



Puzzle Trade Cards

A healthy mind is a great asset. Modern day neuroscience has established that throughout life our brain continues to make and lose brain cells and neurons. We can sharpen our minds and protect our minds from decline through mental stimulation (1).

Historically, puzzles were first recorded in the book, "The Voyage of Robert Dudley to the West Indies," published circa 1595 (2). Today, puzzles are divided into multiple categories. The picture puzzle was an early puzzle form appealing to all ages. The patent medicine industry employed the picture puzzle trade card to promote their products. There are several examples of picture puzzle trade cards in Kit Barry's illustrated book, "The Advertising Trade Card" (3).

From 1874 to 1889, Dr. E. C. Abbey of Buffalo, New York, published the "Toll Gate Puzzle Card" series which consisted of five puzzle cards (**figures 1-5**). The cards advertised Cutavago, Dr. Abbey's Great Specific For Skin Diseases. Also advertised was his book, "The Sexual System And Its Derangements" (1882; Buffalo, N. Y.). The book sold for 10 cents or 3 for 25 cents. It was "a moral book, for both sexes, clothed in plain paper and proper language" (**figure 6**). Dr. E. C. Abbey published a sixth puzzle card called "The Truant Boys" (1887), which also advertised Cutavago and his book (**figure 7**).



Figure 1



Figure 2



Figure 3

Submitted by Dewey Heetderks, M. D.

References:

1. Naugle, Richard. Seven Steps That May Help You Maintain a Better Brain. Cleveland Clinic Health Advisor, 11(10)6, Oct , 2009.
2. Kendall, G., Parkes, A. and Spoerer, K . *A Survey of NP - Computer Puzzles*. International Computer Games Association Journal, 31(L1) 13-34, 2008.
3. Barry, Kit. *The Advertising Trade Card Book*. Blatchley's Printers, Nov., 1981.

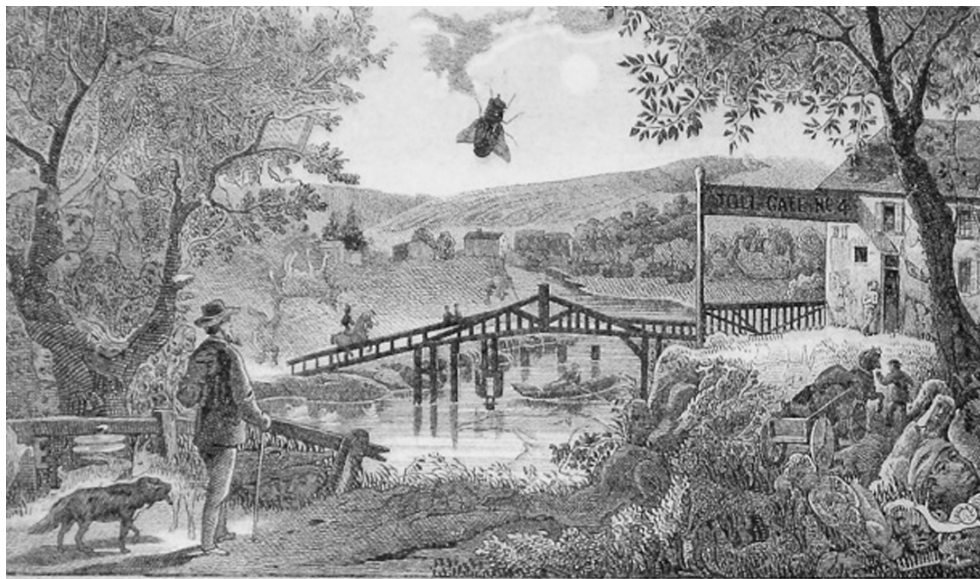


Figure 4

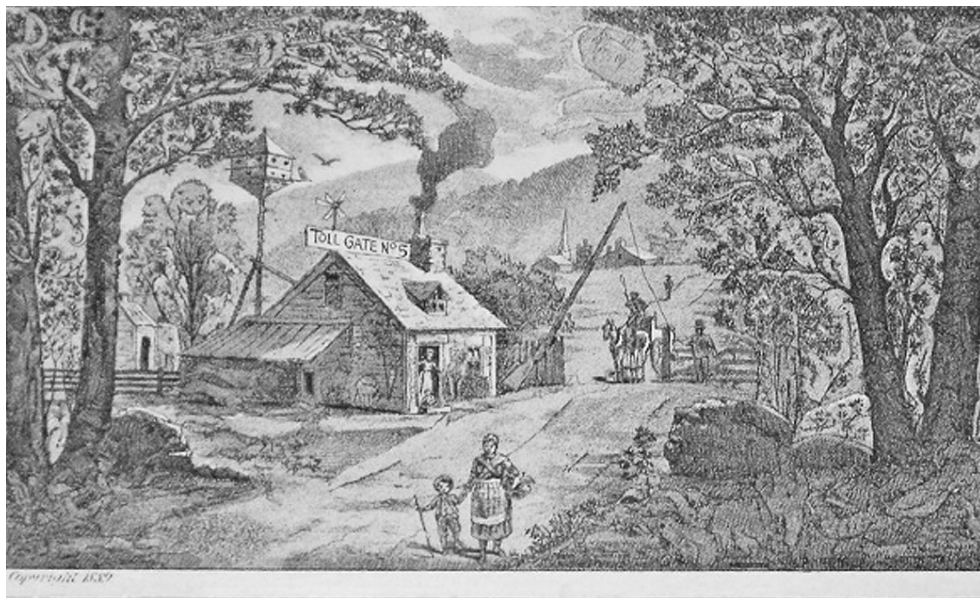


Figure 5



Figure 7

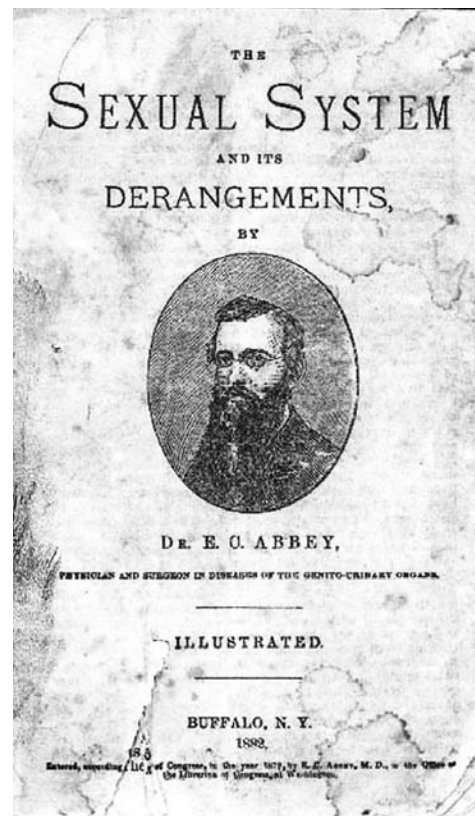


Figure 6

"Paper Trail" is a regular feature which showcases the wide world of bottle-related ephemera, from trade cards and post cards to letterheads and blotters. Readers are encouraged to submit items for publication. Simply scan or photograph your item (JPG please), add a short paragraph or two about the item, and include a photo of the bottle to which it relates.

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