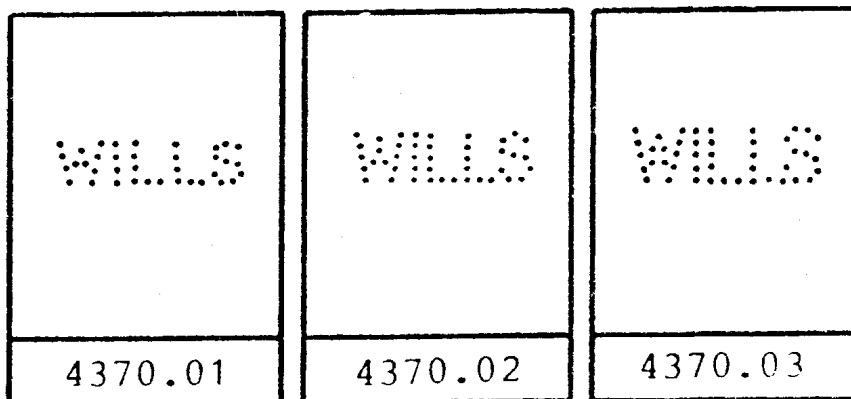


W.D.and H.O.Wills

In 1786 Henry Overton came to Bristol from Salisbury and went into partnership with Sam Watkins in his tobacco business in Castle St. First as Wills Watkins & Co., then H.O.Wills. His sons Henry Overton and William Day joined in 1815 and took over in 1826. Both were lifetime non-smokers. The firm became W.D.& H.O.Wills in 1830, Reckets Wills & Co. in 1833 but reverted to the former name in 1847.

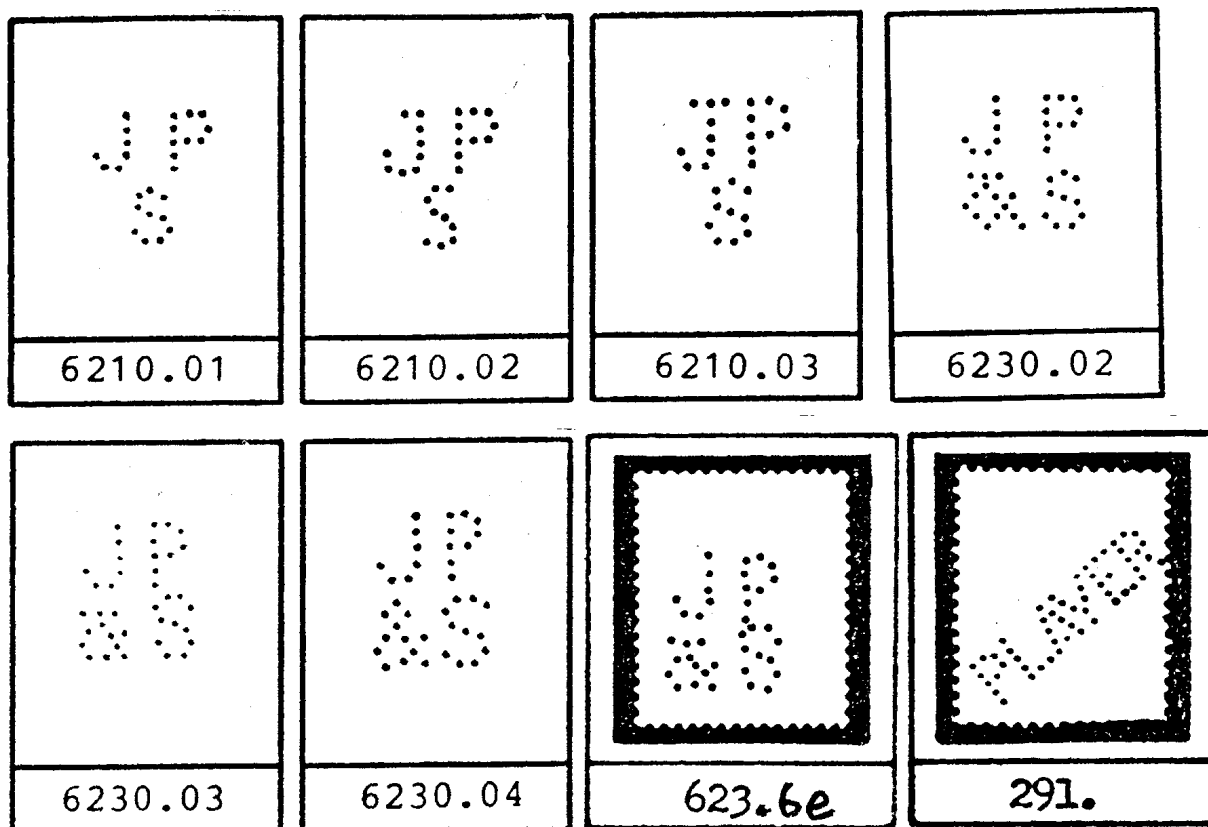
Until 1960 Wills still made a chewing tobacco for Welsh miners.



JOHN PLAYER AND SONS LTD

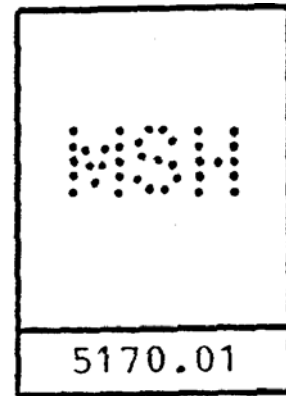
John Player came to Nottingham from Essex in 1862 and set up business as an agent for manures and seeds, selling tobacco as a sideline. In 1877 he took over William Wright's factory and registered the Castle trademark.

The American Bonsack machine revolutionised cigarette making. Wills introduced their Woodbines made by the machine in 1888. In 1893 Players installed a similar Elliot machine and other manufacturers followed. Cards to stiffen the packets carried adverts from 1887 and in 1895 Players issued the first set of cards depicting Naval and Military Uniforms following this with Soldiers then Ships.



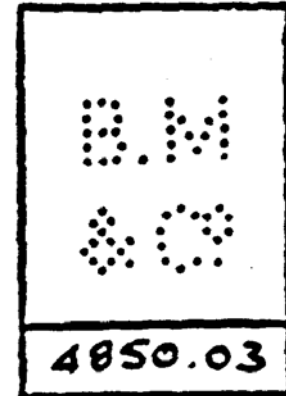
## MARDON, SON & HALL LTD

They did much of the advertising for the British Tobacco Industry, as did Ogdens. With Wills, Mardon Son & Hall developed the packet making machine which was leased or licensed to other manufacturers. These developments led to the demise of the clay pipe.



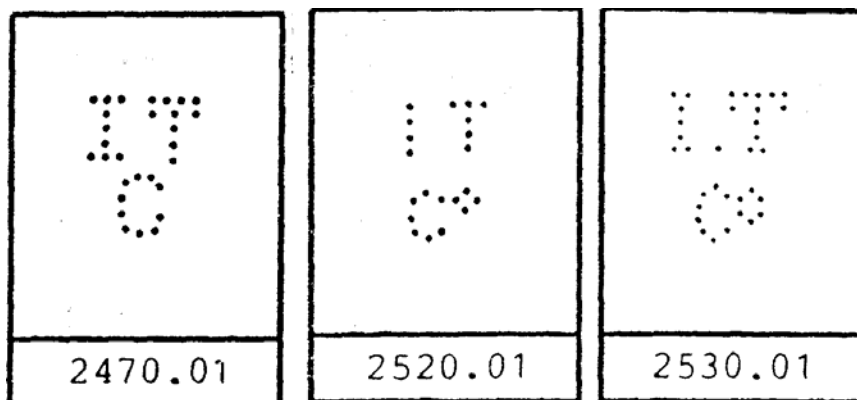
## B.MURATTI SONS & CO.

This was another firm which included cigarette cards in their packets, the earliest in 1899. In the 1933 directory they are shown as "proprietors of the United Kingdom Tobacco Co (1929) Ltd." They had by that time been taken over by Godfrey Phillips Ltd but continued to operate as a subsidiary company.



## IMPERIAL TOBACCO COMPANY

In 1901 American Tobacco bought out Ogdens and attempted to establish a monopoly by starting a price war. The UK firms banded together as the IMPERIAL TOBACCO COMPANY and successfully resisted the American company. Ogdens were sold back to ITC in 1902 and the companies came to an agreement to market one another's products in their respective countries.



Bibliography includes:- 'Pipe Dreams' by Mike Dempsey and 'Packaging Source Book' and 'The Art of the Label' by Robert Opis. John Nelson found the reference to B. Muratti Sons & Co.