

0. BIRTH of TRADE CARDS - Story Preface

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9. BIRTH of BASEBALL CARDS

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Before he started publishing baseball cards, L. Prang published other beautiful objects, like this calendar for the 1897 months of July, August and September. Online via the Library of Congress. Public Domain.

Louis Prang was born in the German town of Breslau (known today as Wroclaw, Poland) where his father taught him engraving and printing skills. In 1850, when Louis was twenty-six years old, he moved to America and settled in the Roxbury section of Boston.

Within six years, the recent German immigrant started his own business, employing his knowledge of lithography and printing to create (among other things) cards depicting scenes in Massachusetts, his adopted state.

By 1860, Prang was producing business advertisements using colored printing, and during the Civil War he created maps and battle drawings. As lithographic processes improved, skilled artists were able to create wonderful colored works such as these sea anemones from Ernst Haeckel's 1904 Artforms of Nature.

At a time when people used a small card to introduce themselves - called a carte de visite - Prang began to mass-produce small trade cards to introduce, or advertise, products. Thread companies, such as Clark's, were among the first businesses to use them.

Prang also created beautiful calendars and "scrapbook" cards, depicting scenes of nature and patriotic themes, which companies used to tout their wares and consumers collected and placed in albums.

It was just a matter of time before advertising cards, featuring heroes and baseball players, were coupled with tobacco products.

See Alignments to State and Common Core standards for this story online at:

<http://www.awesomestories.com/asset/AcademicAlignment/BIRTH-of-TRADE-CARDS-Baseball-Cards>

See Learning Tasks for this story online at:

<http://www.awesomestories.com/asset/AcademicActivities/BIRTH-of-TRADE-CARDS-Baseball-Cards>



### Poster Calendar for 1897

Library of Congress; Louis Rhead created this poster calendar which was published by L. Prang in 1896. Public Domain

View this asset at:

<http://www.awesomestories.com/asset/view/Poster-Calendar-for-1897>



### Louis Prang

Image online, courtesy Wikimedia Commons.

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### View of Breslau

Image online, courtesy Wikimedia Commons.

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### View of Wroclaw

Image online, courtesy Wikimedia Commons.

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### Map of Europe

Image online, courtesy Wikimedia Commons.

View this asset at: <http://www.awesomestories.com/asset/view/Map-of-Europe0>

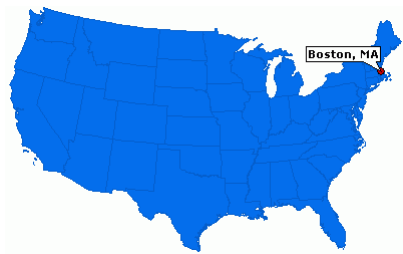


### Roxbury Section of Boston

Image online, courtesy Wikimedia Commons.

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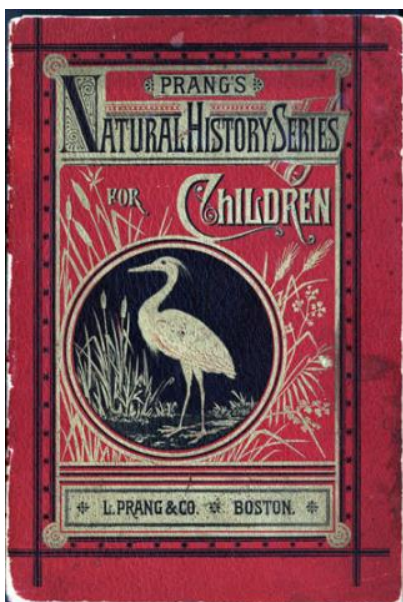


### Boston Massachusetts Location Map

Image online, courtesy epodunk.com website.

View this asset at:

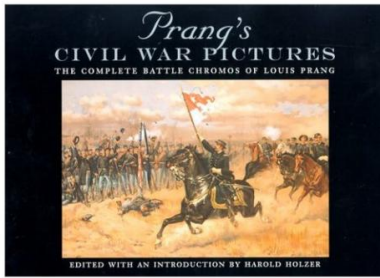
<http://www.awesomestories.com/asset/view/Boston-Massachusetts-Location-Map>



### Early Cards

Image online, courtesy the University of Delaware, library website.

View this asset at: <http://www.awesomestories.com/asset/view/Early-Cards>



### Battle Drawings by Louis Prang

Image online, courtesy the [amazon.com](http://amazon.com) website.

View this asset at:

<http://www.awesomestories.com/asset/view/Battle-Drawings-by-Louis-Prang>

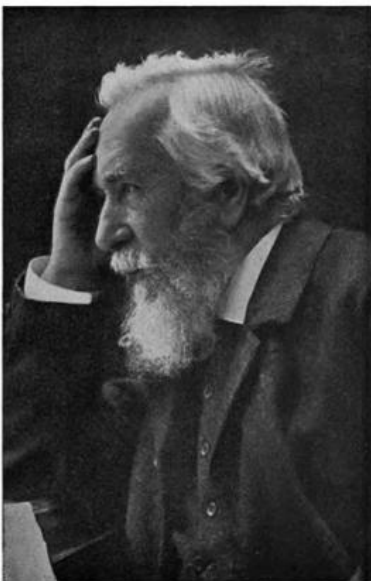


### Sea Anemones by Ernst Haeckel

Image online, courtesy the U.S. Library of Congress.

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<http://www.awesomestories.com/asset/view/Sea-Anemones-by-Ernst-Haeckel>



### Ernst Haeckel

Image online, courtesy Wikimedia Commons.

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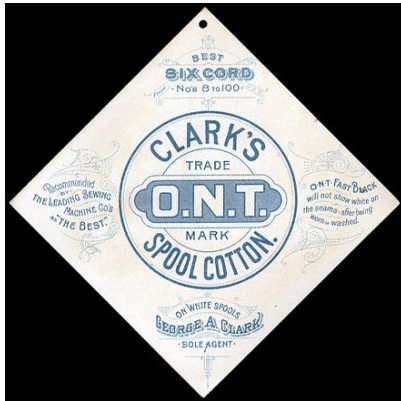
*Ernst Haeckel*



### Calendars by Prang

Image online, courtesy the New York Public Library digital gallery.

View this asset at: <http://www.awesomestories.com/asset/view/Calendars-by-Prang>



### Clark's Trade Cards

Image online, courtesy the U.S. Library of Congress.

View this asset at: <http://www.awesomestories.com/asset/view/Clark-s-Trade-Cards>



### Ads on Prang's Cards

Image courtesy of The New York Public Library, Digital Gallery #487853.

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<http://www.awesomestories.com/asset/view/Ads-on-Prang-s-Cards>



### Albums of Prang's Images

Image online, courtesy the digital collections of the New York Public Library website. Image ID: 488989.

View this asset at:

<http://www.awesomestories.com/asset/view/Albums-of-Prang-s-Images>



### Beautiful Florals by Prang

Image online, courtesy the New York Public Library digital collection.

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<http://www.awesomestories.com/asset/view/Beautiful-Florals-by-Prang>



### Prang's Civil War Images and Heroes

Image online, courtesy the New York Public Library Digital Collection.

View this asset at:

<http://www.awesomestories.com/asset/view/Prang-s-Civil-War-Images-and-Heroes>



### Prang's Scenes From Nature

Image online, courtesy the New York Public Library Digital Collection.

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