

This is a **1910 Murad Cigarettes collegiate silk**, and the **Columbia golf example is part of the Murad college silk series**.

The Smithsonian has actually catalogued examples from this exact series. Its records state that Murad's **college silks were produced in two sets in 1910**, and they include Columbia, Cornell,



Princeton, Georgetown, Illinois, Michigan, Penn, and many other universities. **S**
Smithsonian Institution+2

Your Columbia golf silk

Your example appears to be:

- **Brand:** Murad Cigarettes
- **Manufacturer:** American Tobacco Company / Murad
- **Series:** Murad collegiate/tobacco silks
- **University:** Columbia
- **Sport:** Golf
- **Date:** 1910
- **Material:** printed silk
- **Approximate size:** likely one of the larger S21 examples, depending on its measurements

There were **two sizes/sets**, commonly identified as **S21 and S22**. The larger silks are around 5 × 7 inches, while the smaller ones are roughly 3½ × 5½ inches. A collector reference identifies **25 colleges × 10**



sports = 250 designs in each set. G

Golf Heritage Society

And there's an especially nice confirmation: the Smithsonian specifically has a **Columbia University**



track-and-field Murad silk from 1910, as well as other Columbia collegiate examples. **N**
National Museum of American History+1

This makes your family collection much more interesting

If your other silks have **Turkish tobacco/Murad** references, I would definitely **keep them together as a collection rather than treating them as unrelated advertising pieces**.

Murad marketed itself around its Turkish tobacco, and the collegiate premiums were part of a much broader strategy of getting consumers to collect tobacco inserts. There was also a **Murad College Series**

of paper cards, issued around 1909–1911, alongside the silk premiums. **C**  CSTS

The fact that your Columbia piece depicts **golf** is also significant: the series deliberately used different collegiate sports — football, baseball, track and field, hockey, golf, etc. The Smithsonian's Cornell and

Princeton examples demonstrate the same concept. **N**  National Museum of American History+1

So I would revise my dating of your silk from “1910–1920” to essentially 1910. That's a very nice piece of early American advertising history.

If you show me the **other Murad silks**, especially the ones with Turkish-tobacco wording, I can try to **identify each series, university/sport, size set, and approximate rarity**. We might even be able to reconstruct how complete your family's original collection was.