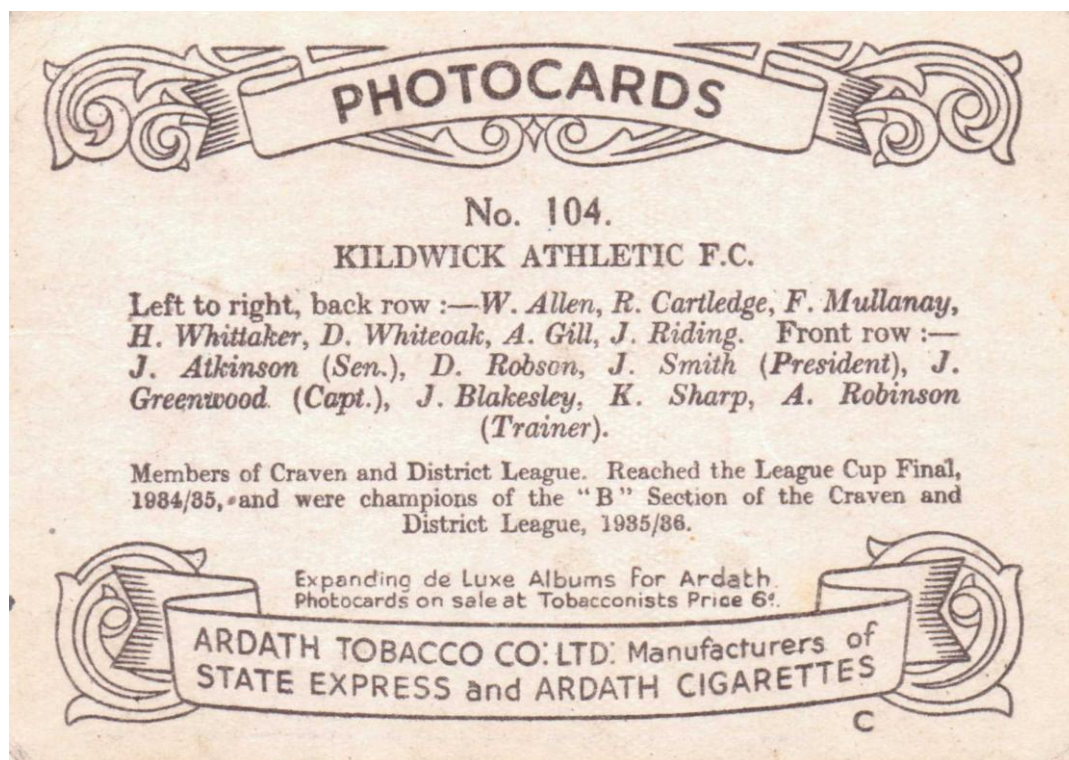


## Archive photographs in their context #4 – Kildwick Athletic Football Club Cigarette Card

At the “Preserving Our Village Past” event, in October 2013, Helen Waller brought along this picture of the 1935/36 Kildwick Athletic Football Club team for us to scan.



But this wasn't a photograph, it was a cigarette card ! Here's the reverse.



In America during the 1880s, cards known as 'stiffeners' were inserted into paper packets of cigarettes to reinforce the packaging and protect the contents. Within a few years someone (believed to be an American journalist) had the idea of creating sets of collectable cards with pictures on one side of the card and text on the other; these would encourage people to buy a particular brand in order to collect a full set of cards.

Early US cards depicted famous actresses, baseball players, Indian chiefs, and boxers. In the UK some of the earliest sets were of 'Castles and Abbeys' (John Player & Sons, 1893), and 'Ships and Sailors' (W.D.& H.O.Wills, 1895).

From the outset, sport featured frequently, including 'Cricketers' (W.D.& H.O.Wills, 1896) and, in 1906, Thomas Ogden's produced one of the first sets of cards in full colour – depicting footballers in their club colours.

The Ardath Tobacco Company was established in 1896 by Sir Albert Levy. It started issuing cards immediately prior to the start of WW1 and in 1934 produced a set of portraits of famous football players.

In 1936 Ardath began issuing photo-cards of football clubs. The one shown on the previous page was one of a set of 110 cards showing 'Football Clubs of Yorkshire'.

**Author's note:** In the 1950s and 60s collectable cards were also issued in packets of chewing gum, sweets and even tea. I well remember the 'Pedigree Dogs' set issued by Rington's, and must be one of the few people ever to have opened a packet of tea hoping to find a Red Setter !

## Further Information

[http://en.wikipedia.org/wiki/Cigarette\\_card](http://en.wikipedia.org/wiki/Cigarette_card)

<http://www.cigarettecards.co.uk/intro.htm>

<http://spartacus-educational.com/CIgardath.htm>