

Cigarette Card Collection at Charterhouse

A collection of thousands of cigarette cards collected over many years are included in the Charterhouse auction of collectors' items on Friday 24th June.

"The owner, who lives near Taunton, collected the cards when he worked in the tobacco industry," commented Richard Bromell. "He retired a several years ago and spent 10 years living on a narrow boat navigating the waterways of England, but having now moved back onto dry land permanently, has decided to sell the collection which has been in storage for a decade."

Cigarettes were sold in paper packets in the 1890's, and the manufacturers inserted cards to strengthen the packets and protect the contents. The manufacturers realised the brand advertising opportunity whereby repeat purchases and brand loyalty would be encouraged as people started to build up sets of cards they could collect in the cigarette packets.





Rarely do cigarette cards from the 1890's appear at auction as many were simply discarded, but in the collection being sold by Charterhouse there are a group of 16 cards made by Gallaher depicting Stage & Variety Celebrities which date to circa 1898 and are estimated to sell for £300-£600



Elsewhere in the collection are cigarette cards by Ogdens, Hills, American Tobacco Company, Players, Wills, Churchman and many others. Subjects featured in the

collection includes sports such as cricket, rugby, hockey and football, along with film and radio stars, military, MP's and other personalities, flowers, birds, views, tricks and puzzles and many others all contained in over 30 albums with others loose.

Charterhouse are now accepting further entries for their specialist auction of cigarette cards, postcards, medals, militaria, coins, stamps, clocks and collectors' items on **24th June** and for their auctions of classic and vintage cars on **19th June and 17th July**.

For further information regarding these auctions, or to arrange a home visit, please contact Richard Bromell at Charterhouse, The Long Street Salerooms, Sherborne **01935 812277** or email Richard with items for valuation at **info@charterhouse-auction.com**