extent:</b>	3.5 Cubic feet (9 boxes)
<b>Creator:</b>	Liggett & Myers Tobacco Company. Rangeloff, Evan
<b>Language:</b>	English

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## Administrative Information

### Acquisition Information

Gift of Evan Rangeloff, October 1999.

### Processing Information

Collection organized and finding aid prepared by Mimi Minnick, March 2000. The historical portion of this text is based on material from Punchboard.com (<http://www.punchboard.com>) and is reprinted with the kind permission of Punchboard.com, courtesy Marcus Stafford.

### Preferred Citation

Evan Rangeloff Collection of Punchboards and Liggett & Myers Tobacco Sales Materials,  
Archives Center, National Museum of American History

### Restrictions on Access

Collection is open for research. Unprotected photographs must be handled with gloves.

### Terms Governing Use and Reproduction

Probable copyright and trademark restrictions.

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## Historical

During and after his employment as a salesman and regional sales manager with Liggett & Myers Tobacco Company in Duluth, Minnesota, Mr. Rangeloff began collecting the gambling and sales promotion devices known as punchboards. In 1999-2000, he donated a large and representative selection of punchboards to the Archives Center. The term "punchboard" (or in some cases "punch board," "push

board," "punchcard," or "pushcard") refers to a gambling device popular in the United States from roughly 1910 until 1970. Punchboards could be used for fundraising, sales promotion and gambling--sometimes all at once. Punchboards were typically found in places where men gathered socially, such as bars, pool halls, barber shops, and men's clubs. Punchboards also could be found in beauty parlors, drug stores, and other small retail establishments. With their promise of easy money, punchboards enjoyed great success during the Depression, and continued to enjoy popularity during and after World War II. According to Scarne's *Complete Guide to Gambling* (New York, N.Y.: Simon and Schuster, 1961), approximately 30 million punchboards were sold between 1910 and 1915. Scarne estimated that 50 million punchboards were sold in 1939 alone, at the peak of their popularity. Punchboard sales declined significantly after WWII, and by the mid-1970s the boards had been outlawed in most states.

Punchboards trace their lineage to 18th century lottery game boards. These handmade boards, with the winning ticket placed by the operator, offered no safeguards against corruption, however, and their misuse may have contributed to the game's waning popularity. In 1905, C.A. Brewer and C.G. Scannell patented a new version of the traditional game. By 1910, modern manufacturing techniques, including the invention of board stuffing machines and ticket folding machines, contributed to the reinvigoration of the punchboard. The new punchboards were constructed out of cardboard, with a sheet of paper or foil covering both front and back of the board. This covering was intended to prevent the operator from discovering where the winning tickets were or otherwise tampering with the board. Cheap, portable, disposable, and offering a ready vehicle for advertising, punchboards are an exuberant, if ephemeral, expression of 20th century mass culture.

A modern punchboard typically consists of a square or rectangular piece of pressed wood or cardboard (from 2 inch to one inch in thickness) in which hundreds or thousands of holes have been drilled in a regular pattern, then loaded with tiny slips of rolled or folded paper. Each slip of paper had a number or symbol printed on it. Both front and back of the board were covered with a foil or paper seal. The front of the board typically featured some form of attention-getting commercial imagery and a chart listing the winning number or combination of numbers and symbols, along with the prizes or cash amounts to be awarded to the winners. The boards were sold with a metal stylus or "punch" for the players to use.

A player paid the punchboard's operator a set amount of money (typically a nickel, dime, or quarter) for a chance to use a metal stylus to break the seal on the hole of his choice, and punch one of the slips of paper out of the board. If the number or symbols found on the slip of paper matched one of the pre determined winning combinations, the player was awarded the corresponding prize.

Punchboard manufacturers sold the boards blank or preprinted. Blank boards were sold to "jobbers" or salesmen who then added their own imagery or advertisement, and many surviving punchboards feature advertisements for products that were inexpensive and had mass appeal, such as peanuts, candy and cigarettes. Some of these boards offered the advertised product as the prize; these came to be known as prizeboards. Some prizeboards were constructed with a shadow box meant to contain prizes such as rhinestone sunglasses, wristwatches, Bowie knives, or even handguns. Punchboard manufacturers also sold the board pre-printed with various kinds of commercial imagery--sports, gambling, and patriotic imagery were well-represented, as were folk figures, racial and ethnic stereotypes, and the ubiquitous pin-up girls. Most of these boards were played for cash.

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## Scope and Contents

The collection includes thirty-eight punchboards, all unpunched and in very good to excellent condition, and featuring a range of products and imagery. The collection also includes two punchboard manufacturers' catalogs from the 1940s, which detail the money-making opportunities for jobbers and retailers.

The collection also contains correspondence, employment forms, promotional literature, photographs and sales training literature from Evan "Ding" Rangeloff's early career as a sales representative and regional sales manager for Liggett & Myers Tobacco Company. Of particular interest are sales training manuals which explore the psychology of selling in the 1950s, manuals which detail sales cigarette marketing strategies at military bases and on Indian reservations, and materials relating to Liggett & Myers sponsorship of Formula One car racing in the 1970s.

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## Arrangement

Series 1: Business Records, circa 1954-1991

Series 2: Photographs, circa 1920-1970

Series 3: Sales Training Literature, circa 1955-1957, 1974, 1979

Series 4: Punchboards, circa 1910-1970

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## Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- Cigarette industry -- 20th century
- Cigarettes -- 1950-2000
- Gambling
- Punchboards
- Sales personnel -- 1950-2000
- Tobacco -- Marketing -- 1950-2000

Types of Materials:

- Business records -- 1950-2000
- Correspondence -- 1950-2000
- Photographs -- Black-and-white photoprints -- Silver gelatin -- 1950-2000

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## Container Listing

### Series 1: Business Papers, 1954-1991

Box 1, Folder 1	Correspondence in re employment of salesmen, 1954-1965
Box 1, Folder 2	Employment forms, undated
Box 1, Folder 3	Record of salesmen employment, undated
Box 1, Folder 4	List of salesmen, undated
Box 1, Folder 5	Expense account reports, 1956-1957
Box 1, Folder 6	Expense reports, 1980-1981
Box 1, Folder 7	Automobile preventive maintenance order book, 1990-1991
Box 1, Folder 8	Letterhead, undated
Box 1, Folder 9	Ding Rangelhoff business cards, undated
Box 1, Folder 10-11	Retail cigarette order forms, undated
Box 1, Folder 12	Promotional stickers: Chesterfield, undated
Box 1, Folder 13	Promotional stickers: Decade, undated
Box 1, Folder 14	Promotional stickers: Eve, undated
Box 1, Folder 15	Promotional stickers: Liggett & Myers , undated
Box 1, Folder 16	Items from <i>Duluth Herald</i> , <i>Duluth News Tribune</i> , 1963
Box 1, Folder 17	3-D point of sale display, L&M cigarettes, undated
Box 1, Folder 18	Pyramid ad slicks, undated
Box 1, Folder 19	L&M bridge book, circa 1961
Box 1, Folder 20	L&M Close-up television advertising, 1966-09
Box 1, Folder 21	<i>Marketing Dimensions</i> newsletter, 1969-10
Box 1, Folder 22	L&M, Chesterfield promotional notepads, circa 1970
Box 1, Folder 23	A Little Something About Can-Am Racing, 1971
Box 1, Folder 24	Lola Racing news, 1971-09

Box 1, Folder 25	L&M Grand Prix/Donnybrooke sponsorship, 1972
Box 1, Folder 26	Sales Promotion Competition Winners, 1973
Box 1, Folder 27	Price list, 1974-03
Box 1, Folder 28	Annua report, 1975-1976

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## Series 2: Photographs, 1920s-1960s

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|------------------|---|
| Box 1, Folder 29 | Velvet salesman's car, circa 1920s        |
| Box 1, Folder 30 | Store displays, circa 1940s               |
| Box 1, Folder 31 | salesmen; promotional events, circa 1960s |
| Box 1, Folder 32 | Punchboards, undated                      |

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**Series 3: Sales Training Literature, 1955-1957, 1974, 1979, undated**

- Box 2, Folder 1            Effective Salesmanship, sections 1-4, 1955
- Box 2, Folder 2            Effective Salesmanship, sections 5-9, 1955
- Box 2, Folder 3            Practical Character Analysis, sec. 1-3, 1955
- Box 2, Folder 4            Effective Salesmanship Exams, undated
- Box 2, Folder 5            Effective Salesmanship Exams, 1956-1957
- Box 2, Folder 6            Buyers Mental Steps to Consent, undated
- Box 2, Folder 7            The Science of Persuasion, undated  
Liggett & Myers field sales personnel who are seeking a broader and deeper understanding of the psychology of persuasion will find much in the way of practical guidance in this little book.
- Box 2, Folder 8            Military and Institutional Sales Policy and Procedures Manual, 1974  
This manual is intended as a basic Policy and Procedural manual to familiarize the Field Sales Force with the Military and Institutional business ... [including] background, objectives, distribution, pricing information, shelving, promotions and ordering.
- Box 2, Folder 9            New Sales Representative Training Program, undated
- Box 2, Folder 10           Three Minute Time Test: How Do You Receive Communications, undated
- Box 3, Folder 1            PPMA: Programmed Instruction Manual, circa 1979  
This programmed learning manual is designed to serve as an overall guide to our competitors shelving programs.
- Box 3, Folder 2            Communication and Education for Industry: Professional Selling guide, 1968
- Box 3, Folder 3            Liggett & Myers Creative Promotion Aids, circa 1960s  
...a complete year-round promotion program designed to create sales advantages for [retailers]! CPA features supermarket-proved themes for the following special sales events and holidays...

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- Box 4, Folder 1            Lotta Smokes, undated
- Box 4, Folder 2            Planters Peanuts [Globe Printing Co., Philadelphia, Pennsylvania , 1939
- Box 4, Folder 3            Easter Greetings" [Harlich, Chicago, Illinois, circa 1930s
- Box 4, Folder 4            Gopher Special, undated
- Box 4, Folder 5            Star Headliner, circa 1936

Box 4, Folder 6 E-Z Pickin National Red White and Blue, undated

Box 4, Folder 7 Chocolate-covered Buddy Rolls , undated

Box 5, Folder 1 price list/catalog: ABuy War Bonds...With Your Profits from Harlich Punchboards." Harlich Manufacturing Company, Chicago, Illinois, circa 1942-1945

Box 5, Folder 1 price list/catalog: "The House of Quality Catalog of Profit Makers for You." Pioneer Manufacturing Company, Chicago, Illinois, circa 1940s

Box 5, Folder 2 patent number 152,623 [this phony patent number was used on some punchboards], undated

Box 5, Folder 3 "Color Prize and Cigarettes", undated

Box 5, Folder 4 Best Hand [Empire, Chicago, Illinois, circa 1940s-1950s

Box 5, Folder 5 Cigarette Girl", undated

Box 5, Folder 6 Candy Bar Assortment [Hamilton Co., Minneapolis], undated

Box 5, Folder 7 Reed's Butterscotch Patties [Harlich, Chicago, Illinois, circa 1940s

Box 6, Folder 1 Planter's Cocktail Peanuts [Globe Printing Co., Philadelphia, Pennsylvania, circa 1939

Box 6, Folder 2 Huff & Puff, undated

Box 6, Folder 3 300 Winners, undated

Box 6, Folder 4 Jobbers advertising, undated

Box 6, Folder 5 Happy Hunting, undated

Box 6, Folder 6-8 Various, undated

Box 7, Folder 1 DeLuxe Phillies cigars [Bork Mfg. Co, N.Y, circa 1930s

Box 7, Folder 2 1934 Special, 1934

Box 7, Folder 3 "Glamorous", undated

Box 7, Folder 4 "Hit Me, Take Me"--silver dollar , undated

Box 7, Folder 5 "5 cents Per Punch Cigarette Special", undated

Box 7, Folder 6 Odd Pennies Cigarettes, undated

Box 7, Folder 7 "Kuter Kolors", undated

Box 7, Folder 8	Bering Imperials [cigars], undated
Box 7, Folder 9	"Number 50 Wins 60 Cigarettes", undated
Box 7, Folder 10	Chester, Old Gold, Camel, Lucky Strikes, undated
Box 7, Folder 11	"Win a Beautiful Harvey Lapel Watch" , undated
Box 7, Folder 12	Blank Board, undated
Box 7, Folder 13	"E-Z- Pickin' Gay Charlie" , undated
Box 8, Folder 1	"Three Grand Prizes--five cents", undated
Box 8, Folder 2	Superspecial Masterseals Contain \$100" [punchboard designed to look like a bartender's ledger, perhaps to evade law enforcement], undated
Box 8, Folder 3	Pick—Win--Red—White—Blue", undated
Box 8, Folder 4	Happy Hunting Grounds", undated
Box 9, Folder 1	Calling All Winners, undated
Box 9, Folder 2	Hobo Bill, undated
Box 9, Folder 3	JackPot Pays Five Cartons ... Five Packs", undated

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