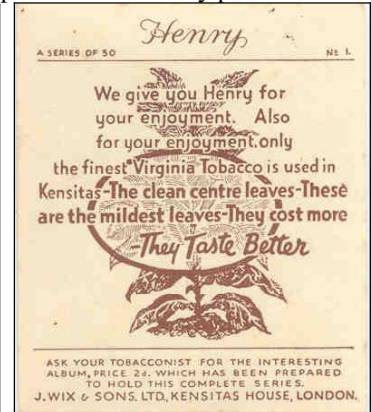
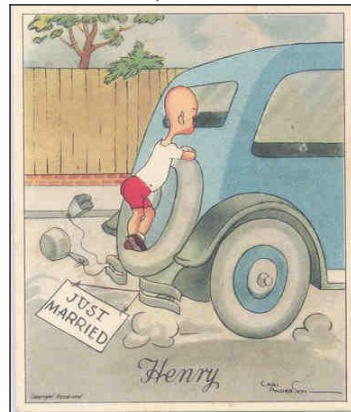
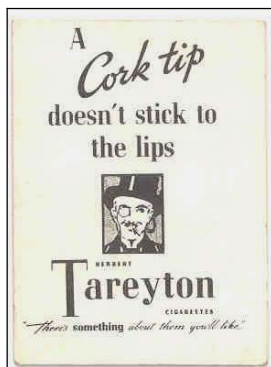


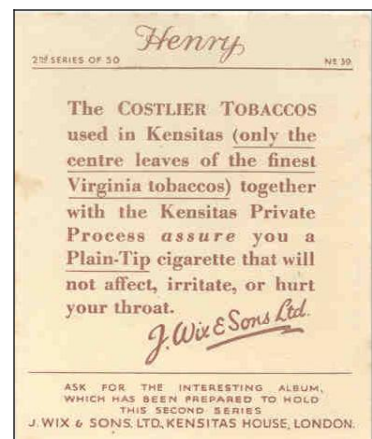
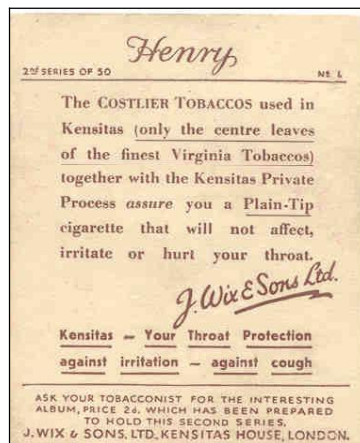
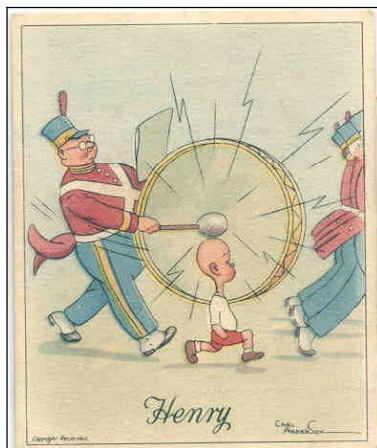
# Henry by Bruce Isted

One of my most favourite card series is “Henry”. These cards were issued in the 1930s by the London firm of J Wix & Sons Ltd. They were highly successful at popularising their cigarettes “Kensitas” brand, especially with “Henry” which ran to five series totalling 250 different subjects in 1935-1937 (not including the postcard/EL size and other varieties). The sets consist of cartoons by Carl Anderson (1865-1948) the well-known American strip cartoonist. The cards are cleverly designed with each picture being a complete episode in the life of “HENRY”. The cartoons are certainly full of humour, showing Henry up to all kinds of amusing tricks, frequently at the expense of adults puffed up with their own self-importance! Illustrated (in reduced size) are some of these cards. All series are now eagerly collected and values have increased steadily from 18 years ago when I purchased most of these cards (eg in 1988 *Henry 3<sup>rd</sup>*, *4<sup>th</sup>*, *5<sup>th</sup>* was catalogued at 15 to 16p per card or £7.50 to £8 a set – in 2006 same sets have almost quadrupled as are now 70-80p per card; £35-40 a set). The postcard size cards are particularly appealing and make great displays. I can get my daily dose of laughs by looking at these cards! The Henry cigarette card albums are rather elusive but I have been lucky to have albums for Henry series 1, 2, and an album to mount either series 3, 4 or 5. No albums produced for Henry postcard size.

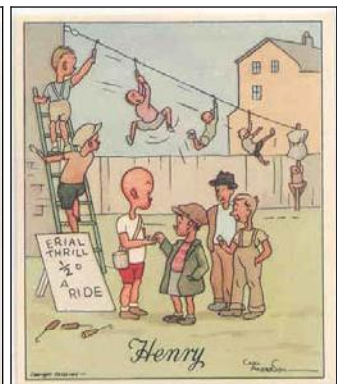
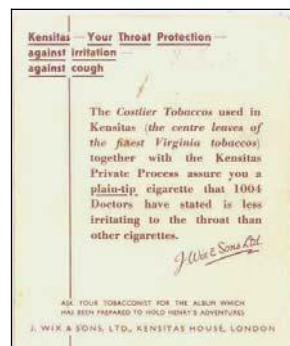
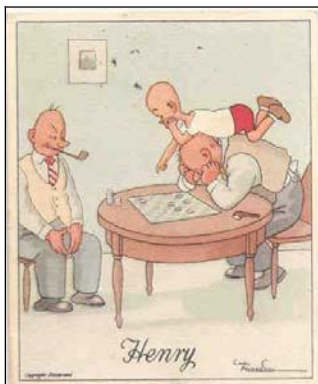


American Tobacco Company 1937 Henry (also known as *Little Henry*; unnumbered card of 79; 48 x 64 mm)

J Wix & Sons Ltd 1935 Henry 1<sup>st</sup> series (#1 of 50; adhesive backs; 65 x 78 mm)



J Wix & Sons Ltd 1936 Henry 2<sup>nd</sup> series (with album price #1 of 50; & card back with no album price; both adhesive backs; 65 x 78 mm)



J Wix & Sons Ltd 1936 Henry 3<sup>rd</sup> series (unnumbered card of 50; no full stop after “Copyright Reserved”)

Wix 1936 Henry 4<sup>th</sup> series (unnumbered card of 50; full stop after “Copyright Reserved”)

Wix 1937 Henry 5<sup>th</sup> series (unnumbered card of 50 dash after “Copyright Res.”)

NB The backs of Henry series 3, 4 and 5 are the same design and are non-adhesive; all measure 65 x 78 mm.