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Occasional listing of interest

Rare Collectable Cards - trade cards, tea cards, cigarette cards

Collectable cards as we know them today have a history dating back to the mid to late 19th century with the earliest datable cards being issued in the 1870s in the UK. The public responded very positively to manufacturers that inserted cards into their products, whether it was with your tea, chocolate, bread, cereals, or tobacco. From the 1870s onwards many Victorians used these images to create and decorate scrapbooks and albums.

Although the popularity of collectable cards peaked around 1890s, and then faded by the early to mid 1900s when other forms of colour advertising in magazines, followed by radio and television. In a time before the internet, these cards became a medium to provide images and information about celebrities, animals, birds, military leaders, sporting figures, food, clothing and many other subjects which captured the public imagination. The cards continued to be produced well into 1960s and I can remember my grandmother collecting and pasting them into albums for me.

For more information visit:

<https://card-world.co.uk/collect/>

<https://learnantiques.com.au/from-disposable-to-collectable-the-history-of-cigarette-cards/>

NOTICE TO CUSTOMERS:

This is our first occasional list. We hope you find something of interest. We intend to prepare occasional lists in future on a variety of topics.

Please contact us via email or phone for more details, to organise to view or reserve an item. Payments can be accepted via credit card or bank transfer.

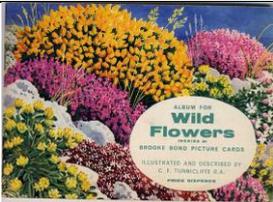
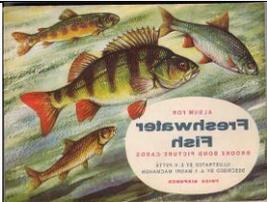
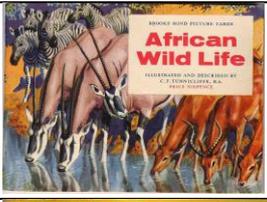
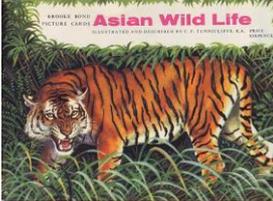
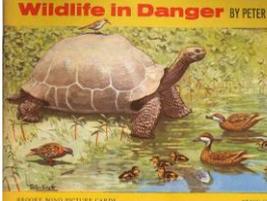
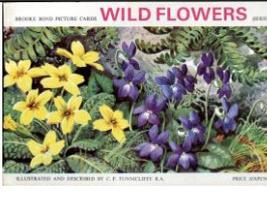
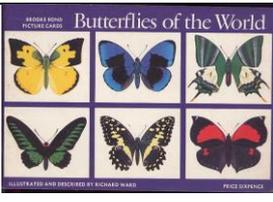
Tea Companies

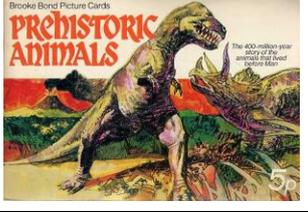
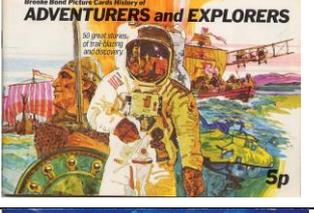
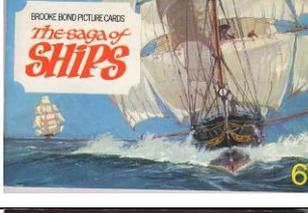
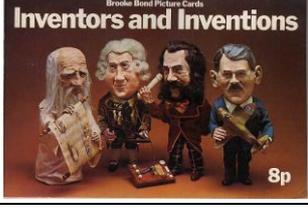
Brooke Bond Tea: tea cards full sets in albums \$30 each

<https://www.brookebondcollectables.co.uk/cardlist.htm>

Brooke Bond & Company was founded in England by Arthur Brooke in 1845. In 1869 he opened his first tea shop in Manchester. Brooke chose the business name because it was his 'bond' to his customers to provide quality teas, hence Brooke Bond. Brooke Bond's most famous brand is PG Tips which was launched in 1930.

From 1954 until 1999, packets of Brooke Bond tea included illustrated cards, usually 50 in a series. One of the most famous illustrators of the cards was Charles Tunnicliffe, the internationally acclaimed bird painter.

| Title, year of issue, number of cards, cover price & cover image | |
|---|---|
| 1: Album of wild followers (series 2) 1959 50 cards 6d  | 2: Album of freshwater fish 1960 50 cards 6d  |
| 3: Tropical birds 1961 50 cards 6d  | 4: Africa wild life 1962 50 cards 6d  |
| 5: Asian wild life 1962 50 cards 6d  | 6: Wildlife in danger 1963 50 cards 6d  |
| 7: British butterflies 1963 50 cards 6d  | 8: Wildflowers (series 3) 1964 50 cards 6d  |
| 9: Butterflies of the world 1964 50 cards 6d  | 10: Wild birds in Britain 1965 50 cards 6d  |

| Title, year of issue, number of cards, cover price & cover image | | | |
|---|---|---|---|
| <p>11: Trees in Britain 1966 50 cards 6d</p> |  | <p>12: Transport through the ages 1966 50 cards 6d</p> |  |
| <p>13: Flags & emblems of the world 1967 50 cards 6d</p> |  | <p>14: British costume 1967 50 cards 6d</p> |  |
| <p>15: History of the motor car 1968 50 cards 6d</p> |  | <p>16: Famous people 1869-1969 1969 50 cards 6d</p> |  |
| <p>17: The race into space 1971 50 cards 5p</p> |  | <p>18: Prehistoric animals 1972 50 cards 5p</p> |  |
| <p>19: Adventurers and explorers 1973 50 cards 5p</p> |  | <p>20: The saga of ships 1973 50 cards 5p</p> |  |
| <p>21: The sea-our other world 1974 50 cards 5p</p> |  | <p>22: Inventors and inventions 1975 50 cards 8p</p> |  |

Hornimans & Co: tea cards full sets in albums \$50 each

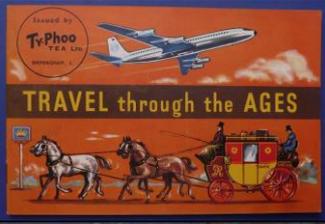
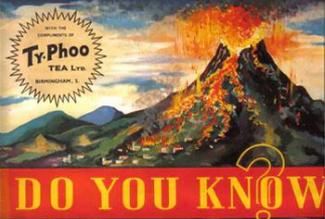
John Horniman was a grocer who established a family business as a tea merchant in 1826. Horniman & Co initially traded from Newport, Isle of Wight, England. This business changed dramatically in the 1840's when Horniman initiated the production of pre-packaged tea. Pre-packaged tea was revolutionary, as prior to this time tea had been sold only loose.

As John Horniman approached retirement the business passed to his sons, William Henry and Frederick John. Subsequently in 1889, the company name was changed to W.H. & F.J. Horniman & Co Ltd., and in 1891 was said to be the biggest tea company in the world. In 1918 Horniman & Co Ltd. was bought out by J. Lyons & Co., which was best known for its chain of tea shops which began in 1894 and finally closed in 1981.

| Title, year of issue, number of cards, cover price | Album cover image |
|--|--|
| <p>23: Dogs album Late 50s early 1960s 48 cards 6d \$60</p> |  |
| <p>24: Pets album 1960s 48 cards 6d \$60</p> |  |
| <p>25: On safari 1960s 48 cards 6d \$60</p> |  |
| <p>Set of 50 cards only (no album)</p> | |
| <p>26: Dogs, complete set of 50 cards only (no album) \$40</p> |  |

Typhoo tea: tea cards full sets in albums \$50 each

Launched in 1903 in Birmingham, England by grocer John Sumner. Initially stocking wine and spirits, stout, cider and groceries. Sumner was looking for a specialty product to sell and found the answer when his sister, who suffered from indigestion, tried a special tea made from tiny particles, not the large leaf variety that was common. Sumner decided that, instead of selling the tea loose over the counter, he would packet the tea under a brand name. He settled on Typhoo Tipps. Typhoo meaning, in part, the Chinese word for doctor. The double p in Tipps was originally a printing error but remained misspelled on the packets of tea for years.

| Title, year of issue, number of cards, | Album cover image |
|---|--|
| 27: Travel through the ages; 1961 full set of 24 cards in album |  The album cover for 'Travel through the Ages' is divided into two horizontal panels. The top panel shows a vintage airplane flying against a blue sky with white clouds. The bottom panel shows a horse-drawn carriage with several people inside, moving across a landscape. The text 'TRAVEL through the AGES' is written in a stylized font across the middle of the cover. The Typhoo logo is visible in the top left corner. |
| 28: Did you know; 1962 full set of 24 cards in album |  The album cover for 'Did you know?' features a central illustration of a volcanic eruption with a large plume of smoke and fire rising from a mountain. The text 'DO YOU KNOW?' is written in large, bold, yellow letters at the bottom of the cover. The Typhoo logo is visible in the top left corner. |

Twinning's tea: tea cards loose

The founder of Twining's was Thomas Twining from Gloucestershire in England. He opened Britain's first known tearoom at the Strand, London, in 1706 and it still operates today.

29: Rare stamps 1960; set of 30:

Cards only (no album) \$20

16/30 plus extras. no1, 3, (5,6,8,14,16,19,20,21,23,25,26,27x3,29x2,30 plus no: 21 with over printing re withdrawn date 31st December 1960)



Tobacco Companies

In the case of tobacco, the insertion of a card was more out of necessity than to increase sales. The soft paper packets containing the cigarettes left the contents vulnerable to damage and so a 'stiffener' card was included.

These early cards often featured sepia photographs of celebrities of the day and documented popular culture from the turn of the century, depicting actresses, costumes, and sports, as well as offering insights into mainstream humour and cultural norms. The size of the cigarette card being dictated to by the size of the packet that it was inserted into.

WD & HO Wills: tobacco cards

Was a British tobacco manufacturing company formed in Bristol, England. It was the first British company to mass-produce cigarettes, and one of the founding companies of Imperial Tobacco along with John Player & Sons.

30: Household hits 1936; full set of 50 cards
Cards only (no album) \$60



31: British butterflies 1927; full set of 50 cards
Cards only (no album) \$60



John Player & Sons: tobacco cards

Most often known simply as Player's, was a tobacco and cigarette manufacturer based in Nottingham, England. Player's were one of the first UK tobacco companies to include sets of general interest cards in their packs of cigarettes. One of the first sets, produced in 1893, was Castles and Abbeys. These cards were generally produced in sets of 50 and have since become highly collectable. John Player & Sons are said to have issued more than 200 sets of cards.

32: Products of the world 1908; set of 25:

Cards only (no album) \$20

16/25; (4,5,6,8,10,11,12,13,15,16,17,18,19,21,22,23)



Others of interest

Mitcham Maid Cheeses

36: Cards only (no album) \$30

Butterflies and Moth series 1959/60;

36/50 cards (1-6/11-14/17-22/25-25/26 - 29/34- 37/42 - 45/50)
plus 52 additional cards.

All cards are in pairs and uncut.



The Wizard: the story paper for boys

Published by DC Thomson from 22 September 1922 to September 1963, when it was merged with The Rover.

37: Football tips and tricks by the mystery trainer

Cards only (no album) \$50

52/ 64 cards; (1-42; 45-58) uncut cards in pairs



Shell petroleum cards circa 1970s

33: The world wildlife collection card; 3D cards; full set of 16 cards in album

\$20



34: The world wildlife album 3D cards; full set of 16 cards in album

\$20



35: Shell Great Britons collection album; plus full set of 20 cards not in album

\$20

