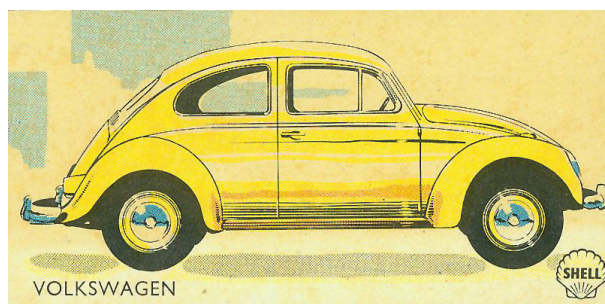


Trading Cards



1. New Zealand Footballers, published 1927, W. D. & H. O. Wills
2. Happy Families, published 1925, Carreras
3. Cars of the World, published 1960, Shell

When a potato chip manufacturer launched a rugby trading card promotion aimed at children it was criticized. However while producers of cereal, soap, tea, confectionary, and petrol have all exploited the power of trading cards as a marketing tool, none have been more successful than the tobacco industry.

The hobby of cigarette card collecting began in the 1880s and peaked between 1900 and 1917 when approximately 150 manufacturers created 1800 sets. Sets consisted of 25 or 50 cards. Subjects were as diverse as movie stars, zoo animals, and Egyptian treasures. However during WW2 the production of cigarette cards ceased and after the war collecting failed to regain its popularity.

Cards can still be collected today and very special ones can fetch huge prices. In 2007 a 'Honus Wagner' card printed in 1909 sold for US\$ 2.8 million. Museums around the world have cigarette card collections. The largest is held at the British Museum (approximately 1 million cards). Tauranga Heritage Collection's cigarette card collection includes Carreras, W. D. & H. O. Wills and Major Drapkin & Co brands.