

Cumberland Coins

The Volunteer Coin Club Newsletter

July, 2016

Next Meeting

Our next meeting will on Tuesday July 12th starting at 6:30. The meeting is will be held at the 127 Senior Center on Highway 127 (Main Street) South of town. Doors open at 6:00.

We will be making the final preparations for our annual picnic next month. It will be on August 9, our regular meeting date. Each family will bring a side dish to share and the club will provide the meat. You should also bring your own drinks since everybody has different tastes. We will ask people to sign up at the meeting so we know how many will attend. If you will not be at the meeting but plan to attend the picnic please let Ken Gates (gateskl43@gmail.com) or me know.

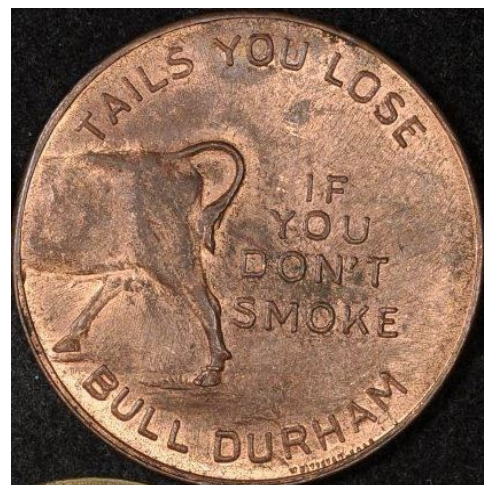
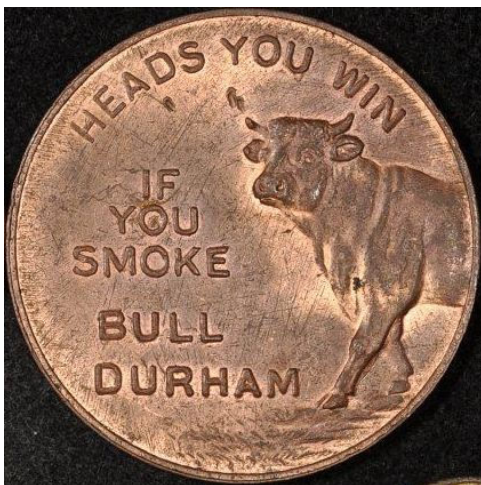
We will also have the usual business meeting, show and tell, raffle, member prize drawing and auction.

Coin Lore

Be a Sure Winner with this Flipper!

by Bill Groom

The below advertising token is classified as a *flipper*. Dating back into the 1930's, it's about the size of a half dollar. In addition to being collected as a token, it has appeal to those who collect items related to tobacco. These pocket-sized conversation pieces probably generated many a smile in their day. As such, word-of-mouth advertising was the result. Keep in mind that these tokens circulated long before folks knew anything about carcinogens; this, when smoking was simply a pleasurable pastime.



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According to *Wikipedia*, Bull Durham smoking tobacco was originally rooted in Durham, North Carolina. One J.R. Green, a tobacco peddler, started the company back in the 1850's. During the Civil War, soldiers in both the Union and Confederate camps enjoyed Green's tobacco. Following the war, the company changed hands many times. Yet, thanks to a highly successful advertising campaign by W.T. Blackwell, it became one of the most successful tobacco brands of all time. Whereas the company produced 60,000 pounds of tobacco in 1869, by 1883, it produced over five million pounds. Into the twentieth century, Bull Durham was consolidated into the American Tobacco Company.

Advertising was what made Bull Durham famous. Their signs were painted on barns, their coupons could be redeemed for a gold plated watch, and other inventive marketing strategies helped make their brand so well known. It occurs to this writer if Bull Durham may have sired Elsie the Cow who mooed and wooed customers for Borden Dairy Products in the 1930's udderly possible, methinks!

Area Coin Shows

August 6 **Knoxville**; Coin Show, Rothchild Conference Center, 8807 Kingston Pike (I-40 exit #378).

August 26-28 **Dolton, GA**; Blue Ridge Numismatic Association (BRNA) 57th Anniversary Annual Convention. Northwest Georgia Trade and Convention Center, 2211 Dug Gap Battle Rd. I-75, Exit 333.

September 3 **Knoxville**; Coin Show, Rothchild Conference Center, 8807 Kingston Pike (I-40 exit #378).

November 4-6 **Chattanooga**; Tennessee State Numismatic Society (TSNS). Fall Coin Show.
Camp Jordan Arena, I-75, Exit 1.

For more information on some of these shows see <http://www.tsns.org/Tennessee Club Shows.html>
Many other east coast shows from Florida to North Carolina are at the BRNA site - [BRNA Show Calendar](#)

This Month's Raffle Prizes

		Est. Grade
1817	Large Cent	Good
1926-D	Mercury Dime	Fine
1867	Shield Nickel (no rays)	Fine
1857	Flying Eagle Cent	Good
1937-D	Walking Liberty Half	VF

The door prize is a 1912-S Barber Dime (Good).